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The Newsletter of the Missouri State Medical Association Alliance

August 2021

Better Together in 2021-2022

by Barbara Hover | 2021-2022 MSMA Alliance President

Thank you MSMA Alliance for allowing me to be your 95th president. I feel honored to be elected to serve a second term. Thank you, Diana Corzine, for your fine year of service. Even while battling COVID you were able to guide us through this difficult time. Allene, Liz, and Sana—with her Zoom—have worked hard to organize this meeting. I especially wish to thank AMA Alliance President Sue Ann Greco for her leadership and such a thoughtful Installation Ceremony. She has been an inspiration to us all while serving as AMA Alliance president this year. Thank you all for attending remotely.

Before I begin I would like to introduce to you my family. Most of you have met my husband, Alex. He was installed on April 17 as the 2021-2022 Missouri State Medical Association President. He has been my support and encouragement for 50 years. He has always said you can do it, and has been there if I ever needed help. It was our intention to travel the state together to bring the message of the great things that MSMA and MSMAA are doing and the benefits of membership. COVID has altered that a little but we hope that later in our term it will be possible to attend your meetings in person. We wish to learn firsthand about what you are accomplishing in your communities. We hope you will invite us.

Our children have also been very supportive of my volunteerism. Laura and her husband, Justin, have four children. Jennifer and her husband, Brad, have three children. Rachel and her husband, Rob, have three children. Alex and his wife, Lindsay, have two children. Sarah and her husband, Alec, have three children. I would have introduced all of the grandchildren by name but I know that we have limited time.



Barbara Hover

Springfield, Missouri
2021-2022 MSMA Alliance President

My children and grandchildren, of course, have been my main focus in life and my volunteer service has always revolved around their interests. I arrived at the Alliance rather late in life having spent about 22 years in PTA. I decided I needed a new focus, and health education, particularly for children, had always been a passion. Greene County Medical Society (GCMS) Alliance welcomed me with open arms. Judy Corry and Joan H'Doubler were my mentors and when I got to the state level Carol Jean De Feo, of course, took me under her wing. Cathy Leiboult, Executive Director of GCMS has been indispensable. Even though we are on Zoom, in my mind, I see all of the many faces of the Alliance who have impacted my life. You will make my year as president an easy one. I am honored that you are here with me today. I also realize that I have learned something from each of you. You have all made a difference in my life in a positive way. I am also learning from my children and grandchildren because they are living in a very different world than I experienced at their age. Life and the way we do things must change.

Each of you have a unique opportunity to make a difference in your communities but you also can make a bigger impact by enlisting the help of those around you. That's why I have chosen as my theme *Better Together*. Jana Wolfe has gone to great effort to create a logo for me that represents this. Under the name of the Alliance we have an instant credibility because of all the hard work, dedication, and respect earned by the volunteers who have gone before us. If we put the name of the Alliance on a project or an endorsement, the community will take notice. I am looking forward to travelling the state when the pandemic allows and showcasing exactly

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Board Retreat Highly Successful!

by Barbara Hover | 2021-2022 MSMA Alliance President

2021-2022 promises to be an active year for MSMA Alliance. Officers have already been installed for Metro Med Society Alliance of Kansas City and for St. Louis Metropolitan Medical Alliance.

A board retreat was held July 8 and 9 in Osage Beach. Dr. Joe and Donna Corrado graciously hosted this event at their lake house. It was a highly productive meeting attended by a quorum of the board. A new strategic plan and mission statement was finalized. The process of updating our bylaws was begun.

MSMAA will host the North Central Regional Meeting in St. Louis at the Union Station Hilton October 9-10. The MSMAA Board will have its fall meeting prior to that on October 8. Normally the Alliance has a fall conference but it was determined that participation would be better if our conference was combined with the North Central Meeting. There are 12 states in the North Central Region. The event will begin with a reception Friday evening and continue with engaging speakers on Saturday and Sunday. A visit to the Missouri Botanical Garden will be included. The formation of the AMA Alliance was announced on the steps of the Botanical Garden in 1922 and we will be celebrating the 100th Anniversary. David Barbe, MD, President of the World Medical Association, will be our keynote speaker at a dinner Saturday Evening. Registration is now open and we hope the MSMA will encourage your significant others to attend. Visit msma.org/ncs for registration and hotel information.

