



# FOCUS

May 2009

www.ims-alliance.org

Volume 3, Number 5

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### AMA Foundation

Iowa contribution total for last year was nearly \$8,000

Top three counties:  
Woodbury  
Polk-Warren  
Johnson

### County Membership and Members at Large as of Annual Meeting:

Cerro Gordo -- 88  
Clay -- 11  
Johnson -- 98  
Marshall -- 21  
Polk-Warren -- 72  
Pottawatomie-Mills -- 2  
Scott -- 88  
Woodbury -- 22  
Members at Large -- 33

Total State Membership  
435

## Maureen Lyons installed as 2009-2010 IMS Alliance President

### 4.18.09



Photo courtesy of Kathy Beaty (Marshall)

### We're all in this together

Newly installed IMSA President Maureen Lyons thanked Alliance members from Marshall County for their mentoring and support over the 25+ years since she and husband Ken moved to Marshalltown right out of residency; she recalled that one of her first encounters with the Alliance (then Auxiliary) was the county president calling to invite her to a meeting.

Taking to heart the adage that "the first responsibility of a leader is to **define reality**," Maureen noted that our Alliance reality is fewer paid staff hours, due to IMS budget cuts, and fewer members. We need to winnow activities that don't resonate with our members while focusing on what meets their needs. We need to be open to change.

Within the core areas of Alliance activity, Maureen has identified specific goals for her presidency. Building on the leadership of **IMSA Immediate Past President Debbie McCalla**, Maureen Lyons brings considerable enthusiasm to her new role. *The June FOCUS will detail specifics goals from Maureen's installation speech.*



Photo courtesy of James Entwistle (Scott)

### IMS Alliance Names Delegates to AMA Alliance Annual Meeting in June

Maureen Lyons (Marshall), IMSA President; Debbie McCalla (Woodbury), IMSA Immediate Past President; Becky Kresowik (Johnson); and Sheila Drevyanko (Polk-Warren) will represent the interests of the Iowa Medical Society Alliance at the American Medical Association Alliance's Annual Meeting in Chicago, June 13-15. On our members' behalf, they will weigh in on the issues that affect the practice and future of medicine. During the meeting, our delegates will deliberate, debate and vote on issues submitted to the House of Delegates (HOD) and elect the **2009-10 slate of officers from the nominated candidates.**

### 2009-2010 IMSA Nominating Committee

The IMSA House of Delegates has entrusted the following members with discerning potential leaders for the 2010-2011 Alliance year:

**Debbie McCalla** (Woodbury)  
**Barb Hanas** (Clinton)  
**Kathy Lariviere** (Johnson)  
**Martha Holzworth** (Polk-Warren)  
**Rose Acheta** (Clinton)

### Annual Meeting Basket Auction raises funds for AMAF and IMSA

James Entwistle (Scott) reports that the Annual Meeting Basket Auction raised \$1,215 for the AMA Foundation; the Past Presidents' Basket, which raises funds to purchase the president's pin, brought in \$300.

*"Volunteer Health Service Awards are given annually to recognize [those] who [have] given an outstanding number of volunteer hours or [have] made an outstanding commitment of volunteer service in the areas of health, mental health and/or health education. Any Iowan, other than members of physicians' families, is eligible. . . ."*

Alliance Awards  
 IMSA 2008-2009 Leaders Guidebook,  
 p. 41

## Volunteer Health Services Awards

Representatives from the Iowa Medical Society Alliance were on hand at a volunteer awards recognition dinner at Jenny Edmundson Hospital (Council Bluffs) on April 27 to honor the IMSA Volunteer Health Services Awards recipients. Both the teen and adult award recipients serve at JEH.



(left to right) IMSA Awards Chair Angela Wisco; Teen VHSA recipient Jason Scheffler; JEH President & CEO Steven Baumert; Adult VHSA recipient Frances Young; 2008-2009 IMSA President Debbie McCalla.

In three and a half years as a volunteer, **JASON SCHEFFLER** has donated approximately 630 service hours. He serves on the Teen Council for teen volunteers and has been both an assistant and head supervisor. Scheffler performs a variety of patient services and works to train and motivate new and existing teen volunteers. Despite only being required to work once per week, he usually volunteers more, often up to three times a week. Scheffler has a physical disability but has never used this as an excuse or reason to quit; he continues to volunteer, even when needing to use a wheelchair or crutches to do so.

**FRANCES YOUNG** has been a volunteer for over 28 years at Jenny Edmundson Hospital and has served more than 14,387 hours. Now a 93-year-old dynamo, she has worked in numerous areas of the hospital and as a volunteer in the Day Care and as a lunch time pal with local elementary school children as a mentor and homework helper. Young even enlisted her daughter's help so she could continue to work in the gift shop on a weekly basis. She also serves as the chairman of Chapel Services, plans chapel services several times yearly and leads prayers before all board meetings. Young contacts recently discharged out patient surgery patients to inquire how they are doing; she also collects valuable information for the Performance Improvement Department.

### Links

- IMS Alliance
- IMS Alliance Coordinator
- AMA Alliance

Click on our name to contact us

**Maureen Lyons**  
 President

**Sheila Drevyanko & Jane Patten**  
 Vice President/Membership

**Patti Walden**  
 Secretary

**Bonnie Green**  
 Treasurer

**George Riesen**  
 FOCUS Editor

**Jolene Jebsen**  
 Health Promotion

**Barb Savage & Suzan Stewart**  
 Legislative Advocacy Co-Chairs

## IMS Alliance members accept awards from Iowa Medical Society

*"All labor that uplifts humanity has dignity and importance."*  
 - Martin Luther King, Jr.



Tess Young, on behalf of the volunteers who support the Free Clinics of Iowa, accepted the Washington Freeman Peck Award; Tess Young and Barb Savage were honored with the John F. Sanford Award for their efforts in raising awareness of health literacy issues.

IMS President Patricia Hoffmann, DO, recognized volunteers with the Free Clinics of Iowa with the Washington Freeman Peck Award. Dr. Hoffman praised "the greeters, physicians, receptionists, nurses, interpreters, pharmacists and other health professionals who 'volunteer their time' to provide quality medical services to those who can't afford to pay for their care." Mary Kitchell, Clinic Manager for the Ames Free Clinic, and Tess Young, Clinic Manager for St. Luke's Clinic in Polk County (and IMSA member) accepted the Washington Freeman Peck Award on behalf of all free clinic volunteers.

The John Sanford Award recognizes a layperson who has made an outstanding contribution to health care. This year the Iowa Medical Society chose to recognize two persons for their exceptional efforts - IMS Alliance members Barb Savage and Tess Young - for their work to promote health literacy. Dr. Hoffmann noted that "there is no question that the ability to obtain, process and understand basic health information and services affects a patient's entire health care experience. It's estimated that 90 million adults in America have low health literacy." Barb and Tess serve on the IMS Health Literacy Team and attended the inaugural AMA Health Literacy Train-the-Trainer workshops in 2003. Dr. Hoffmann notes that Tess and Barb have "become leaders in health literacy by sharing knowledge and giving presentations and workshops to a wide variety of physicians, nurses, dentists, and home health care and social workers. Both Tess and Barb have worked hard to raise awareness of the critical role that health literacy plays in ensuring quality and safety in health care."

*Interested in making a difference? Become more active!*

Attend IMS Alliance Summer Board on July 16

AND GET INVOLVED

More information in June FOCUS