



FOCUS

January 2009

www.ims-alliance.org

Volume 3, Number 1

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Save the Date

April 18, 2009

**80th Annual Meeting
of the
Iowa Medical Society Alliance**

Coralville Marriott Hotel and
Conference Center

Plan to arrive Friday evening in
time to attend the Dutch-treat
dinner we are hosting for our
out-of-state guests.

A block of rooms is being held
at the Marriott,

\$99 + tax per night;

for reservations:

**888.236.2427 or
319.688.4000**

More detailed information
for Annual Meeting will appear
in future issues of *The FOCUS*.

New Year's Greetings from Deb McCalla, IMSA President

Holiday Greetings to all IMS Alliance members! On behalf of the IMS Alliance Board, I would like to extend a wish that 2009 is a year filled with many successes for you. I would also like to thank the IMS Board for all the support given to us during 2008. Through providing significant financial support and workspace for our meetings and coordinator, IMS assistance has aided us in better carrying out our mission.

For our county Alliances, 2008 saw many projects designed to support local needs. Over the last year, physician spouses, oftentimes in collaboration with county medical societies, held benefits that raised over \$28,000 for direct aid to victims of this summer's flooding, to support homeless shelters and a community kitchen and to benefit a *Reach Out and Read* program. Alliance-raised funds will also assist victims of sexual assault and provide grants to community organizations. The IMS Alliance also received a \$1000 grant from the Pennsylvania Medical Society Alliance to be used to benefit flood victims.

Please join me in applauding members in Cerro Gordo, Johnson, Linn, Scott, Polk and Woodbury counties for their creative fundraising efforts. Through Holiday Sharing cards, unique auctions and direct donations, their work benefits local communities while strengthening the bonds among physicians, resident physicians, medical students and their spouses.

Interview Resource on MP3

The Iowa Medical Society and Alliance are pleased to introduce a new resource for resident physicians who are in or about to start the interview process. We believe the information is useful at all stages of training, so medical students are encouraged to view the free resource as well.

Physician training is focused on how to deliver effective patient care. Once medical school and residency is over, doctors are expected to enter practice without any prior experience with negotiating a contract, evaluating what a prospective employer should have planned during an interview, or the ability to truly evaluate why one practice may be a better choice over another. The Iowa Medical Society and Alliance have collaborated to produce a downloadable MP3 file that will provide residents with the information they need to make informed decisions regarding their future practice. Please click on the link for more information on:

- Types of practice settings and governance
- Areas to note while reviewing financial reports
- Employment agreements and contracts
- Legal aspects of joining and leaving a practice
- Red flags to look for
- Community and social activities that should be included in the interview process
- Benefits of practicing in Iowa

<http://www.iowamedical.org/residentrecording/WhatYouDontLearnInMedicalSchool.cfm>

Call for Nominations

IMS Alliance Member of the Year
IMS Alliance Outstanding Achievement Award

For nomination requirements and official nomination forms, visit our Web site. Deadline for submissions is March 1, 2009. Awards to be presented at Annual Meeting in April.

ALL IMS Alliance members are invited to attend

Winter Board

Thursday, January 22, 2009
9:00 AM

Iowa Medical Society offices
1001 Grand Ave., West Des Moines

Noreen O'Shea, D.O.

will speak on teen substance abuse.

Dr. O'Shea is a family physician in practice for 21 years. She holds a double major in Biology and Theology from Creighton University.

The mother of four, Dr. O'Shea is interested in challenges facing youth, particularly teen pregnancy and substance abuse.

Dinah Goldenberg, AMA Alliance

will give an update on possible national bylaws changes, including the addition of domestic partners as a membership category, and report on substance abuse programs offered through the AMA Alliance.

Contact the [IMS Alliance Coordinator](#) to receive the meeting's "virtual" agenda and packet or for additional information via email.

Links

[IMS Alliance](#)

[IMS Alliance Coordinator](#)

[AMA Alliance](#)

Click on our name to contact us

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Further study that supports the precepts of *Screen Out!*

"The depiction of cigarette smoking is pervasive in movies, occurring in three-quarters or more of contemporary box-office hits. Identifiable cigarette brands appear in about one-third of movies. The total weight of evidence from cross-sectional, longitudinal, and experimental studies indicates a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation."

