



Connecting Physician Families
for Healthier Communities.

the Link

The LINK is the electronic resource and newsletter for all members of the medical family. Share The LINK with everyone in your Alliance! As editor for 2022-23, I welcome your input! Please contact me with questions, comments, and articles. - Kirby Sheridan link@amaalliance.org.

FEBRUARY 2023 President's Update

Hello Alliance Members!

We all know the quote about the definition of insanity. When I began my year, I spoke of innovation, the importance of pivoting and the idea that we should not be afraid to fail. I have encouraged the AMA Alliance leadership to embrace possibilities and to have the courage to try new approaches to solve persistent problems.

At least a year ago, a task force was formed to evaluate our annual meeting date, location and format. A vote last year affirmed moving our meeting to the weekend of June 2-4, 2023, to a new location in Nashville, TN. We are so excited for the change, but it is also daunting. Huge kudos to the Annual Meeting planning team that is working so hard to create an incredible experience for you, the members.

Another big change that we've adopted is adding in a virtual component of our meeting the week before the in-person meeting, on May 23-24, 2023. The goal of this addition is to give greater voice to ALL our members and still give them an opportunity to participate in the Annual Meeting if they cannot attend in person. But more than that, by taking some of our business virtual, we hope to cultivate a more meaningful in-person experience where we will have more time for authentic connection and sharing among our members.

My approach this year is simple. I want us to choose "and" instead of "or." I want us to create more opportunities for members to engage in a way that makes sense for where they are in their lives. Everyone volunteers differently. Everyone has different time and financial constraints. We want to make the AMA Alliance an organization that meets our members where they are and creates engagement opportunities for everyone.

We hope to see you online and in person for the AMA Alliance Annual Meeting in Nashville, TN!

Sincerely,

A handwritten signature in black ink that reads "Jacqueline L. Nguyen, Esq." in a cursive script.

Jacqueline



Jacqueline L. Nguyen, Esq.
AMA Alliance President
president@amaalliance.org

Confluence 2.0

By Jacqueline L. Nguyen, Esq., AMA Alliance president
president@amaalliance.org

I am a lifelong learner. I began the year with a goal of increasing training and growth development for our members. We created Board Boot Camp as a virtual on-boarding for you to acquire or refresh core competencies for organizational board service.

Confluence 2.0 is all about YOU. Developing personal skills for you as the individual leader. We want to hone your communication skills and skills for how leadership works in the 21st century. Confluence 2.0 takes place virtually, February 23-24, 2023. To learn more about our speakers or to register- visit us [here](#).

Remember, recordings of Board Boot Camp and Confluence 2.0 are only available to registered attendees this year. You will have had to register for Board Boot Camp and Confluence 2.0 if you would like to complete the three-part series to receive your 2023 AMA Alliance Leadership Academy Certificate. If you missed Board Boot Camp but would still like to pursue the Leadership Certificate, you may sign up for Boot Camp [here](#) and access the recordings.

Do Something New!

By Racheal Kunesh, AMA Alliance president-elect
president-elect@amaalliance.org

One of the things I love most about the holidays is receiving cards and updates from friends and family both far and near. A card from a fellow physician family caught my attention this year, featuring photos of each family member up close while skydiving! Their photos are accompanied by a quote from John C. Maxwell: "When was the last time you did something for the first time?" with a wish for a year full of new experiences.



So, *when was the last time you did something for the first time?* If you are struggling to come up with an answer and not quite ready to take on skydiving, I'd like to invite you to consider doing something for the first time with the AMA Alliance—as a director, committee member, or task force member. Simply complete a [willingness to serve form](#), and let us know how the AMA Alliance can best suit your interests and skills. If you're ready to take that next step onto the AMA Alliance board of directors, check out the [2023-2024 Nominating page](#).

Join me in doing something new in 2023!

Welcome to the AMA Alliance

By Ann Sanford, Membership Council member

amsanford@mac.com

Welcome to the following people who joined our Alliance during the month of December. Please join our Facebook group. We hope to see you at any of our virtual gatherings in the future. We have a book discussion group and have enjoyed some great reads. We find this is a great way to connect to our members, new and renewed. We also hold All-Member virtual gatherings from time to time. The dates and times for both the book discussion group meetings and All-Member virtual gatherings are posted on our Facebook page. Please look to the social media sites for current and upcoming information.

