

## New Endeavors

The Presidential Primary season is underway as I pen this editorial on the eve of the New Hampshire primary. By the time you read this President's Page the 'Super Duper Tuesday' Primary involving twenty-four states will be completed, and the standard bearers for the major political parties will probably have been chosen for the Fall Presidential Election. In listening to the debates in the past few weeks I have been struck by the strong rhetoric used by candidates in the same party against each other. These personal attacks leave lasting wounds that are slow to heal. The 'infighting' is reminiscent of the posturing by the different medical specialties as they argue for increasing reimbursement from the continually shrinking health care dollar. So much more could be accomplished if we learned how to work together to further our cause rather than trying to put one group ahead of another that is as equally deserving.

The projected decrease in the Medicare reimbursement has been postponed, but only until June, 2008. Much work needs to be done by Congress to fix this flawed payment system. The website of the Arizona Medical Association provides important information on this subject at [www.azmedassn.org](http://www.azmedassn.org).

Evaluating the positions of the major Parties on healthcare reveals polar views. On one side, the candidates support free-market consumer-based systems and affordable health insurance without mandate. On the other, the candidates want to require everyone to get health insurance subsidized by rolling back taxes on 'wealthy' Americans along with government/ employer subsidies. Universal health care is also on the agenda. The months ahead should provide lively debate on this important issue.

What is your Medical Society doing for you these days? The inside back cover of our monthly publication has a complete listing of the membership benefits for members of our Society. Included is a brief summary of the Society Services and Business Ventures. Please read it and see if you can take advantage of these useful practical services. The page also lists the Medical Society's Preferred Vendors. Many of these vendors offer discounts that many of us utilize. Personally, I like the idea of reducing office overhead costs by getting discounts for transcription, document shredding, waste disposal and office supplies.

We are finalizing the details and logistics of the Society's latest business, MedaBytes, and by the time you read this, we should be underway. This new company initially staffed by specialists from the Medical Society's IT staff. Hard drive crash? Lockup? Total system failure? Who should you call? Call Medabytes! All of us have experienced problems with our computers in the office and at home. Diagnostic and repair services can be expensive and the question always lingers... Can we trust the people we call? This new business will assist physicians in all their computer needs from repairs to installation, networking and trouble-shooting. Designed specifically for physicians, MedaBytes will offer its services to your practice as well as your residence. Medical Society physicians will receive a preferred rate. Look for our announcement in the immediate future – Open!

The Society is also developing a weblog for our membership. This weblog will allow us to communicate with each other through the Society's website and to discuss the issues at hand. Articles and comments will be posted and I encourage us all to login and participate in the discussions when it is complete. What better way to communicate your needs and discuss the issues with the entire membership than through our new weblog. Watch for update to this important addition to the Society's website. I recently visited the Medical Society's website ([www.mcmsonline.com](http://www.mcmsonline.com)) and realized that I had forgotten my password and was unable to access the members-only section. I was promptly forwarded my password and the problem was resolved. Register for a password and you too can now log into the Society's website.

As mentioned in last month's President's Page, we are attempting to embark on a 'listening tour' of the medical staffs of various hospitals. So far, the medical staffs at the larger hospitals in Maricopa County have been receptive to our 'listening tour.' I shall report our experiences to all of you in the coming months.

I want to hear from you! Contact me at [edonahue@mcmsonline.com](mailto:edonahue@mcmsonline.com)

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