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***E-Connection* updates**

Monthly Alliance updates are sent to those whose email information we have in our database. If you wish to receive regular news from the AMA Alliance for your medical family, we want to make sure we have your correct email address. If you or someone you know would like to be added to our list, please contact us at amaa@ama-assn.org.



Alliance Web site

Visit www.amaalliance.org for all the latest Alliance news and

Welcome to E-Connection

E-Connection is the AMA Alliance monthly member communication. It is designed to keep you informed about everything new and upcoming at the Alliance.

We welcome all comments and suggestions. E-Mail us at amaa@ama-assn.org.

A Message from Alliance President Susan Todd

Transitioning with Grace and an Open Mind

At this time of year, it's natural, maybe inevitable, to reflect on how quickly the year has passed. I know I can't help but think back to how I felt when I stood before you last spring, embracing the leadership of this organization, which has been an important part of my life for more than 30 years and asking for your help and support.

Like every Alliance president before me, and around me in the states and counties, I revel in what we have accomplished with gratitude for our shared efforts and mourn what we were not able to address this year. At this time, most alliances around the country are preparing to pass the torch on to the next leadership team and there are many presidents, presidents-elect, and board members reflecting on what has been accomplished and what comes next.



That was the topic of discussion recently in California. The group held a discussion facilitated by California Medical Association Alliance (CMAA) Immediate Past President Debbi Ricks on just that--the transitioning process and how to build on the momentum of the past year as the organization moves forward. It struck exactly the right note of truth with me and with Debbi's permission, I am sharing it with you as you prepare for AMAA's and your own leadership transition.

I am confident Debbi's reflections will inspire and motivate all of us as

updates including current headlines.

Join the Alliance

AMA Alliance supports medical families through advocacy and education. Join this wonderful nationwide network of people, resources and opportunities for medical families.

[Find out more about membership benefits and become an Alliance member today!](#)

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we contemplate how to transition with grace and an open mind.



Excerpt from "Transitioning with Grace and an Open Mind," Presidents' Forum Discussion

Debbi Ricks, Facilitator

Ideas for Successful Transitioning

At this time of year we are wrapping up the old year and beginning to think about the upcoming year. Many Alliance boards are in place for 2011-12 and others are working on developing their leadership teams. Whether your Alliance has a full traditional board or you are considering alternate board structures, at least some of the volunteers filling the positions will be changing or shifting.

Transitioning is a time that requires everyone to remember what is in the best interest of the organization. Here are a few suggestions for the teams that have a president and a president-elect for transitioning with grace.

Boards with Presidents and Presidents-elect

For the outgoing president...

1. It is important for the next team to ramp up during the last few months of your term. While you are the current president, the reality is that "the year" belongs to the membership as does the future.
2. You look like more of a hero when the chapter accomplishes great things during your term -- and then the energy keeps moving ahead.
3. A smooth transition helps reinforce you as a leader committed to the future of the Alliance.
4. You may wish you had more time. Perhaps you just got the rhythm of the job or you are delighting in the opportunities you experienced because you are president. Maybe you've poured your heart into your year. A feeling of sadness or not being ready to let go is normal -- and part of the process. Rest assured, as you assume the role of past president, you'll find other doors opening for you. There are always exciting opportunities available for outstanding leaders.

For the incoming president...

1. Prep your incoming team before the current year ends. You need to be ready to step up as a team, with goals in mind when your fiscal year changes and you become officially the new board. Have your retreat before you take office and start to build your momentum.
2. Be respectful of the leaders who have come before you. Like you, at some point they wanted to do great things -- even if the year didn't end as strongly as they hoped originally. Using words such as "Build on momentum" and "use the energy from the previous year" to launch your year are much kinder words than "this is going to be the best year ever" -- even if you think last year was not as successful as it could have been. If members can trust you to be respectful of your predecessors, then they will trust you to take good care of them as volunteers in the year ahead.
3. Help celebrate all of the hard work done this year. First of all, it's the

right thing to do. Secondly, if you appreciate the time and effort the others have put in, you build up positive energy for accomplishing your goals. Members are more likely to volunteer if they know you are going to appreciate them.

NOW OPEN: Check Out the Streamlined Program and Register for the AMA Alliance Annual Meeting

June 19-21, 2011, at the Swissôtel Chicago

Did you know that you no longer need to be selected by your state to register and attend the AMA Alliance meeting? All members are now invited to register and share your individual input on the future direction of and priorities for the AMA Alliance.