Physician Family Day is Saturday, August 28. Physician Family Day was established nationally by the AMA Alliance in 2018 to honor physicians and their families and to



Alliance members gathered for Board Retreat and Strategic Planning Session in July. From left, top row: Jana Wolfe, Gill Waltman, Barbara Hover, Sana Saleh, Sue Ann Greco, Liz Fleenor. Bottom row, from left: Angela Zylka, Donna Corrado, and Diana Corzine.

recognize their dedication to the profession of medicine. Alliances around the country are asked to plan events celebrating physician families on or near this day. It is always the last Saturday in August. We hope to encourage quality family time on that day and to thank physicians and their families for the contributions and sacrifices they make for excellence in health care.

Greene County Medical Society Alliance has planned “Physician Family Night at the Zoo.” Arrangements (COVID permitting) have been made for this after hours, private event and meal vouchers will be included. If the Alliance in your area has no formal event planned, please take time to do something special with your family and know that the Alliance appreciates all that you do for your community.

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Hover Installation, continued

what your medical Alliance is passionate about. In the mean time we will have to do this electronically. I would encourage each county to plan a workshop for one of our state meetings highlighting a project or activity that is very important to your Alliance. I am sure that each area of the state has something they wish to share. In this way we can increase camaraderie and learn from each other. Please also enter your projects for AMA Alliance Awards of Excellence because that is one way to share the great ideas nationally. We don't need to reinvent the wheel, because we can learn from one another, our accomplishments and our mistakes.

We need to strengthen the Alliance bonds at the national and state level and in turn it will strengthen the county. Community outreach, political advocacy, scholarships for health careers, supporting our partners,

fund raising for charitable endeavors, and fellowship with other members of the medical family are all activities in which our Alliances participate. Our Alliances have always been great at recognizing a health issue in our communities and addressing it. I feel that advocating for equity and access to care along with immunization education must also be a focus. Expansion of Medicaid is one important step.

As a result of the pandemic and shutdowns, this is an important year to revitalize our Alliances. The vaccine is making it possible to soon meet in person and socialize with other physician partners and their families. Let's advocate for the positive changes we want to see in our communities.

Margaret Mead once said “Never doubt that a small group of thoughtful citizens can change the world; indeed, it's the only thing that ever has.” We are truly *Better Together*.

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Above, and right: Happy 90th Birthday to Joan H'Doubler, MSMA Alliance Past President. Greene County and other state Alliance members gathered on May 8 in Springfield to celebrate Joan's birthday. Top: Joan, the Birthday Girl. Top right, from left, Barbara Hover, Cathy Leibolt, Jana Wolfe, Eileen Chalk, Gail Holand, Liz Fleenor, Joan, Christine Rice, and Randy LaFerriere.



Right: Congratulations to the St. Louis Metropolitan Medical Society Alliance officers, installed at Lake of the Ozarks in July by Barbara Hover (far right). From left, Sue Ann Greco, Gill Waltman, Angela Zylka, and Jo-Ellyn Ryall, MD. Not present Sandra Murdock and Jean Raybuck.



Newly installed Metro Med Society Alliance of Kansas City members enjoyed a High Tea at their installation. From left: Cheryl Douglas, Barbara Hover, Ina Mae Fakoury, Lissa Young, Sana Saleh, Diana Corzine, and Millie Bever.

MSMA Alliance 96th Annual Meeting Held Virtually for Second Consecutive Year

by Sana Saleh, 2021-2022 MSMA Alliance President-Elect

The MSMA Alliance held its Annual Meeting on Saturday, April 24, virtually via Zoom with 27 members in attendance statewide. The agenda to the meeting and minutes from the virtual Winter Board Meeting held on March 6 were circulated by Recording Secretary, Mary Catherine Heimburger. She also had compiled the annual reports and shared them digitally. An annual report handbook was printed and mailed to all members. Copies of the annual reports from the last three years can be found on the MSMA Alliance website for reference.

The meeting opened with pledges conducted by Kirk Doan followed by the adoption of the minutes. The Treasurer's and Budget and Finance reports were adopted and the 2021-2022 proposed budget.

Diana Corzine presented her final report as the outgoing President and thanked everyone for their support. She said it was her great pleasure to work with everyone despite the challenges of the pandemic.

Sue Ann Greco, AMA Alliance President, shared a presentation highlighting her accomplishments despite COVID restrictions preventing in-person meetings. These included: Mask-Up Campaign; Physician Family Day; an All Member Virtual Gathering held monthly; engaged more than usual members virtually on a regular basis; maintained the momentum of the Alliance in a time when everyone was in lockdown; and was creative in bringing speakers and members to provide and engage the Alliance on topics that were necessary during COVID.

