

THURSTON-MASON COUNTY

Medical Society

May 2014

Newsletter

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MESSAGE FROM THE TMCMS PRESIDENT

By Kevin Roscoe, MD

This beautiful weather over the last week of April into May has really reminded me of why I love living here. It also reminds me that summer is just around the corner. This is a great time for my family and me to enjoy more outdoor activities. We also enjoy seeing our neighbors coming out more and socializing. I hope that all of you are enjoying this beautiful weather, your family and neighbors as well.

At our TMCMS board meeting this month we refined our agenda for the year, collected ideas for education and CME opportunities, including the always popular and well attended "Gut Club". We established and held the first meeting of the new website development subcommittee. We are pursuing continued diversity on our board as well as a possible "at-large" member. We are also collecting ideas for legislative initiatives for the fall to be presented as resolutions at the WSMA House of Delegates meeting to be held on September 20-21 this year at Sea-Tac. Please contact us with your ideas.

I hope to see some of you at the WSMA Leadership Conference in Lake Chelan!

A NEW TMCMS WEBSITE IS COMING

The TMCMS is planning to update its website this year and we want to hear from you. Please let us know what information you would like to see on the website. You can send your comments to Jena Layton at jlayton@tmcms.org. A website design committee chaired by Dr. Dominique Coco has been formed and is looking for volunteers. If you are interested in working with this committee please contact Jena Layton.

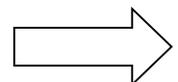
USING SOCIAL MEDIA RESPONSIBLY

Are you using social media to promote your practice and connect with your patients? Do you have a personal Facebook, Twitter or Instagram account? Social media can be a great tool for providers but may present challenges as well. The WSMA website provides helpful tools, information and resources to help you responsibly use social media and the Internet. To get you thinking, consider the following information from the WSMA's "Using Social Media" pamphlet on 10 things every physician should keep in mind when considering social media use:

1. Avoid crossing any professional boundaries with patients through the use of social media.
2. Think carefully before using social media to find information on your patient.
3. Pause and think carefully before posting anything – you may end up surprised by who see it.
4. Proactively monitor what is said about you online.
5. Anything you post can be traced back to you.
6. Online discussions of patients are risky, no matter how cryptic.
7. Always be clear, accurate and transparent.
8. If you are employed, don't violate your employer's social media and Internet use policies.
9. If you own a practice, make sure you have a social media policy for your employees.
10. Keep your personal and professional use of social media separate.

Want more information? Visit the WSMA website at wsma.org/social-media to download this brochure and read a statement from the WSMA Executive Committee regarding medical discipline for the use of social media by physicians. You will also find links to the Medical Quality Assurance Commission's "Guideline on Professionalism and Social Media", and links to the AMA, the Federation of State Medical Boards, and Physicians Insurance.

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DO YOU KNOW A HEALTH CARE CHAMPION?

Please consider those in our community who truly display outstanding commitment in the arena of health care. The TMCMS and the Thurston County Chamber of Commerce are bringing you the 8th annual Health Care Champion Event, sponsored by Capital Medical Center, on June 17 at the Heritage Room on Capitol Lake to honor and celebrate leaders who have made a significant impact within health care this year.

We are challenging you to think beyond your immediate circle or the obvious and help identify people whose unique contribution, although exceptional, might otherwise go unnoticed. All we need is the name and contact information of possible recipients. **The committee meets on May 7, so please get your recommendations in as soon as possible to Jena Layton at jlayton@tmcms.org or 360-352-1417.**

Last year the following physicians were recognized:

- George Chappell, MD – Health Care Safety Net Award
- Joe Hoffman, MD – Emergency Services Award
- Angela Bowen, MD – Health Care Pioneer Award
- James McDowell, MD – Lifetime Achievement Award

WSMA ANNUAL SESSION OF THE HOUSE OF DELEGATES

The annual meeting of the WSMA House of Delegates will be held in SeaTac on September 20-21. Your TMCMS delegates once again plan to serve our members' interests by bringing important resolutions to the meeting. Resolutions that are passed at the annual meeting help direct the WSMA legislative strategy for the 2015 Legislative Session. If you have any ideas for new resolutions that you would like your delegates to present, please send them to jlayton@tmcms.org.

ORAL HEALTH COALITION

The newly formed oral health coalition met last week to discuss adult access to dental care. Dr. Devin Sawyer spoke about a project he is currently working on to create a dental residency at Providence St. Peter Hospital and Mary Huff from the South Sound Military and Communities Partnership spoke about access to care issues within the military community.

The Olympia Union Gospel Mission has a dental clinic to assist people with urgent dental needs who have limited or no access to dental care. Please don't hesitate to contact the Olympia Union Gospel Mission for more information if you have a patient who may be in need of dental care.

In partnership with:

Washington
State Medical
Association | **WSMA**

The next meeting of the Oral Health Coalition will be June 10th at 5:30pm at the Olympia Union Gospel Mission.

DON'T MISS THESE INFORMATIVE WEBINAR CME OPPORTUNITIES

The WSMA Foundation for Health Care Improvement is offering CME opportunities through the Clinical Performance Improvement Network (CPIN). These webinars are designed to assist physician practices efforts on quality improvement.

Engaging Patients in Collaborative Care Plans: Self-Management Support to Increase Quality

Wednesday, May 28, 12:15-1:15

Patient Communication

Wednesday, June 25, 12:15-1:15

For more information and to register for these webinars visit www.wsma.org/wsma-foundation

UPCOMING EVENTS

- **Secrets of Baby Behavior: Beginning Obesity Prevention in Infancy.** Dr. Diana Yu will be presenting on the research of Dr. Jane Heinig on Thursday, May 22 from 7:00-8:30 PM at St. Martin's University Worthington Conference Center in Lacey, WA. To learn more and register for this event go to <http://www.brownpapertickets.com/event/621606>.
- The "What's New in Medicine" internal medicine and infectious diseases CME conference will be held September 12 & 13, 2014 in Kennewick, WA. For additional information go to the following website www.whatsnewinmedicine.org or contact by email at wnim2014@gmail.com.
- **Doctors Without Borders Recruitment Information Session.** Thursday, May 8 at 7:00 PM at the Belltown Community Center in Seattle. Doctors Without Borders is seeking Physicians, Surgeons, Anesthesiologists and experienced medical field coordinators for its field missions. For more information visit: www.doctorswithoutborders.org or to register directly for the event, please go to <https://msfinfoessionseattle050814.eventbrite.com>

RENEW YOUR MEDICAL SOCIETY MEMBERSHIP

Please remember to renew your medical society membership. WSMA and TMCMS dues are paid on an annual basis beginning January 1. This year you can renew your membership online at the WSMA's website at www.wsma.org.

For membership information, please contact the Medical Society office at 360.352.1417.