LEADERSHIP AND COMMITTEES

The leadership success of an organization is a direct result of the creative and productive input of individuals and the collective participation of its members. The MSMP Board of Directors and MMFO Board of Directors are the policy-making bodies of the Society and the Foundation, respectively, and are represented by the following members:

**MSMP Board of Directors**
- Lydia Villegas, MD, President
- Bradley Bryan, MD, Immediate Past President
- Brenda Kehoe, MD, Secretary-Treasurer
- John Evans, MD, Trustee
- Amy Kerfoot, MD, Trustee
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- Adam Obley, MD, Past Trustee
- Mary McCarthy, MD, Past Trustee
- Kylie Louttit, MS, Medical Student Trustee
- Amanda Borges, Executive Director, Non-voting Member

**MSMP Administrative Team**
- Amanda Borges, Executive Director
- Deena Stradley, Chief Financial Officer
- Sarah Parker, CMA (AAMA), Development Associate
- Janine Monaco, Executive Assistant

**MSMP Finance and Executive Committee**
- The role of the Finance and Executive Committee is primarily to provide financial oversight for the organization, and the Committee is represented by the following members:
  - Bradley Bryan, MD, Past President of MSMP
  - John Evans, MD, Trustee of MSMP
  - Brenda Kehoe, MD, Secretary-Treasurer of MSMP
  - Lydia Villegas, MD, President of MSMP

**Physician Wellness Program Committee**
- The purpose of the Physician Wellness Program Committee is to help develop and facilitate the Physician Wellness Program and the Committee is represented by the following members:
  - Amanda Borges, Executive Director of MSMP and MMFO
  - Bradley Bryan, MD, Past President of MSMP
  - Dick Clark, CEO, The Portland Clinic
  - Donald Girard, MD
  - Keith Lowenstein, MD
  - Mary McCarthy, MD
  - Beth Westbrook, PsyD

**Scribe Editorial Team**
- The following people are the force behind MSMP's flagship publication, The Scribe, which is a full-color newspaper distributed monthly to physicians and physician assistants throughout the Tri-County area:
  - Barry and Melody Finnemore, Editors
  - Sarah Parker, CMA (AAMA), Advertising Sales
  - Heather White, Graphic Designer
  - Jon Bell, Writer
  - Cliff Collins, Writer
  - John Rumler, Writer

MSMP is dedicated to enhancing the value of membership to ensure that our Society meets the changing needs of its members.

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MSMP is one of the key organizations advocating and addressing the needs of nearly 9,000 physicians and physician assistants in the Portland and Tri-County region. MSMP represents the largest contingency of physicians from Oregon and provides a unified voice on issues that impact our medical community every day. Support from our members continues to strengthen the physician voice that needs to be heard as we confront local and statewide issues.

**LOOKING FORWARD**

The Medical Society is built on a shared vision and the determination of its people. From our deep internal collaboration to the strong rapport with our partners, and the involvement, support and contribution from our members, the Medical Society continues to possess a strong presence in the community.

The 2017 calendar year was one of growth and optimism, and the following pages of our very first Annual Report provide a mere snapshot of some of the outstanding accomplishments of our members and employees - and the impact of their work in healthcare, wellness and beyond.

MSMP is dedicated to enhancing the value of membership to ensure that our Society meets the changing needs of its members.
Medical Society of Metropolitan Portland represents physicians throughout the Metropolitan and Tri-County areas, from solo practitioners to those practicing in large, multi-specialty healthcare organizations. A nationwide trend indicates that less than half of practicing physicians in the United States own their own medical practice and are making the shift to align with larger systems. Advancements and innovation in medical technology, state and federal health policy goals, increasing compliance costs and payment models, an aging health care workforce and new methods for delivering care are major forces contributing to this trend. As the practice of medicine and its environment are constantly shifting, MSMP continues to serve its independent providers, as well as develop new relationships with large groups and health systems by exhibiting a return-on-investment for their physicians and organizations.

With limited discretionary dollars available, physicians must be discerning when selecting the organizations that best fit their needs and wants. With this in mind, MSMP has maintained for more than 20 years without implementing a dues increase for our active physician members. We also offer discounts on annual membership dues to group members, and provides group membership to seventeen medical practice clinics, consisting of 194 members. In 2017, our membership embodied providers from numerous counties and practice specialties. Although overall membership decreased from 2016, MSMP still experienced an increase in both membership dues income and non-dues income in 2017. The increase is a result of engaging new and large group members, as well as securing sponsorship dollars for annual events and education.