The upcoming annual meeting will be different than in prior years in that there will be no House of Delegates' session; however, Alliance business will be conducted with all the registered members participating. Highlights of the meeting include:

- Welcome reception Honoring AMA Alliance and AMA Presidents and Presidents-Elect Susan Todd, Emma Borders, Cecil B. Wilson, MD, Peter W. Carmel, MD and 2010-2011 AMA Alliance Board of Directors and Committee Members
- Belle Chenault Award Breakfast, Sponsored by AMPAC
- Educational sessions, featuring *Polio: An American History* with David Oshinsky, PhD, Pulitzer Prize-winning Historian; and Strategic Planning for your Alliance with Paul Amundsen, CFRE
- Opening session with Introduction of Resolutions, Amendments and Reports
- Reference Committee Hearings
- Louisiana State Reception Honoring Incoming President Emma Borders
- Alliance Prestige Awards Breakfast Honoring HAP, LEAP, MAP and MDP Winners
- Inaugural Lunch
- Networking opportunities with Alliance friends from around the country!



Check out the [COMPLETE PROGRAM](#).

[REGISTER NOW!](#)

[BOOK YOUR ROOM NOW!](#)

And keep checking the AMA Alliance Website www.amaalliance.org for more information as it becomes available.

Do You Have Trouble Viewing This Email? Here's What

To Do

We understand that some of our members have had problems when printing this newsletter. The Alliance regrets any inconvenience you may have experienced. We are pleased that you want to print out the newsletter for further reading or to share with others in your local Alliance or in your greater community. Here's what to do to bypass the problem and print a properly formatted version. At the top of each email the Alliance sends out is a message that says, "Having trouble viewing this email? Click here." When you click on the link, you will be able to preview a version that should print out perfectly. Still having trouble, email us at amaa@ama-assn.org and we'll walk you through the process.



Do you enjoy reading Alliance news in *E-Connection*, but miss the paper magazine? In May, we'll skip the electronic newsletter in favor of a printed publication. Look for *Connections* to hit your mailboxes at the end of May.

Implementing a Doable Plan for Optimum Health

Four Key health behaviors have been identified to get your family headed toward the better health:

- Healthy eating
- Physical activity
- Tobacco avoidance
- Alcohol risk management

First Step - Choose better health

- **Know** the goals supported by medical science for healthy living.
- **Compare** the goals to your health habits and those of each member of your family.
- **Decide** on personal goals for optimum



health.

1. Healthy eating goals for every adult, every day

1 ½ - 2 ½ cups of fresh fruit.
 2 - 4 cups of vegetables.
 Whole grains
 Avoid trans fats and saturated fats.
 Limit salty and sugary foods.
 Keep total calories to an amount that is right for your height and weight.

2. Physical activity goals for every healthy adult, every week

5 days x 30 minutes of **moderate** aerobic physical activity.
 3 days x 20 minutes of **vigorous** aerobic activity.

3. Quit Smoking--The goal for every healthy adult is:

- Don't use any tobacco product at all.
- Quit smoking and if you don't smoke, eliminate exposure to secondhand smoke.
- Declare your home and car smoke-free environments.

4. Reduce Risky Drinking

Recommended alcohol limits

- **Women**--On any day, never more than 3 drinks and no more than 7 in a typical week.*
- **Men**--On any day, never more than 4 drinks and no more than 14 in a typical week.*

Some People Should Avoid Alcohol Altogether

- Women who are pregnant or trying to become pregnant.
- Anyone planning to drive or handle machinery or equipment.
- Anyone taking medication.
- Recovering alcoholics or those with an alcohol use/tolerance disorder.
- Anyone under the age of 21.

**Note: One serving = 12 oz beer, 5 oz wine and 1.5 oz liquor. Most poured drinks exceed these amounts.*

Excerpted From: *Healthier Life Steps for Medical Families*
 21st Century Medical Family Series



Medicare Panel Recommends One Percent Physician Pay Increase for 2012

Congress should boost Medicare physician payment rates by 1 percent in place of a steep scheduled cut set to take place Jan. 1, the Medicare Payment Advisory Committee (MedPAC) recommended in its annual March report to federal lawmakers, according to a story in *American Medical News*. (*Amednews*).