New Research

Researchers at Dartmouth University recently published an important study that does a head-to-head comparison of the effects of exposure to onscreen smoking in movies and traditional cigarette advertising and promotion (such as branded items like caps) on adolescent smoking behavior. The 2 year longitudinal study started in 1999, shortly after the MSA went into force.

They conducted multivariate analysis that considered both the effects of movies and advertising at the same time, as well as the usual wide variety of other determinants of youth smoking (peer smoking, parents smoking, academic performance, etc.) and found:

1. Exposure to movie smoking between doubled and tripled the likelihood that a nonsmoking adolescent would start smoking; accounting for this movie effect, advertising receptivity did not have a significant impact on initiation.
2. Among kids who had already started smoking, receptivity to tobacco advertising and promotion increased the likelihood of progression towards fully addicted smoking by a factor of 2.5 to 3.5; the movies did not have a significant effect after accounting for advertising receptivity.

These two results taken together suggest that the movies are the main reason that kids start smoking and that once they start experimenting with cigarettes, they pay more attention to cigarette advertising. The full study is available at <http://tobaccocontrol.bmj.com/cgi/content/abstract/tc.2008.026153v1>

Blue Book Reports due 2.28

The Blue Book is the compilation of the annual reports submitted by Board officers, committee chairs, district councilors and county presidents; those attending Annual Meeting in April will receive a copy of the Blue Book.

Board members are asked to email their Blue Book reports to the Alliance office by February 28; timely submission of reports will greatly assist our new coordinator.

Have an IMPAC(t) on Legislation

What is IMPAC? The Iowa Medical Political Action Committee (IMPAC) is the political arm of the Iowa Medical Society, which represents over 4,600 physician members. IMPAC is a voluntary, non-profit organization that uses personal donations by physicians and their families to help elect pro-medicine candidates in Iowa. IMPAC makes campaign contributions to both state and federal candidates running for office in Iowa and is affiliated with AMPAC, the political action committee of the American Medical Association.

Why should you join IMPAC? Policymakers need to hear from physicians and physician families about how medicine should be practiced in Iowa now and into the future. IMPAC campaign contributions increase the visibility of physician issues, such as tort reform and scope-of-practice and strengthen the voice of medicine in the Iowa Legislature. By supporting pro-medicine candidates, IMPAC makes a strong statement about what issues are important to physicians and their patients in Iowa.

How do you join IMPAC? Sign up on the [IMS Web site](#) by clicking on the Legislative Advocacy link on the left of the screen and following the link to IMPAC. Or simply email [IMS Alliance](#) to have a form sent to you. Take the time to join! Together, we can make a difference.

Changing of the Guard

As of January 1, 2009, the IMS Alliance has a new coordinator seeing to its organizational needs. Tess Young, outgoing coordinator, writes:

"Although I thoroughly enjoyed working closely with all of you, responsibilities from the other endeavors in my life have made it impossible to continue as the IMS Alliance coordinator. I look forward to continuing on the board next year as bylaws chair and will always value the IMSA and the friends I have made! I look forward to working with and turning over the helm to Deb Whitver who will do a terrific job! I hope to see you at the winter board meeting and at many meetings in the future!"

Stepping into the coordinator position is Deb Whitver, a 20-year paraprofessional in the Grinnell school system. Deb, who was born and raised in Jefferson, Iowa, has been married for thirty-two years to IMS VP Ed Whitver, whom she began dating in high school. Deb and Ed have three children; their oldest, Jake, is married and living in Chicago. Son Jack and wife live in Ankeny. Daughter Tina lives in Grimes with her three-year-old son, Caden; Trina is engaged to be married in August.

Deb and Ed are building a home in Grimes and should be moved in by the time you read this. Deb is excited about working for the IMS Alliance and, when not busy with IMSA activities, plans to enjoy babysitting her grandson.

Attend 2009 NAC

The 2009 National Advocacy Conference (NAC) will be held in Washington, DC, on March 9-11 at the Hyatt Regency Hotel. Maureen Lyons, IMS Alliance president-elect, will be leading the delegation from Iowa. Though there is some reimbursement of expenses by the AMA Alliance and IMS Alliance, those interested in attending should expect out-of-pocket expenditures. Call (641.752.3137) or email [Maureen Lyons](#) to express interest and obtain information. The [AMA Alliance Web site](#) also contains additional information on NAC.