

Report of the LSMS First District Councilor: Submitted by Juan Gershanik, M.D. - 2017

District I kicked off 2017 with attendance at the 137th LSMS House of Delegates in January.

OPMS Strategic Planning:

In the first quarter of 2017, the OPMS Board Members worked with Susan D'Antoni on the development and approval of a new mission statement, a vision statement and a Strategic Plan. The Strategic Plan consists of five primary goals:

1. Re-establish organizational infrastructure
2. Create value, grow membership & enhance membership engagement
3. Establish and be recognized as experts and the voice of medicine in New Orleans to influence & improve community health
4. Position OPMS as a premier source of education for physicians on health care trends & policy, lifestyle & practice management opportunities
5. Position OPMS to be the convener of organizations in the community to develop consensus and strategy to address public health challenges to improve outcomes

Jim Pittman Hired As OPMS Executive Director:

An essential element of the OPMS Strategic plan is the hiring of a new executive director. In March 2017, the OPMS Board officially hired Jim Pittman as executive director. Mr. Pittman came to OPMS with over 30 years of experience in healthcare business development and actively serves as an advocate and ambassador for the Smoking Cessation Trust, the Leukemia and Lymphoma Society Louisiana and Mississippi regions, and the Alzheimer's Association of Louisiana. As Executive Director, Mr. Pittman works closely with Orleans Parish Medical Society leadership to achieve the goals outlined in the Strategic Plan. Mr. Pittman's primary tasks included identifying, developing and pursuing strategic initiatives to: serve as the local and regional voice of physicians and patients; serve the professional needs of physicians; develop strategic alliances to improve the public's health; and help manage the operational aspects of the association.

Throughout 2017 Mr. Pittman made edits adjustment to the OPMS website to comply with goals set by the Strategic Plan and to serve as a platform for new members to enroll and existing members to renew membership in OPMS. Mr. Pittman also developed integrated social media platforms on LinkedIn, Facebook and Twitter to better communicate with members, prospective members, healthcare influencers and the community.

Doctors Day Celebration:

In March, the Orleans Medical Alliance, composed of the spouses of all eligible OPMS and St. Bernard physicians, held their Annual Doctor's Day Celebration in March 19, 2017 at New Orleans Country Club.

Recommended Changes to the LSMS Charter-Bylaws and Proposed Resolutions:

On April 9, 2017, the Charter-Bylaws Committee of the OPMS Board (Dr. Jay Shames, Dr. Myra Kleinpeter and Dr. Roger Smith) and Jim Pittman met to review changes LSMS Charter and Bylaws and to begin developing suggestions from the OPMS Board to amend the document. On June 30, 2017, Dr. Yount, President, OPMS, utilized recommendations from the Charter-Bylaws Committee to write and submit a letter to Dr. "Beau" Clark of LSMS regarding OPMS Board concerns related to recent changes to the LSMS Charter and Bylaws and 9/1/17 deadline.

In November 2017, Mr. Pittman requested draft amendments and resolutions from OPMS membership to submit to LSMS on December 11, 2017. OPMS Board approved resolutions included changes to LSMS Bylaws and raising the age to purchase tobacco in the state of Louisiana to 21.

OPMS Networking and Medical Education Activities:

On August 19, 2017, OPMS with JPMS co-hosted a networking event at Mid-City Rock-N-Bowl.

District 1 held two continuing medical education activities this year with JPMS- A MACRA presentation event program on March 22, 2017 presented by LSMS at Drago's Restaurant in Metairie and a Simply Speaking HIV program at Ralph's On The Park in April 2017.

Our Joint Healthcare Legislative Wrap-Up co-hosted with JPMS was held in on August 8, 2017 at Heritage Grill. Physicians gathered to hear LSMS outline the major successes during this Legislative Session.

Providing Financial Support:

In 2017 OPMS gave financial support to the UMC Spirit of Charity Foundation which supports the medical needs of the city's most vulnerable populations.

OPMS Community Involvement:

In October 2017, Jim Pittman, executive director, OPMS, participated in Humana's 'Greater New Orleans' 2nd Annual Clinical Town Hall'. The goal of the session was to make New Orleans 20% healthier by 2020.

Throughout 2017 Mr. Pittman also served as an active member of the Greater New Orleans Healthy Communities Coalition (GNHCC) and participated in the 'Culture of Health Summit – Building Partnerships to Transform Health' presented by the Louisiana Action Coalition on April 27, 2017.

OPMS and JPMS Going Forward:

OPMS and JPMS leadership teams collaborated on the development of a Memorandum of Understanding (MoU) that serves as a guideline of how the two organizations would collaborate and share agreed upon costs and resources going forward. In the accompany of attorney and advisor Kathleen DeBrael, the two presidents signed the MoU on October 23, 2017. The next step in the organizations' desires to work much more collaboratively going forward, OPMS and JPMS began the development of a draft 'Affiliation & Operating Agreement Between Orleans Parish Medical Society and Jefferson Parish Medical Society' that was first presented at the December 2017 board meetings of each organization.

OPMS Membership Recruitment and Retention:

OPMS and JPMS shared in the cost of a mail list from the Louisiana State Board of Medical Examiners that included the addresses of 2,505 physicians. OPMS purged the list of current members and used the addresses of those located in Orleans and St. Bernard Parishes for the distribution of a postcard designed to recruit new members and introduce our new online membership enrollment and renewal platform. Postcards are also mailed to a list of new physicians in the area provided by AMA.

OPMS also developed and distributed a member retention packet that included a letter to existing members, a renewal application, and a stamped return envelope. The first-wave of packets mailed on October 4, 2017. A second packet mailed to those not-yet-renewed in December 2017.

Jim Pittman, executive director, OPMS, wrote, posted and shared a LinkedIn blog post addressing prospective members titled "Joining Orleans Parish Medical Society just got EASIER!". The blog post was shared on LinkedIn, Facebook, Twitter and through the OPMS MailChimp platform.