We hope you find many new friends in the Alliance.

Jenn Asokuman

Embarina Betzle

Mal Hollander

**THE MEMBERSHIP COUNCIL CHALLENGES
EACH OF YOU TO THIS NEW YEAR'S
RESOLUTION: RECRUIT TWO NEW MEMBERS
TO THE AMA ALLIANCE IN 2023!**

Join Us in Nashville, TN, June 2-4, for the In-person Portion of the AMA Alliance Annual Meeting

By Amanda Baron, AMA Alliance Annual Meeting Committee co-chair
abtnehomes@gmail.com

Let me introduce you to Music City.

Nashville is well known as Music City, where you can find music playing any time of day at most restaurants around town. Nashville runs along the Cumberland River and is perfect for a walk or visit to the Farmers Market, or take a short drive and see the beautiful country that is surrounded by the Smoky Mountains.



I have had the pleasure of calling Nashville my home for over 17 years. It is a place where I have raised my children, built my business and have continued to connect my family and friends to communities they love. For that and many more reasons I love Nashville and am excited to share it with you.

Wine country, music entertainment, fabulous restaurants—these are a few of the many reasons to visit Nashville. And this year, I am proud to say that our annual meeting is here in Nashville. The city truly offers something for everyone, whether you are single, married, or have a family. You will find award-winning museums, galleries and performing art centers for you and the family to peruse.

We have an amazing annual meeting planned, June 2-4, 2023, at the Hyatt Centric Hotel in downtown Nashville. I am excited to share my home city with you! I am sure you will love it as much as I do!

Events Council Update

By Mary Beth Ellison, AMA Alliance Events Council chair

ellisonmb@gmail.com

It is hard to believe we are halfway through the year. Don't worry. There will be plenty of events to get you through to the Annual Meeting. I do want to remind you to please read your InfoFlashes as they come. They contain timely information about events, deadlines, and important dates to remember.

For the month of February:

- For those of you who missed Board Boot Camp, you will have an opportunity to sign up and view the recordings of all our great speakers. Viewing the videos will also give you credit for Part 1 of our Leadership Training Certificate program. Watch your InfoFlashes for dates and registration.
- Part II of our AMA Alliance Leadership Certification, **Confluence 2.0** will be **February 23 and 24, 2023**. Registration is [open](#). There is no cost for members to attend. Nonmembers pay \$79.99 to attend. This would be a great opportunity to recruit new members! We are currently working on the speakers, but I can give you a sneak peek at one of our speakers. Ed Segalla from John Maxwell Leadership will talk to us about DiSC®, a personal assessment tool representing **D**ominance, **I**nfluence, **S**teadiness and **C**onscientiousness. In addition to hearing Ed speak, attendees will be offered an opportunity for testing and result review. Watch for upcoming InfoFlashes for more information on DiSC® and the Confluence 2.0 speakers.
- Are you interested in doing more legislative advocacy at the state level? You have come to the right place. Tune into the All Member virtual gathering **Wednesday, February 8, at noon ET for “Activate Your Legislative Advocacy Group.”** You will hear from a panel of AMA Alliance members on how they do things in their state. Looking for ideas to get legislative advocacy going in your state? Come check this out.
- Don't forget the **Southern Regional meeting taking place in Oklahoma City, Oklahoma, March 30-April 1, 2023**. [Registration is open now](#).
- We are adding a little mix to this year's Annual Meeting. **Tuesday May 23 and Wednesday 24** will be the virtual segment of our meeting. The in-person part will be **Friday June 2 through Sunday June 4 in Nashville, TN**. Mark those dates on your calendar now. More details are coming next month.





All Member
Virtual
Gathering

2|8
Noon EST

**Activate Your
Legislative Advocacy**

Embarina Betzle (MI), Kirk Doan (MO)
Jenny Shepherd (TX), Jan Utter (MI)

Bylaws Amendment Submissions Due by February 20

By Karen Begrow, AMA Alliance secretary

karenbegrow@gmail.com

Please take a look at our AMA Alliance Bylaws, found on our website at www.amalliance.org and submit your proposed amendments by February 20.

