

The American Medical Association Alliance The 2010's

The organization embraced change and transformation during these years. The many meaningful projects undertaken, the friendships made, the networking and the commitment to improve the health of communities across this nation continued.

- 2010-11: President Susan Todd (Texas) changed the Alliance focus to reflect and embrace medical families from residency to retirement, and also promoted this philosophy in leadership training at the 2010 Medical Families Summit.
- 2011-12: President Emma Borders (Louisiana) lead the Alliance in a difficult transition year from working with long-time office staff located in the AMA building, to interviewing various management companies. External communications committee was established, and the LINK and *Alliance in Motion* (AIM) were published. The AMA Alliance celebrated its 90th Anniversary at the 2012 Annual Meeting.
- 2012-13: President Pat Hyer (Texas) restructured staff and employed an association management company, the Next Wave Group, led by Executive Director Pat Troy. The database was updated and systemized. The AMA Alliance Board of Directors launched the Alliance Health Education Initiative (AHEI), a 501 c3 organization providing grants for health projects.
- 2013-14: President Jo Terry (Tennessee) unveiled the first issue of *Physician Family Magazine* focusing on the needs of physician families. Editor-in-Chief Donna Rovito debuted the magazine in June 2014 at the AMA Alliance Annual Meeting. Funding was completed to permanently endow the AMA Alliance Grass Roots Honor Fund through the AMA Foundation. AHEI formed their Board of Directors. The AMA Alliance transitioned out of its office in the AMA building on State Street into a smaller office in the new AMA Plaza offices.
- 2014-15: President Sarah Sanders (Ohio) experienced several firsts for the AMA Alliance during her presidency. The first two AMA Alliance Grassroots Honor Fund scholarships for \$10,000 each were awarded and the first AHEI grants were awarded.



Two new membership categories were introduced: Early Career and Couple memberships. The VIPS (Very Important Physician Spouses program) was created for Alliance members to talk with legislators they know personally.

- 2015-16: President Julie Newman (Maryland) and her Board of Directors developed a new strategic plan. The plan was designed to “Focus on the Future” of the AMA Alliance to create a more agile and responsive organization. The 20th Anniversary of the AMA Alliance’s “Stop America’s Violence Everywhere” (SAVE) initiative was celebrated.
- 2016-17: President Rosemary Xavier (Florida) implemented year two of the Strategic Plan. The Physician Burnout program was launched. The Opioid Misuse Prevention Phase II materials became available including a free downloadable white paper, a DVD, a brochure and postcards available for local distribution. The “Relocation Toolkit” to assist medical families during the moving process was completed. The “Regional Meeting Handbook” was completed. Focus was on the member value proposition, on enhancing member resources and encouraging International Medical School Graduates (IMGs) and women physicians to participate.
- 2017-18: President Kim Moser (Kentucky) introduced the AMA Alliance national platform on opioid misuse. The platform afforded the opportunity to better educate communities on substance use disorders and mental health issues leading to legislation on treatment and resources for both. As a state legislator in Kentucky, Kim was able to use her connections to help individuals and families trapped in the cycle of substance misuse and mental health disorders.
- 2018-19: President Cami Pond (Indiana) partnered with the national Parent Teachers Association (PTA) to develop and distribute educational materials to middle school students and their parents, bringing awareness to the dangers of opioid misuse. These materials included written flyers and an AMA endorses PowerPoint presentation. The project received accolades from the U.S. Surgeon General, Dr. Jerome Adams who addressed the AMA Alliance at the 2018 AMA Alliance Annual Meeting. The first Physician Family Day was held. The Centennial Club was formed. The Board of Directors developed a new mission statement and member value proposition. A new three-year strategic play was developed, and the board structure was changed to include six systems.
- 2019-20: President Mary Beth Ellison (Ohio) organized Alliances across the country to embrace her “Peanut Butter Challenge,” donating hundreds of jars of peanut butter to their local foodbanks throughout the country. During this year, Mary Beth and her Board of Directors dealt with the unexpected. First, the AMA Alliance moved to a new management company and then COVID-19 hit. All plans for the usual in-person AMA Alliance Annual Meeting had to be altered to create the first virtual meeting. It was an unprecedented time and Mary Beth and her board pulled it off well.

Past National Presidents

The 2010's



2010-11
Susan Todd



2011-12
Emma Borders



2012-13
Pat Hyer



2013-14
Jo Terry



2014-15
Sarah Sanders



2015-16
Julie Newman



2016-17
Rosemary Xavier



2017-18
Kim Moser



2018-19
Cami Pond



2019-20
Mary Beth Ellison

The 2010's
Alliance Office State Street
Moving Time July 18-19, 2012, Chicago



Archive Committee
Jean Hill, Sarah Sanders, Debbi Ricks, Pat
Hyer, Dianne Fenyk and Jo Terry



Original Documents from 1923
Preserved in Archival Boxes.



Wall of Past Presidents

Faces of the Alliance Now

Annual Meeting 2015