Sue Ann thanked the St. Louis Alliance for their Hungry Healthcare Heroes bags that were distributed to health workers at two area hospitals. She commended the Greene County Alliance for their billboard sign emphasizing the importance of masking up, and this program was awarded the AMA Alliance's Health Awareness Program top honor. She encouraged everyone to attend the AMA Alliance Annual Meeting held virtually June 12-13. All members thanked Sue Ann for a wonderful job she has done as national President. We are so proud how she led us in the past year.

Members approved the 2021-2022 slate of officers presented by Gill Waltman, MSMA Alliance Past President:

- President-Elect: Sana Saleh
- Recording Secretary: Mary C. Heimburger
- Treasurer: Debra Snyder
- VP Health: Angela Zylka
- VP Membership: Jennifer Gast and Donna Corrado
- VP Legislation: Kirk Doan
- VP Foundation: Kathy Weigand

Nominations for Governance Council were taken and voted on, resulting with Donna Corrado, Sue Ann Greco, Jana Wolfe, Lissa Young, and Marsha Conant as alternate member.

Our Annual Meeting has always held a tradition of honoring those who passed and acknowledging those members whose family have served in the military or who have had any births. Marsha Conant presented a heartwarming video of those members who have left us in the past year and those who have been born to Alliance families.

Lizabeth Fleenor, MSMA Alliance Liaison, presented the Jean Duensing Literary Award to Sue Ann, for her outstanding leadership and performance during the past year by attracting Alliance members nationwide for the Monthly All Member Virtual Gatherings by designing topics that captured the interests of all groups and addressed health issues facing our communities. She did this with grace and confidence.

Alex Hover, MD, MSMA President, led the invocation and Sue Ann installed our slate of officers including Barbara Hover, as our new MSMA Alliance President for 2021-2022.

Outgoing president, Diana Corzine, passed on the president's pin and gavel to Barbara, while Gill passed the past president's pin to Diana Corzine. Barbara presented Diana Corzine with a plaque of appreciation and gavel alongside a check for \$900 gifted by various MSMA Alliance members to Diana's chosen charity, the AFL-CIO Community Health of St. Joseph. Diana accepted the gift appreciatively, thanked everyone for their generosity, and was presented a Flamingo balloon that represented her logo.

Barbara, as newly installed President, introduced her family in attendance. She stated that each of us "has a unique opportunity to make a positive difference in our communities, but we can make a bigger impact by enlisting the help of those around us." She then revealed her theme for her next year as *Better Together* with an outline of Missouri filled with people across the state. She made mention of scheduling an Executive Board meeting in May that will take place virtually via Zoom.

Congratulations Barbara! We look forward to your wonderful and rich experience in leading the Alliance in the next year.

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2021 AMA Alliance Virtual Annual Meeting Highlights

by Sana Saleh, 2021-2022 MSMA Alliance President-Elect

In April 2020, our very own Missourian and St. Louis native, Sue Ann Greco was installed as national AMA Alliance President. Nobody could anticipate what was to happen with COVID. Lockdowns were spanning our cities and we were faced with a whole new realm of reality dealing with a pandemic that we had not experienced since our forefathers had in the 20th century.

Yet life went on and so did our leader Sue Ann, as she led the Alliance for 12 months with stride, rigor, and has proven to everyone that conducting business as usual is possible with a little more creativity and adaptation to the new norm that we were living in. Not only did she perform, Sue Ann went above and beyond expectations! Given the pandemic and the restrictions to stay at home, she was able to keep everyone engaged, connected, and involved, designing virtual gatherings that addressed current issues that affected many of us across the board. We are proud to have had her not because she is from Missouri alone, but to show how things could be done in times that are challenging — lessons we all could learn any day.

For those who looked forward to travelling to Chicago each year to attend the Annual meeting, this has been another disappointment. However, there were many fun aspects on holding a virtual Annual Meeting. You were in the comfort of your home, no travel costs, more attendees; perhaps we will continue this trend on a need-be basis.

This year's Annual Meeting kicked off on June 4 with its "Bags for Success" launching designer handbags and a few other items to be auctioned off to the highest bidders raising funds for the Alliance.

In addition, on the eve of Friday, June 11, the annual Alliance Health Education Initiative (AHEI) party with a purpose fundraiser took place virtually with a scavenger hunt theme that engaged those who had registered and attended to collect items listed. The value of each item would then be revealed and then summed up at the end. The grand total would be the donation to AHEI. Dave Street, Director (GA) led the virtual Zoom Scavenger Hunt. It was reported by Alliance Health Education Initiative Chair, Danita Horne, that more than \$22,000 had been raised in the past year, that well exceeded its expectations, with the total included monies raised from the Scavenger Hunt.

On Saturday, June 12, President Greco opened the 99th Anniversary Annual Meeting of the AMA Alliance with a welcome and thanks to all who have supported her in the past year and those who were in attendance.

