



AMEF

FALL 2006

FOUNDATION

A Newsletter of The Academy of Medicine Education Foundation

facts

2006 Foundation Events

Annual CME Seminar

AMEF co-sponsored a CME-accredited seminar in February 2006 entitled "Riding the Wave of Change in the Practice of Medicine." From e-prescribing to the best laid plans of pay-for-performance, the 2006 annual seminar of the Academy of Medicine Cleveland/Northern Ohio Medical Association was as topical in subject matter as it was engaging to the many health care professionals in attendance.

Physicians and residents, registered nurses and practice managers from all over Northeast Ohio were on hand Feb. 17 to garner the volumes of information made available to them during this year's event.

Moderated by President **George E. Kikano, M.D.**, presenters include: **Dennis O'Leary, M.D.**, President, Joint Commission on Accreditation of Healthcare Organizations, Susan Nedza, M.D., Region V Chief Medical Officer for the Centers for Medicare and Medicaid Services (CMS), **C. Martin Harris, M.D.**, MBA, Chief Information Officer and Chairman of the Information Technology Division of the Cleveland Clinic, and **Steven Waldren, M.D.**, Assistant Director of the Center for Health Information Technology of the American Academy of Family Physicians.

Each of the presenters, widely respected as experts in their respective positions, fielded a bevy of lively questions from the audience; making connections between their offered material and the real-world experience of physicians in active practice. Punctuated by comments from AMC/NOMA President Dr. George Kikano acting as program moderator, the day's schedule was likewise bolstered by a timely legislative update provided during the luncheon hour by AMC/NOMA lobbyist Michael Wise.

Jointly sponsored by the AMC/NOMA, the Academy of Medicine Education Foundation and St. Vincent Charity Hospital, the seminar in aggregate was intended to inform attendees not only on what policies and initiatives have already taken place with regard to EMRs and P4P, but also what technologies and payment systems to expect in the coming years. As promised, the conference addressed such issues as why practice-based electronic health records are essential to quality measurement, and related to programs such as pay-for-performance; why information technology is a key enabler of quality improvement; how such payment experiments will continue to expand as reimbursements and quality of care become more formally linked and an understanding of how regulatory and legislative issues are affecting the practice of medicine including ways to work toward their reform.

The instructive event also offered an opportunity for Continuing Medical Education credits for attendees toward the AMA Physician's Recognition Award.

In sum, the 2006 annual seminar of the AMC/NOMA proved a successful interim step toward a fuller understanding of the issues presented therein, as well as an opportunity for all manner of area health care practitioners to come together, share their ideas and concerns with colleagues from around Northeast Ohio, and come away with a more comprehensive grasp of the program's content. By all accounts, including exemplary summary evaluations by attendees, "Riding the Wave of Change in the Practice of Medicine" concluded as a most worthwhile and informative event for those gathered.

Healthlines Radio Program

AMEF provided co-sponsorship with the AMC/NOMA of the well-established and award-winning *Healthlines* radio program, which provides healthcare-related information from expert member physicians to the community. This sponsorship affords AMEF the opportunity to establish itself in the community. Recordings of the 2006 *Healthlines* program may be downloaded from the AMC/NOMA Web site at www.amcnoma.org.

Thank you to the following interviewees who appeared on *Healthlines* in 2006:

Rafi Avitsian, M.D.
Dennis Landis, M.D.
Thomas Stellato, M.D.
Bruce Cameron, M.D.
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Annual AMEF Fundraiser

Every year in August, AMEF sponsors an event designed specifically to raise funds for the foundation. A charitable golf outing was held in memory of Marissa Rose Biddlestone, daughter of the AMC/NOMA Executive Vice President and CEO, who succumbed to leukemia in 2003. In its first two years, the annual outing raised more than \$73,000 for the foundation—funds that will be utilized for local medical student scholarships and the aforementioned AMEF projects. ■

Scholarships

AMEF awards scholarships each year to third and fourth year medical students (M.D/D.O.) who are or were residents of Cuyahoga, Summit, Lake, Geauga, Ashtabula, Lorain or Portage counties, and who demonstrated an interest in being involved in organized medicine and community activities. Applicants must also possess leadership skills and demonstrate academic achievement. AMEF scholarships will be awarded to third and fourth year medical students attending the following: Case Western Reserve University School of Medicine, Cleveland Clinic Lerner College of Medicine of Case, Northeastern Ohio Universities College of Medicine, and Ohio University College of Medicine.

