Profiles of Excellence Awards Announced by AAMSE

August 8, 2018 (St. Paul, Minn.) -- The American Association of Medical Society Executives (AAMSE) recognized medical associations for their contributions to medical society management through its eighth 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 and practices of physicians and the patients they serve.

A judging panel of AAMSE members reviewed submissions and presented awards in four areas of medical society management: advocacy, communications, education 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.

“Every day, creative and passionate medical society executives — from organizations of all sizes and all parts of the country — make a positive impact on their members and in their communities,” said Steve Levine, president of AAMSE. “AAMSE is proud to recognize these efforts with the Profiles of Excellence awards.”

The 2018 award recipients are:

President’s Award for Innovative Engagement Within Organized Medicine – Awarded to the Clark County Medical Society for its work on their multi-faceted program Understanding New Opioid Laws in Nevada, an important effort that informed healthcare professionals about the Prescription Drug Abuse Prevention Act passed by the Nevada state legislature in 2017 through the use of written materials, town halls and continuing medical education programming.

Advocacy: Over $2 million budget – Awarded to the American Academy of Ophthalmology for its Regulatory Relief Coalition, which focused on a reduction of the 2018 Medicare penalties related to “Value Purchasing.” Physicians were scheduled for more than 10 percent in potential cuts in 2018. The Coalition was successful in significantly reducing both the number of physicians that received a penalty as well as the size of the “Value Purchasing” cuts.

Advocacy: Under $2 million budget – Awarded to the American Society for Dermatologic Surgery Association for its initiative SUNucate, which sought to develop model legislation and promote awareness to address the barriers to accessing sunscreen at school by advancing legislation in states, engaging the membership in grassroots advocacy efforts and building a coalition of partners.

Communications: Over $2 million budget – Awarded to the Texas Medical Association (TMA) for its initiative TMA Takeover Tuesday, which is a monthly feature where a TMA physician member takes over the TMA Facebook page for the day to provide a glimpse into a
day in the life of a physician. The objective of the program is to show the more human side of medicine, and to illustrate how hard TMA members work to keep Texans healthy.

**Communications: Under $2 million budget** – Awarded to the Greater Louisville Medical Society for its initiative DocTalks, an educational video series designed to enhance physician community engagement through a monthly video featuring timely, relevant topics aimed to empower patients with health awareness and education.

**Education: Over $2 million budget** – Awarded to the American Society of Regional Anesthesia and Pain Medicine for its initiative Point of Care Ultrasound Courses, which were developed as freestanding courses for physicians wanting to gain a comprehensive understanding of perioperative point of care ultrasound applications including identification of clinical questions.

**Education: Under $2 million budget** – Awarded to the Greater Louisville Medical Society for its initiative Wear the White Coat, an annual program that allows high-level community leaders to don a white coat, shadow a physician, and receive first-hand education from a medical professional by giving them a behind-the-scenes look into the patient-physician relationship.

**Membership: Over $2 million budget** – Awarded to the American Academy of Hospice & Palliative Medicine for its initiative Turning a Meeting into an Experience, an effort that focused on turning their annual conference into more than just an educational meeting by creating an impactful experience to increase engagement and have attendees leaving the event feeling empowered by their peers.

**Membership: Under $2 million budget** – Awarded to the Richmond Academy of Medicine for its RYPE ‘N RVA Initiative. Short for “Richmond Academy of Medicine Young Physician Engagement and New to Richmond, Virginia” the RYPE ‘N RVA Initiative focused on engaging new and younger physicians to become more involved in the Richmond Academy of Medicine.

For more information on the Profiles of Excellence Awards go to [www.aamse.org/?profiles_excel_awards](http://www.aamse.org/?profiles_excel_awards).

# # #

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.