The first keynote speaker, Barry Atland, Author and Non-Profit Executive gave a capturing talk entitled "Rediscovering your Passion as a Volunteer...and Engaging the Passion of Others." He provided different scenarios on



Outgoing AMA Alliance President Sue Ann Greco (top left) receives her AMA Alliance past president's pin from Immediate Past President Mary Beth Ellison (bottom) while incoming President Heather Rifkin (top right) looks on.

how a successful leader works to promote team building rather than one's individual's success.

The meeting proceeded to recognize outgoing President Greco, followed by the introduction of the outgoing 2020-2021 Alliance Board of Directors. She also introduced the Physician-in Training/Early Career Members.

Following the lunch break, the second keynote speaker Susan Neustrom, EdD, author and faculty member of the Lewis and DePaul Universities, addressed the topic of "The Volunteer Leadership Challenge: Inspire Action and Motivation to Serve."

This was followed by the opening session of the first part of the business meeting by President Greco, presiding. Mary Beth Ellison, AMAA Past President (2019-2020) and Nominating Committee Chair presented the 2021-2022 slate of officers who were elected by acclamation. The 2021-2022 nominated slate was:

- President-Elect: Jacqueline Nguyen Lee (NV)
- Secretary: Rachael Kunesh (NC)
- Treasurer: Dave Street (GA)
- Director: Grace Wellman (SD)
- Director: Karen Begrow (MI)
- Director: Beth Irish (OR)
- Director: Jayme Shelton (OK)

Heather Rifkin, current President-Elect, assumed role of President of the AMA Alliance.

Nominations from the floor were accepted for the Bylaws Committee for the election of four members. Votes were cast and four members were selected. Grace Wellman, Director of Events Council, reported on the Nominations for the Regional Council representatives. The AMAA Secretary, Racheal Kunesh, reported on Bylaws and suggested Amendments that were to be continued on day two of the business meeting.

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Update on Stop the Bleed Program

by Gill Waltman, MSMA Alliance Past President

Most MSMA Alliance members have heard about the Stop the Bleed program from various meetings and articles in the past couple of years, but not all were able to attend the hands-on course presented during the 2019 Fall Conference in Hannibal.

The program was developed by the American College of Surgeons which saw the need to train members of the general public on how to stop bleeding after a road traffic accident or a shooting to avoid unnecessary loss of life. The course and demonstration include the correct methods of applying compression to a bleeding wound, packing the wound with clean cloth or hemostatic gauze, and the use of tourniquets.

MSMA Alliance obtained a grant from AHEI toward the cost of purchasing the expensive demonstration kits so that we could reach out into the community to provide public awareness of the program and either offer these courses ourselves or become facilitators putting interested groups in touch with existing approved courses. It was our intention to train eligible instructors among the Alliance members (mostly RNs) and approach school or church



groups to set this program in motion – and then Covid got in the way of our plans.

The course to become certified is given to a group of individuals by qualified instructors in much the same way that CPR courses are given. However, during the pandemic, all the training programs were closed so there has been a delay in getting any members qualified as instructors to certify others.

In addition, all the target groups, such as the schools, were unable to accept any outsiders coming onto their premises and being in close contact with students and staff. Now that some of the Covid restrictions are being lifted, the plans for the program will resume. Courses are opening up to train the instructors, Alliance members around the state will have opportunities to become certified, and schools and church groups will become more receptive to participating in these programs. Health VP Angela Zylka is excited about the program and introducing it to our members as she plans future travels around the state. We will be presenting this program at the North Central States Meeting in St. Louis. **SMAN**

AMA Alliance, continued

The day adjourned and was followed by the Missouri Celebration for Sue Ann. A video was shared by Jana Wolfe with thanks from various Missouri legislators, physicians, friends, and family who acknowledged Sue Ann's hard work as AMA Alliance President. She was presented with a box of congratulation cards from members, a gift card to her favorite restaurant, and a bouquet of flowers as well as an engraved champagne bottle and engraved champagne glasses.

The MSMA Alliance was very thrilled to celebrate Sue Ann and her achievements. We held our heads high and were proud to call her our own. Congratulations Sue Ann for an excellent year!

On Sunday June 13, Sue Ann presented keynote speaker Heather Crider, with the title "Personal Growth Within an Organization: The Hidden Reflections of Personal Growth." Heather provided some skills such as the power of the pause — taking a moment to take three breaths and pause. She also defined some basics in mindfulness such as the five pillars of reflection to include Awareness, Values, Motivation, Management, and Leadership. She also spoke about the three C's that come into play in our minds when we react that are Connection, Clarity, and Confidence. Keeping all these in mind can release stress and a reminder of the power of the moment.