We are a stronger and more dynamic medical society than ever before, and the growth of our membership validates the program’s value to both members and non-member clients. MSMP’s Physician Wellness Program has experienced significant growth during 2017 with an increase in not only clients and client appointments, but also a geographic expansion reaching counties outside of the Metropolitan area. Such growth validates the program’s value to both members and non-member providers.

Wellness Clients by County

### PHYSICIAN WELLNESS DONATIONS
From inception, January 2015 through December 31, 2017

- Cash Donations: $174,275
- Expenses: $60,840
- In-Kind Support: $263,370

### PHYSICIAN WELLNESS PROGRAM AT-A-GLANCE
From inception, January 2015 through December 31, 2017

- Completed Appointments: 242
- Total Wellness Clients: 57

Physician burnout has been at the forefront of discussions in the medical community for both physicians and organizations. Physician burnout is defined as a state of emotional exhaustion, depersonalization and decreased feelings of personal accomplishment. With over 50 percent of practicing physicians in the United States being impacted by this epidemic, Medical Society of Metropolitan Portland realized the conversation needed to change from burnout to wellness.

Recognizing that physician wellness is vital to doctors’ own well-being as well as to the delivery of safe, quality health care, MSMP introduced the Physician Wellness Program in January 2015. The program offers confidential counseling, coaching, wellness education and a resource library.

Autonomy, choice and privacy are the most critical components of our overall program. MSMP, along with our professional counselors, are committed to private sessions that respect the dignity and training of each clinician. Our commitment is to provide short-term wellness sessions with the option of referral to additional care, if needed. Career counseling is available to enhance decisions within the clinician's training and expertise.

In 2017, MSMP introduced coaching services into the Physician Wellness Program. Our professional coaches have been entrusted to work with providers on how to manage life's personal and professional difficulties that lead to burnout. The goal of our coaches is to help providers maximize their fulfillment in life and work.

Our program also provides information and resources through our Wellness Library and Educational Programs which focus on burnout prevention, stress resilience, risk management and general wellness.

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HIGHLIGHTS OF 2017

133rd ANNUAL MEETING welcomed more than 250 members and their spouses as well as MSMP community partners, and provided the atmosphere for entertainment, networking and becoming informed about the effects on physician practices, clinics and patient care due to changing healthcare policies in Oregon presented by guest speaker, John Kitzhaber, MD.

ROB DELF AWARD is the annual award created by MSMP’s Board of Trustees in honor of Rob Delf’s long service to the organization. This award is given to a person (or persons) who exemplify the ideals of MSMP within the community where members practice. In 2017, Nargess Shadbeh, JD, Director of the Farmworker Program at the Oregon Law Center was awarded for her exemplary contribution to improve the health of the community and the practice of medicine.

MSMP PHYSICIAN WELLNESS PROGRAM provided free, confidential counseling to 25 new clients through 118 new appointments during 2017. As part of this growing program, our new coaching services were introduced with professional coaches whose goal is to help clients maximize their fulfillment in life and work.

THE DOCTORS’ LITTLE BLACK BOOK offered a platform for 468 members to stand out and be bold. Our Little Black Book is the publication to see and be seen in for the healthcare community providing a complete listing of over 7,200 metro area MDs, DOs, DPMs and PAs at-hand, and also showcases advertisers and their services to the medical community year-round.

9 GRANTS AND AWARDS given to recipients who exemplified their commitment to improving the health of the community through education, advocacy or other community activities relating to the practice of medicine, healthcare and policy.

85 PERSONALIZED THANK YOU LETTERS to those who supported our efforts towards physician wellness, health education and the delivery of healthcare to the community through their generous donations.

MORE GOOD DAYS breakfast lab touched on burnout in the healthcare industry and provided 16 member physicians and practice managers with new tools on how to cultivate more resilience, create a more engaging culture and achieve a higher level of performance while mitigating burnout.

RETIRED PHYSICIAN SERIES asked the question ‘Is Oregon earthquake country?’ as our esteemed retirees enjoyed lunch and learned of emerging geologic evidence regarding the Pacific Northwest and the potential for ‘The Big One’.

12 VOLUMES OF OUR MONTHLY ENEWSLETTER reached more than 1,300 readers with information on MSMP events and education, physician wellness, membership updates and more.

MSMP WELcomed DOCTORS OF PODIATRY MEDICINE into membership and elected the first DPM to sit on MSMP’s Board of Directors.

WALK WITH A DOC reminded physicians and their patients the importance of getting outside, moving their legs and breathing deeply. We were joined by more than 30 walkers and covered over 20 miles during those early-morning walks.

MEMBERSHIP celebrated 103 new members in 2017 representing students, residents, practice managers and physicians.