According to the AMA Alliance Bylaws, Article XII, Section 1, proposed amendments to the bylaws may be submitted to the Bylaws Committee by state Alliances, county Alliances, individual members, the AMA Alliance Board of Directors, and AMA Alliance councils, committees, and task forces. Such proposed amendments shall be received by the secretary no less than ninety (90) days prior to the annual meeting. Proposed amendments to the AMA Alliance Bylaws are due to the secretary by February 20, 2023.

To assist you in your proposals, please use the following fillable format.

https://docs.google.com/forms/d/1yGwzWZphzRZTQIV9hLafB8UTXkJI_w_nwKKaC8qRcgA/edit

Alternatively, you may email your proposals in email format to AMAA Secretary Karen Begrow at karenbegrow@gmail.com.

Finance Council Holds Year-end Meeting

By Dave Street, AMA Alliance treasurer

treasurer@amaalliance.org

The Finance Council hosted Kim Schulz at its December meeting. Kim is the investment advisor for the AMA Alliance at RW Baird. She provided a year-end wrap up of the financial markets and the AMA Alliance account's performance for 2022. After a remarkable year in 2021, the markets experienced both sell-offs and volatility in 2022, leading to a negative return for the year. The AMA Alliance investments, nevertheless, outperformed their benchmark, the S&P 500, for the year.

The Finance Council reviews monthly financial statements to monitor both income and expenses for the AMA Alliance. In addition, the Finance Council keeps a watchful eye on the checking account balance and the investment account to make sure that we have enough cash on hand to pay bills. The Finance Council, chaired by Treasurer Dave Street, also includes members Rosemary Xavier, Nancy Fody, Martha Vijjeswarapu, Sheridan Sheffield, and Mary Beth Ellison. Ex-officio members are President Jacqueline Nguyen and President-elect Racheal Kunesh.

CHECK AND UPDATE YOUR INFORMATION WITH THE AMA ALLIANCE!

The Membership Council would like you to check and update your personal information. Our goal is to have the most current information for our members in order to communicate with you better and more efficiently. Please take just a few minutes to check your information.

How to find your information:

1. Go to amaalliance.org
2. Click **Member Log In**
3. Sign in with your username & password
4. Click on **Your Membership**
5. Click on **My Profile**
6. **Now, check and update your information.**
7. If you need to edit your information, click on **Edit Profile**
8. Once you have made your changes, make sure to click the **SAVE PROFILE** tab located at the top of the page.

The Membership Council thanks you for your time and effort.

Epiphany—Discomfort Helps Us GROW!

By Donna Baver Rovito

editor@physicianfamilymedia.org



“Growth occurs outside of our comfort zones—but just keep breathing through the discomfort for the release. You’ve got this.”

—Aggie Lawrence

I recently encountered this brilliant quote on Facebook, in a post for an occupational therapist who specializes in “assisted stretching.” But I was amazed at how well it also fit with the theme of the upcoming Winter 2023 edition of *Physician Family Alliance in Motion* magazine.

Ironically, several of our writers have seized on exactly that, as our Winter 2023 edition theme is Building Skills for Life and Leadership. Building a new skill is sometimes *uncomfortable*, because we fear failure or embarrassment or any of a wide range of things that make us reluctant to S-T-R-E-T-C-H our limits.

You’ll find lots of tips on how to work through that discomfort in the upcoming Winter edition, which will go live in early February—so be sure to watch for it on our social media channels and the [Physician Family](#) and [AMA Alliance](#) websites. And, of course, members will get an exclusive copy in the mail—but you don’t have to wait for it to read all the amazing articles!

If you haven’t read the Fall 2022 edition yet, all about thinking outside the box, check it out [HERE](#).

Let’s see . . . an issue about thinking outside the box, an issue about building skills and stretching our limits . . . hmmm . . . do we sense a theme here?

