

MINUTES

MMA Committee on Communications
Minnesota Medical Association
John Murphy Conference Room
1300 Godward Street NE, Suite 2500
Minneapolis, MN

Thursday, November 2, 2006
6:00 p.m.

Members present:

Judith Shank, M.D., Chair
Robert Geist, M.D.
Vernon Sommerdorf, M.D.

Michael McNelis, MD
Robert Milligan, MD
Stuart Sherry, MD
Charles Truwit, MD
Jo Van Winter, MD
Thomas Warrington, medical student
Amy Williams, MD
Luke Lindley, medical student
Eric Crockett, MMDMA
Ashley Lawson, medical student

Members not present:

Scott Albin, DO
Alfred Anderson, MD
Zane Craig, DO
Matthew Gettman, MD
J. M. Gonzalez-Campoy, MD, PhD
Pramod Kelkar, MD
Stephen MacLeod, MD

Staff Present:

Lorrie Holmgren

I. Call to Order

Judith Shank, M.D., called the meeting to order at 6:00 p.m.

II. Approval of the Minutes

The minutes of the August 2, 2006 minutes were approved.

III. Communications Update

The Committee reviewed news clips since August, 2006. Media attention has focused on the MMA Annual Meeting, quality of care, MMA's call for the WIC program to drop juice from WIC-eligible food, the MMA's ranking of health plan tiering systems, health care reform, and MEDPAC endorsements.

IV. Response to Resolution R. 214 regarding Autism

In its consideration of ways to address R. 214 calling on the MMA to explore what Minnesota physicians who care for children can do to assist in the early identification and intervention of children with autism and other developmental delays, the committee reviewed "Desperately Seeking Solutions" in the March, 2006 issue of *Minnesota Medicine*. The committee determined that this article and its sidebars included the necessary information to help physicians in autism identification and intervention. The committee directed staff to include "What Physicians Can Do" and "Red Flags" on the

Web site and in the email newsletter and link to the *Minnesota Medicine* article.

V. Web Design

The committee looked at the draft design for the homepage on the MMA's Web site and engaged in an exercise to test the ease of navigation. In most cases, the committee found what they were looking for without difficulty. They recommended that links to specialty societies be in both Resources and About MMA, and that the News link be clarified to indicate that it links to MMA news not general news. One suggestion was to have Public Welcome near the log-in box. The committee recommended that the MMA ask whether Web visitors were physicians, clinic managers, or other when they registered.

VI. Minnesota Medicine Editorial Calendar

The committee reviewed the *Minnesota Medicine* editorial calendar for 2007 and made these recommendations:

- A. Consider including in the April issue on animals and medicine the economic consequences of demonstrations against the use of research animals such as the cost of replacing damaged labs and of providing security;
- B. Include information on osteoporosis in the June issue on bones.

VII. Health Care Buyers' Guide

The committee discussed how useful it would be to have a health care buyer's guide that listed resources on topics such as health law, practice solutions, medical records systems, financial planners and architects. The consensus was that it might be somewhat useful to smaller clinics but not to large clinics in the metro area and that it would be very difficult to assemble and maintain. The committee recommended that we test the idea with other groups as well.

VIII. Flu Immunization

The committee recommended that the MMA publicize the fact that health care workers have a low rate of flu immunization and that this can endanger their patients.

IX. Future Meeting Dates

The committee directed staff to set meeting dates in March and in August.

X. Adjournment