12 EDITIONS OF OUR MONTHLY SCRIBE NEWSPAPER honored 172 members for their personal and professional accomplishments while keeping healthcare professionals apprised of advancements in medicine, wellness and trends affecting the healthcare industry.

8 EVENT SPONSORS AND COMMUNITY PARTNERS went above and beyond in support of our members and our mission by committing their time, fundraising support or financial resources, while promoting services and providing resources to membership.

TELEMEDICINE: NEW TOOLS, EMERGING RISKS CME seminar opened the discussion for 15 member physicians and practice managers on the benefits of this rapidly evolving technology and also addressed several strategies to reducing risks faced by healthcare professionals.

PODCAST Through the resources of one supporting practice association, MSMP made airwaves when our executive director and lead physician wellness counselor went digital on this highly anticipated podcast discussing physician burnout and how MSMP is responding by offering free, confidential counseling and coaching.

MSMP MOVED DOWNTOWN and what an amazing difference the new location has had on our Society! Meetings are much more convenient for our busy physicians and their staff to attend, and hardly a week goes by without a member “stopping in to say hi”, which is always a welcome break for our staff. The new office has been described as “warm and inviting”, and the perks of being downtown are too many to list.

BATTLE OF THE DOCTOR BANDS challenged 3 doctor bands, 8 members and their bandmates to use uplifting harmonies, thoughtful lyrics and rhythmic beats to persuade the lineup of celebrity judges (Ron Hurst, drummer for Steppenwolf, Michael Allen Harrison, pianist and Dave Scott, radio personality) in voting them as Best Doctor Band. The evening benefited the Physician Wellness Program.

2 ANNUAL OSHA TRAINING AND ADVANCE HIPAA COMPLIANCE COURSES with more than 30 physicians, practice managers and medical assistants in attendance.
OUR MISSION
It is the mission of MMFO to support activities which improve health education and the delivery of healthcare to the community.

ABOUT MMFO
MMFO was founded in 1992 with seed funding from the Medical Society, its auxiliary and the late James Fenimore, who was a local insurance broker and friend of the Society. Over the years, MMFO has become diversified in its grant making, seeking to meet community needs that are consistent with its mission. In 2002, MMFO established a Mini-Grant Program which awards grants up to $500 to those developing small projects in addition to MMFO's regular grant making.

Since its inception, MMFO has awarded more than $122,000 for 78 community health projects. Grants are awarded for projects serving the Metropolitan region, including Clackamas, Multnomah and Washington Counties, and parts of Clark County in Southwest Washington.

In 2017, MMFO awarded grants to the following recipients:

- **AMWA OHSU Chapter: "Strength through Stories" Conference**
  An opportunity for health care providers, scientists and medical students to come together to learn, share and reflect about the power of stories in medical education, practice and advocacy.

- **Intracranial Hypertension Research Foundation: Mortality Research Project**
  Exposing the largely unrecognized risks of mortality associated with having chronic IH will assist patients, as well as health care providers in making informed treatment-related decisions.

- **Providence Internal Medicine Resident: Blue Light Exposure Assessment**
  The data acquired could be used to help design an IRB approved study looking at light level and color related to patient’s sleep quality. Potential interventions would be aimed at optimizing a patient's environment while being treated in the hospital setting but could expand to home environments.

Through the combined efforts and support of MSMP and MMFO, each year brings improvement through participation in programs, grant requests and donations. The first action of the partnership was the establishment of the Rob Delf Honorarium in 2013 which was created to honor Rob's long service to the organization. The award recognizes those who exemplify the ideals of the Medical Society within the community where members practice. Another key program prospering from this partnership is the Physician Wellness Program which was launched in 2015 to provide confidential counseling removing all barriers that typically prevent physicians from getting the help they need.

MMFO has been instrumental in the success of the Physician Wellness Program since its inception in January 2015. MSMP and MMFO are two very like-minded organizations - each truly wants to make a greater impact on the healthcare community, more specifically, physician wellness. Both are committed to the continual development of the Physician Wellness Program and each have taken on a significant fiscal responsibility. With full involvement from both MSMP and MMFO boards and committees, we were able to pool our vast resources together and provide donors the ability to make charitable contributions to the Program through a 501(c)(3).

Thank You to everyone who donated during 2017. Your support and generosity makes our work possible.

Don't miss the opportunity to strengthen your medical society and ensure MSMP's existence. Consider a legacy donation to show your support today and in perpetuity.

Visit www.MMFO.org to learn more about these wonderful programs and give today.

![2017 MMFO 501(c)(3) DONATIONS](image)
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We are a stronger and more dynamic medical society than ever before, and the growth of our membership supports that we are continually evolving for the better. Become a member! Visit www.MSMP.org/join-us to learn more about membership and its benefits.

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