Meetings reconvened the next day to include amendments to the Bylaws to be completed at a later date. Dave Street led the benediction and called for a moment of silence for all the healthcare workers who lost their lives to COVID in the past year.

Susan Baily, MD, AMA President, provided the keynote address and highlighted the current AMA platform on health, updates, and issues that concern physician burn-out, EMR, and inclusion.

Heather Rifkin, Mississippi, was installed as new AMA Alliance president for 2021-2022 by Dr. Bailey with Sue Greco handing her the president's pin and Mary Beth Ellison handing Sue Ann the past president's pin and gavel.

Heather gave her inaugural speech emphasizing her focal points for the year. She comes from a rich background of service to her community as well as an active Alliance member on both state and county levels since 2005. She is a licensed pharmacist in the states of Mississippi and Pennsylvania and has been the impetus in providing drop boxes in her local community of Hattiesburg for unused or expired medications to be disposed of safely. Congratulations Heather and to the new AMAA Board of Directors. **SMAN**

Reflections on My AMA Alliance Presidential Year

by Sue Ann Greco, Immediate Past AMA Alliance President

Now that I finally have a chance to sit and catch my breath, I can seriously say my tenure as president of the AMA Alliance this past year was challenging but exhilarating. We started out the year saying we would make lemonade out of lemons, and we did! Our bi-monthly Zoom calls on various subjects throughout the year helped us stay in touch and get to know each other in a new way. As physician spouses, we experienced COVID from a truly unique perspective. Many of us had spouses who were on the front line, or at least never missed a day of going into the office.

This past year was challenging to all types of member organizations. The AMA Alliance found that the key to keeping our members engaged was to present content meaningful to them at this point in their lives.

One of our first presentations was on dealing with the challenge of homeschooling children. Long time AMA Alliance member Debbi Ricks, suggested her daughter, an education specialist, as a presenter. Members on the call, both young and old, offered advice. It was truly a chance to share an experience that was new to everyone.

As the year went on, we reached out to AMA members and staff to present content on COVID and related topics to keep our members informed. This gave us a chance to really strengthen our partnership with AMA. Throughout the year we used social media to get AMA's messages out to our members and to support their MaskUp program.

We also encouraged state and county Alliance affiliates to stay engaged with their local members through Zoom and small social distancing projects. It was amazing to see what some counties were able to accomplish, including our own counties here in Missouri. Greene County Alliance won the Health Awareness Promotion Award for their billboard thanking essential workers. St. Louis County used a Health Policy Promotion Grant to thank essential frontline workers at two local hospitals with treat bags.

One thing we learned this past year is that physician families are very resilient. Physician spouses have always



had to adapt to their spouses' long hours and career paths, but during COVID, we had to adapt to the fact that our spouses were putting themselves in harm's way on a daily basis. That is why keeping our connection to our members this past year was so important. We all supported each other and helped keep each other informed about the latest news about the virus and vaccinations. We became role models for our communities. I hope Alliance members can always be seen as positive influencers when it comes to public health.

I would like to take this opportunity to thank the members of the Missouri State Medical Association and the MSMA Alliance for all the support you have given me this past year. Many of you stepped up to work at the national level, and I truly appreciated having you by my side.

I want to especially thank MSMAA and MSMA for honoring me at the end of my term. Knowing that I had my state and county Alliances and medical societies behind me meant more than I can possibly express.

I wasn't born in Missouri, but it has been my home for the past 40 years, and I am so proud of how Missouri has represented itself through both the AMA Alliance and the AMA. Both organizations truly make the health of our citizens their number one priority.

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MSMA, 113 Madison, P.O. Box 1028
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"The road to an Alliance meeting is never long."

North Central States Regional Meeting

October 9-10, 2021 | St. Louis, Missouri | St. Louis Union Station Hotel Collection by Hilton

Registration/Program at www.msma.org/ncs

You're Invited to Meet Us in St. Louis!

*The Birthplace of the
American Medical Association Alliance (1922)*

2021 North Central States
Regional Meeting
St. Louis, Missouri
October 9-10

Your Host:
Missouri State Medical Association Alliance

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Preliminary Program | Registration
www.msma.org/ncs



St. Louis Union Station Hotel, Curio Collection by Hilton

Included in the programming is a trip to the Missouri Botanical Gardens where the soon-to-be elected first president of the AMA "Auxiliary," Mrs. Samuel Clark Red, launched the idea of a national organization of state medical auxiliaries. Join Us!