Applications are due no later than January 31st of the year in which the student is to begin their third or fourth year of study. Scholarship recipients will receive their award at the Annual Meeting of the Academy of Medicine of Cleveland / Northern Ohio Medical Association in April of that same year.

A copy of the scholarship application is available on The Academy of Medicine of Cleveland/Northern Ohio Medical Association (AMC/NOMA) Web site under the AMEF link at www.amcnoma.org. For information on the 2006 AMEF scholarship recipients see 2006 Foundation Events. ■

Donations/Contributions

Did you know that contributions made by December 31st of the year can reduce taxes on returns filed by April 15th of the following year and that missing that date delays tax savings for a full year? That is why charitable gifts should be made well before Christmas. Timing is everything where year-end tax donations are involved, so don't delay. Plan as if the year ends on December 15th.

The Academy of Medicine Education Foundation is a 501(c)(3) tax-exempt organization dedicated to the improvement of health care. The AMEF touches the lives of physicians, medical school students and citizens across the region, through scholarships, community health projects and education. Please review the numerous opportunities to be involved in the Foundation's efforts and consider making a donation. All donations are fully tax-deductible. If you have any questions please e-mail Secretary-Treasurer Elayne Biddlestone at ebiddlestone@amcnoma.org or call her at (216) 520-1000, ext. 321.

Cash Donations

To donate by check, simply send your gift by mail to AMEF, 6000 Rockside Woods Blvd., Ste 150, Independence, Ohio 44131. AMEF accepts donations made with payments through Visa or MasterCard, please call (216) 520-1000 ext. 321 to make a credit card gift to the Foundation.

Stock Gifts

Gifts of appreciated stock are a convenient way to contribute to the AMEF. There are often many tax benefits for donors through tax deductions for the full fair-market value of the contributed stock, and avoidance of taxes on capital gains. For more information about this type of giving, please call AMEF at (216) 520-1000, ext. 321.

Tribute Gifts

Remembering or honoring a family member, friend, loved one or colleague by making a gift to AMEF is a meaningful gesture. Any gift to the AMEF may be made "in memory of" or "in honor of" someone or some occasion. For information on this type of giving, you may contact AMEF at (216) 520-1000, ext. 321.

Planned Gifts

Academy of Medicine Education Foundation can help you learn more about planned giving. Planned gifts offer many benefits through tax deductions and/or reducing estate taxes. **For information on this type of charitable giving contact AMEF at (216) 520-1000, or go to the AMC/NOMA Web site at www.amcnoma.org and click on the AMEF link. ■**

AMEF Scholarships

The Academy of Medicine Education Foundation (AMEF) presented four local medical students with scholarships worth \$5,000 each at the April 28 Annual Meeting of the Academy of Medicine Cleveland/Northern Ohio Medical Association (AMC/NOMA).

The scholarships were awarded to **Charyse M. McMillion**, Ohio University, **Joshua B. Nething**, Northeastern Ohio Universities College of Medicine, **Jennifer J. Neville** and **Ana S. Radovic** of Case Western Reserve University School of Medicine.

This was the first year scholarship monies were presented to recipients as part of the program of the AMC/NOMA's Annual Meeting and awards dinner, with students and their respective families in attendance.

AMEF enhances the philosophy of the AMC/NOMA in its focus on health-oriented education for physicians, their staff and for patients by providing support for meaningful education and highlighting the value and quality of healthcare in our community. ■



Ana Radovic, Jennifer Neville, Joshua Nething and Charyse McMillion after receiving their AMEF Scholarship awards during the Academy's Annual Meeting in April 2006.

2006 Golf Outing Highlights

The third annual Academy of Medicine Education Foundation Golf Outing on Monday, August 28 drew eighty-five golfers braving the occasional drizzle to play at Shaker Heights Country Club for the Marissa Rose Biddlestone Memorial event. Foursomes competed in a shotgun start tournament that raised more than \$35,000 this year for the Foundation. A special thank you must be extended to the many event and hole sponsors that make the outing possible each year.

