Profiles of Excellence Awards Announced by AAMSE

July 31, 2017 - The American Association of Medical Society Executives (AAMSE) recognized medical societies for their contributions to medical society management through their seventh annual Profiles of Excellence (PoE) Awards program. The PoE Awards recognize organizations for their efforts that advance the field of organized medicine and improve the lives of physicians and the patients they serve.

A judging panel consisting of AAMSE members reviewed submissions and awarded recipients for excellence in five areas of medical society management: advocacy, communications, education, leadership and membership, with separate divisions for societies with budgets over $2 million and budgets under $2 million. One medical society was also honored with the President’s Award for Innovative Physician Engagement Within Organized Medicine.

“Medical Societies make positive impacts every day on their members and in their communities with programs and campaigns that advance the field of organized medicine and improve the lives of physicians and the patients they serve,” said Gene M. Ransom III, Esq., President of AAMSE. “AAMSE is committed to recognizing these efforts with the Profiles of Excellence awards.”

The 2017 award recipients are:

Advocacy: Over $2 million budget
The California Academy of Family Physicians (CAFP) received the Advocacy award for its “Securing $100 Million for Primary Care Residency Programs in California” campaign. Working with the California Medical Association and the California Primary Care Associated, the campaign was able to secure over $100 million in funding over three years to support training in family medicine, general internal medicine, general pediatrics, general obstetrics and gynecology.

Advocacy: Under $2 million budget
The Mississippi State Medical Association received the Advocacy award for its “Give Me a Shot” initiative, a web-based public health campaign designed to garner public support for pro-vaccine advocacy and to provide public and government leaders with accurate, evidence-based information on the benefits of immunization.

Communications: Over $2 million budget
The Tennessee Medical Association (TMA) received the Communications award for its redesigned website. TMA was recognized for their approach to the project as an effort to streamline and modernize the look and feel of their online presence, while making it easier for members to navigate the site.
**Education: Over $2 million budget**
The California Academy of the Family Physicians received the Education award for the implementation of its “End-of-Life Conversations Project” which sought to highlight the many aspects of end-of-life care, advanced care planning and the conversations between physicians and their teams, patients and their families, and caregivers. The goals of the project were to increase primary care providers’ familiarity with advance care planning and palliative care services and build their comfort with conversations around prognosis and advanced care planning.

**Education: Under $2 million budget**
The Palm Beach Medical Society received the Education award for its “Community Health Worker Care Coordination Training Program,” which trained care coordinators with the skills needed to enhance the healthcare experiences of patients receiving care. Skills taught include motivational interviewing, cultural competency, advocacy, community resources, patient privacy, documentation and working as a team.

**Leadership: Over $2 million budget** (No award given for under $2 million)
The Society of Nuclear Medicine and Molecular Imaging (SNMMI) received the Leadership award for the creation of their SNMMI – Technologist Section Leadership Academy program, a two-day course with an assemblage of SNMMI-TS leadership and key members, as well as staff who have dedicated themselves to improving SNMMI-TS achievement in nuclear medicine and other related fields.

**Membership: Over $2 million budget**
Awarded to the Medical Association of the State of Alabama (MASA) for their work on the “Always on Call” program, which set the ambitious goal of increasing membership by three percent and to better focus how MASA’s staff would always be on call for their member physicians. The program also featured new and improved membership benefits that allow access for members to receive professional assistance from preferred banks, law firms, accounting firms, and human resource assistance.

**Membership: Under $2 million budget**
In existence for 163 years, the Travis County Medical Society (TCMS) was awarded for its “Polishing the Image of Travis County Medical Society” initiative. The initiative worked to overhaul the printed collateral, website and advertising materials used by TCMS. With a new, polished brand and image in place, selling the benefits of TCMS membership is now easier for staff and key members.

**President’s Award for Innovative Engagement within Organized Medicine**
The Colorado Medical Society (CMS) received the President’s award for their “Central Line: Your Profession – Your Future” program. CMS has created a virtual policy forum called Central Line as part of the decision to dissolve its House of Delegates into a realigned governance model that connects a streamlined Board of Directors to the widest possible spectrum of its physician constituencies.

For more information on the Profiles of Excellence Awards go to www.aamse.org/?profiles_excel_awards

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The American Association of Medical Society Executives is a professional association for more than 1,300 medical society professionals throughout the country. AAMSE advances the profession of medicine through education, communication of knowledge, leadership development and collaboration.