MedPAC released its report March 15, just days after the Centers for Medicare & Medicaid Services announced that a Medicare physician payment cut scheduled to occur Jan. 1 would be 29.5 percent--the highest to date. The AMA and 130 state and specialty societies sent letters March 10 to the [U.S. House of Representatives](#) and the [U.S. Senate](#) calling for a permanent solution this year to Medicare's physician payment problem.

"The AMA concurs with MedPAC's conclusion that the nearly 30 percent cut built into Medicare's payment system for 2012 would jeopardize access to physician services for many patients and should be replaced with a positive update to help offset increases in practice costs," AMA President Cecil B. Wilson, MD, said in the story in *Amednews*.

State Alliances Tackle Special Programming to Advance Advocacy Efforts

Florida--Shar C. Donovan, RN, President of the Florida Medical Association Alliance (FMAA) reports that last month, members had an opportunity to become involved in the legislative process at a number of state and regional meetings around that state. FMAA's "Days At the Capital" took place in Tallahassee March 14 and 15. It was a joint meeting for FMA Alliance and Florida Medical Association (FMA) members.

In addition to the legislative activity on the state level, activity that will continue throughout all of session, members had the opportunity to participate in district meetings. On March 17, the [Northeast District](#) met in St. Augustine at the Columbia Restaurant. And on April 13, the [Southeast District](#) will meet in Ft. Lauderdale at the Capital Grille. The Southwest District plans are underway for a spring meeting as well.

The district meetings are open to the general membership from all the area county alliances.

Iowa--In Iowa, the Iowa Medical Society Alliance is sponsoring an ambitious project called Health Literacy Iowa (HLI).

HLI is a new statewide resource--supported by health-related organizations and educational institutions--whose mission is to promote and facilitate the ability of all Iowans to use effective communication to improve their health. By improving communication and participating in innovative programs, *Health Literacy Iowa* is working to make health information understandable for everyone, and helping make all Iowans healthier.



- Provides services to assist health care providers and organizations in using health literacy-related interventions and creating system change.

- Offers education, training, and consultative services for effective written and interpersonal health communication for employers, payers, agencies, and other organizations.
- Offers education and training to help health care providers and others communicate more effectively.
- Empowers patients, families, and consumers to ask for and find clear health communication.
- Provides access to health literacy resources through the HLI website.
- Participates in health literacy-related community health projects and research.

Learn more www.healthliteracyiowa.org

Healthy Living Grants Available in May - Mark Your Calendars!

The American Medical Association (AMA) Foundation will be launching healthy lifestyles grants through the Healthy Living Grant Program. Since 2002, this program has provided over 250 organizations with the resources to combat obesity, substance abuse and violence in their communities and encourage healthy behaviors.

In 2011, the program will focus on medical-related organizations, such as AMA Alliance groups and other health related organizations, and will encourage collaboration with nonprofits, schools or government entities. Grants of up to \$5,000 will support programs addressing three healthy lifestyles areas for children and youth ages 2-21:

- Nutrition and Physical Fitness
- Violence Prevention
- Prescription Drug Safety, supported by Purdue Pharma L.P.

Applications will be available the week of May 16, 2011 and are due July 15, 2011.

To find out more information and view 2010 recipients, visit www.amafoundation.org/go/healthyliving.

Upcoming Observances from National Observance Calendar

Health observances are special days, weeks, or months used to raise awareness of important health topics. Examples include World AIDS Day or the Great American Smokeout. Here are selected upcoming observances.

April

- Alcohol Awareness Month
- National Autism Awareness Month

May

- Arthritis Awareness Month
- Mental Health Month
- National Blood Pressure Education Month

- National Women's Health Week -- May 8-14
- World No Tobacco Day -- May 31

June

- Men's Health Month
- Home Safety Month

[Click here to view the full National Observance calendar.](#)

Alliance members: leverage this with an Alliance health promotion event in your community.

Upcoming Alliance Events

For a full listing of events go to www.amaalliance.org.

May 4: Deadline date for submission of [Medical Association Partner \(MAP\) Awards](#) and [Membership Development Project \(MDP\) Awards](#)

June 19-21:
AMA Alliance [Annual Meeting](#), Chicago, IL

September 30-October 2:
AMA Alliance Leadership Development Conference, Chicago, IL

[For more information about these events, or for a full-calendar listing, click here...](#)

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