Announcing the 988 Suicide and Crisis Lifeline

By Laura Pinto MHSA, MS, RN, AMA Alliance Programs Council Health Initiatives Committee member

The National Suicide Prevention Lifeline is now the 988 Suicide and Crisis Lifeline. In July 2022, the Substance Abuse and Mental Health Services Administration launched the [988 Suicide and Crisis Lifeline](#), which replaced the National Suicide Prevention Lifeline. The change is in response to the increasing number of people reporting mental distress, and the need for improved access to and mobilization of mental health services.

The increase in calls to the crisis line has been significant: from approximately 50,000 in 2005 (when the initial support line was established), to more than 2.5 million in 2021. Data from August 2022 show that the new 988 number saw a 45 percent increase in contact volume compared with August 2021 (Smith, T. October 19, 2022. 988—the new suicide prevention hotline—sees big increase in use. Available at: ama-assn.org. Access the article [HERE](#).).



The national Suicide Prevention Resource Center outlines a comprehensive approach towards suicide prevention. Among the guidelines cited is the availability of a suicide and crisis lifeline (Available at: [Suicide Prevention Resource Center](#)). The 988 Suicide and Crisis Lifeline is a national network of more than 180 local crisis centers in all 50 states.

According to 988lifeline.org, “People experiencing suicidal ideation, substance use, and/or mental health crisis, or any other kind of emotional distress can call, chat, or text 988 and speak to trained crisis counselors.” This lifeline is available 24 hours a day, 7 days a week, and provides free and confidential support and resources.



Southern Region Meeting

CONNECT IN OKLAHOMA CITY
MARCH 30 - APRIL 1, 2023



WWW.AMAALLIANCE.ORG/REGIONAL-MEETINGS

Dauphin County Medical Society Alliance (PA) Winter Outreach Project

By Judith Dillon, DCMSA Membership secretary

dcmsalliance@gmail.com

Over the next two months, DCMSA is helping the local community by providing personal care products via the Lower Dauphin Communities That Care initiative. This project is a good one for smaller local and state Alliances to implement.

Lower Dauphin Communities That Care provides programs to promote the positive development of children in the Lower Dauphin community. All of their programs were selected after a thorough review of the Lower Dauphin community's unique problems and assets. Our Alliance worked with them on the project.

For more information about LD CTC and its programs, please click the following link to be taken to their website: <https://www.ldctc.org>

DCMSA members and friends can provide products by purchasing and dropping off or by donating money. See the link to the [flier](#) for the details about donations. All donations should be dropped off or sent by February 21, 2023.



Join the conversation?

AMA
ALLIANCE

First Tuesday
of the month
5pm EST

Book Club

2022/2023 line-up

FEB 7 | *Lincoln Highway* by Amor Towles
Selection by Nancy Schneider (CA)

MAR 7 | *The Rosie Project* by Graeme Simsion
Selection by Lucia Missall (NV)

APR 4 | *Outliers* by Malcolm Gladwell
Selection by Marlene Curry (WA)

MAY 2 | *The Tobacco Wives* by Adele Myers
Selection by Karen Begrow (MI)

Questions? Email karenbegrow@gmail.com

SPREAD THE LOVE



Join Alliance Health Education Initiative (AHEI) in a new fundraiser campaign celebrating LOVE during the entire month of February and beyond!

On February 1, AHEI is excited to launch a campaign that will SPREAD THE LOVE. For the entire month of February, a donation of \$25 (or more) unlocks a Valentine's and LOVE Postcard Bundle that will be sent to you, letting the celebration continue as we SPREAD THE LOVE with family and friends all year long. These are the perfect cards to send to your spouse, partner, kids, grandkids, friends and others as you tell them how much they are loved!

AHEI is a 501(c)(3) nonprofit organization that supports quality health education programs through grants across the country. With a small or large donation, you can do the same and SPREAD THE LOVE with everyone!

One other reminder . . . don't forget that grant submissions are being accepted through February 28! The [grant guidelines](#) and [application](#) are located on the AHEI website. Please read *all* the information before applying. For any questions, please email grants@ahei.org.

We can't wait to hear all about your amazing projects!

SPREAD THE LOVE! Visit AHEI.org to donate today!



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