AMEF Golf Committee

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Join us next year for the fourth annual golf outing, **Monday, August 13, 2007 at The Mayfield Country Club**

The Purpose of AMEF

The Academy of Medicine Education Foundation (formerly the Cuyahoga County Medical Foundation – CCMF) was formed by the physician leadership of the Academy of Medicine of Cleveland/Northern Ohio Medical Association. Original funding came from voluntary contributions as a result of a successful polio vaccination program sponsored by the Academy of Medicine of Cleveland in the years 1958 and 1962. The largest continuing commitment of the foundation is student scholarship grants to worthy students in the medical field. Since its inception, the foundation has granted more than \$1.3 million to such qualified students. The Foundation has historically initiated many programs of benefit to the community at large including the creation of and funding for: the Sabin Oral Sunday initiative as well as a polio and tetanus immunity program, the Poison Information/Control Center, the Tel-Med project, a program that provided medical care to local unemployed residents and has co-sponsored and funded various healthcare-related seminars and programs across Northeast Ohio for decades.

AMEF may apply funds to the following charitable and educational purposes:

- Promoting education and research in the field of medicine by the establishment or financing of fellowships, scholarships, lectures, projects and awards on such terms as the Trustees deem best;
- Providing and promoting educational programs on the science of medicine, including presentations on clinical care and new procedures;
- Providing and promoting health education for the welfare of the community, identifying public health issues and unmet community health care needs and make proposals for dealing with such issues and filling such needs for the benefit of the public;
- Maintaining and providing educational materials and publications concerning health care to the members, related public service organizations and citizens of the community;
- Supporting medical education at local medical schools by providing lectures and counseling services;
- Supporting local public health programs and initiatives;
- Sponsoring seminars on topics of medical education and public health issues;

- Assisting in the production of educational radio and television programs, telephone recordings, and computer and electronic programs and materials, designed in each case to educate members of the general public on matters of health care and public health issues;
- Making grants, donations, or contributions of funds or other property in the trust estate to other charitable, scientific, and educational trusts, organizations or institutions, organized and operated for any of the purposes set forth in subparagraphs above, or for uses that are in furtherance of any of the other purposes of this Trust, including for medical research and education, public health programs, and public and community education relating to health care and wellness programs, provided that no part of the net income of such trusts, organizations, or institutions inures to the benefit of any private shareholder or individual and that no substantial part of the activity of such trust, organization, or institution is the carrying on of propaganda, or otherwise attempting to influence legislation, or participating or intervening in any political campaign. ■

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As the cost of medical education continually increases, financial assistance for medical students is more important than ever. And as you may know, a physician shortage is predicted in the next decade with studies showing there may not be enough qualified physicians to meet the medical needs of an aging population in coming years. AMEF needs funds to provide scholarships to medical students to assure that our medical schools continue training physicians to meet the needs of patients in the future. Your contribution to AMEF will help us with this laudable goal. In addition, your funds will be used to assist with other worthwhile foundation activities. Contributors will be acknowledged on the AMC/NOMA Web site, in future newsletters and when the medical scholarships are awarded at our annual meeting. Included with this newsletter is a give envelope for AMEF. A separate mailing has also been sent out to all past scholarship recipients and all AMC/NOMA members requesting donations/contributions to the AMEF. Please include AMEF in your charitable giving plans.

Meet the AMEF Board of Trustees

The AMEF Board of Trustees is comprised of dedicated individuals possessing the vision to recognize the value of a charitable component to the AMC/NOMA. The Foundation Board of Trustees is responsible for making decisions, developing policy and providing specific direction to the Foundation.

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Mission

The mission of AMEF is to enhance healthcare through education of the medical profession and the community at large. The purpose of AMEF is to add a charitable component to the AMC/NOMA and to partner with the AMC/NOMA in implementing new initiatives for both physicians and the patient population through charitable, educational and scientific efforts. AMEF enhances the philosophy of the AMC/NOMA in its focus on health-oriented education for physicians, their staff and patients by providing support for meaningful education and highlighting the value and quality of healthcare. A showcase for a philanthropic spirit is provided through the Foundation for physicians who desire to give back to the community and the profession they serve.