

The

Message

A MONTHLY NEWS MAGAZINE OF The SCMS

2011 ANNUAL EDITORIAL CALENDAR/Departments

January

Hospitals/Hospital Systems, CMOs

Invite representatives from hospitals, hospital systems, and CMOs, to discuss their challenges, what is new in their organizations, what do they expect on the horizon as PPACA takes effect, and what will be their highest priority in terms of reimbursement, quality, and regulatory issues.

The SCMS President's 2011 Theme

The President of the SCMS relates their interest(s), challenges, and focus for the 2011 year.

February

Pediatrics

Invite articles from members looking at the evolution of Pediatrics in the Spokane community, the established and the new, programs that have been threatened and where they stand today, new practices and technology, and what this all means for Pediatricians in the Spokane region from their perspective.

March

SCMS Priorities 2011

Invite physicians and physician assistants to contribute articles related to the Priority topics chosen through the 2010 Member Survey and resulting prioritization by the SCMS Board of Trustees. Information that relates to the current status or history of the topics might also be used.

April

Physician Assistants

Invite articles that take a look at the relationships of physician assistants with physicians, how it has evolved over time, and what the models in Spokane look like.

May

Focus on Community Volunteer Activity

Invite physicians and physician assistants to contribute articles about LOCAL activities where they lead a project, helped to energize a local event, created awareness for a healthy community or did something unique for their neighborhood.

Then Physicians Volunteering Abroad

Invite contributors to show the ways that physicians/physician assistants volunteer their time to benefit communities abroad through interviews, stories that live on and events that they have participated in.

June

Health Information Technology Update

A review of Medicor, the SCMS electronic library, other community data sharing involving physician offices/hospitals, the statewide Health Information Exchange, progress of Meaningful Use, and other patient centered information systems.

July

Health Related Schools

Articles from the many health related schools/programs in the area, e. g. Dental, Nursing, Pharmacy, Physical Therapy at EWU, MEDEX, Veterinary at WSU, Health Administration at EWU, WSU.

August

The Political/Regulatory Environment

Highlight health related laws/regulations that have been newly enacted/promulgated or have been in place but implemented over time and what effect they have had on the healthcare community.

September

Physician Practice Models

A comprehensive review of the way physicians organize and govern their practices such as the Patient Centered Medical Home Model, Accountable Care Organizations and Integrated Delivery Networks. And, why other physicians join a physician group as shareholders, become employed by a hospital sponsored organization, contract with an insurer's delivery system or become a medical educator or faculty member.

October

Medical Education

Invite articles that look into the future of Medical Education in Spokane, the medical student and resident experience from their perspective, faculty development, Riverpoint campus development, and progress toward a four-year medical school. (the 2nd week in October is PA WEEK through AAPA)

November

The SCMS “Value Proposition”

The SCMS takes a look at all the programs and activities that make membership in the Society valuable, helping physicians to be more efficient and effective in their daily lives, and allowing for the opportunity to create goodwill and unity among physicians and physician assistants in the region.

December

Tracking and Reporting

Let’s take a “look back” and a “wrap up” of the year. Articles could discuss the progress of the year’s Priorities and Focus Goals, major accomplishments, and even look at what the future might look like next year.

DEPARTMENTS

The President’s Letter (as an introduction to the Monthly Newsletter or to the Focus of the month)
Circle of Friends Member Contributions (developed on a one- year cycle or based on the number of members)
See You on the Internet (for Medicor/Website updates)
Graduate Medical Education Update (in addition to the Monthly Focus)
Professional Ethics Topics of Interest
Letters from Physician and Physician Assistant Members
CME, Meetings and Events
Project Access Update
Positions Available
New Physicians and Recognitions
Physician & PA Recognition/Interviews
Classifieds
SCMS Deadline Advisory