



Monday Memo – March 16, 2015

Chairs' corner:

Today is the first day of “Match Week.” By Friday, we will know who our first year residents will be, and at Friday noon celebrations, medical students across the country will learn how they have matched. As the numbers begin to come in, the debate about how we can affect the percentage of students choosing careers in Family Medicine will begin once again.

Some students tell us that they opt for internal medicine or pediatrics because they offer additional choices down the line (the “*Is Family Medicine a dead end?*” dilemma). The message should be clear: A broad array of career paths will open up this Friday for the student who has matched in Family Medicine. In our Department, we’ve developed a series of specialized practice niches – family doctors who have gone on to be hospitalists, credentialed in Sports Medicine, Adolescent Medicine, Geriatrics, Palliative Care, or Addiction Medicine, specializing in maternity care and operative obstetrics. We have acupuncturists and complimentary health providers, and a fellowship that specializes in HIV/AIDS. Our doctors practice global health, health care for the homeless, and care for those who are incarcerated.

With this diversity, there’s still something that binds us together as Family Physicians – the way we think about patients. The next time you have a student with you, point out that no matter how well you know your patient, you’re never certain what will come up once the exam room door is closed – but as a Family Physician, you are well prepared to respond to whatever it is. Our faculty and our graduates, who all went through the same three years of training, go on to practice in a variety of ways and settings. And right here at UMass, they serve in key academic roles at a medical school that was once again ranked last week (by US News) in the top 10% for primary care education. Just what the country needs.

Media

· Roger Luckmann played the role of trusted PCP in a 30 second public service announcement produced by Boston CBS in collaboration with Mass. DPH. The announcement aired several times this month. The objective of the announcement was to make men aware that PSA testing is an available means for early detection of prostate cancer but may do more harm than good in many men. The announcement promoted a frank conversation with a man’s PCP before undertaking PSA testing. Roger is co-chair of the Prostate Cancer Working Group, which is affiliated with a DPH sponsored cancer control and prevention network.

- Steve Martin had a letter to the Editor published in the Boston Globe this Sunday, March 16, "Health insurer has a distorted sense of quality"
<http://www.bostonglobe.com/opinion/editorials/2015/03/15/health-insurer-has-distorted-sense-quality/NY4feBWVCjKmaSNLWhaISO/story.html>

Presentations

- Sandy Blount gave a plenary talk to the annual Integrated Behavioral Healthcare Conference in Minneapolis on Friday morning. His title was "Integrated Primary Care: Partnership, Team or Scrum"
- Sara Shields co-facilitated Family Medicine Grand Rounds on March 10 at the Malden Family Medicine Residency/Cambridge Health Alliance with Alia Lilienstein, a third year resident in their program, who had invited Sara to join her in presenting about Centering Pregnancy. They collaborated on preparing and giving the presentation which was titled, "Bringing Group Care to the Practice: An Experiential Approach." On March 13 Sara co-presented about "Infant Mortality and Health Disparities: The Role of Community Health Centers" with Jennifer Averill-Moffitt, CNM, to the 2015 Joint Academic Population Clerkship: Healthy Babies in the Ghanaian Community, for students at Assumption College, Clark University, UMass and Worcester State University.
- Department faculty in Commonwealth Medicine presented two posters at the Institute for Healthcare Improvement's [16th annual international summit](#) March 15-17 in Dallas, Texas: *Sai Cherala, Alexander Blount, Judith Steinberg, Joan D. Johnston*, "**Behavioral Health Screening in Primary Care Practices**"; and *Joan Johnston, Judith Steinberg, Sai Cherala*, "**How Can Care Management Improve Patient Outcomes?**"

Professional Service

- Felix Chang served as a Manuscript Reviewer for the Journal of Family Practice this past year and was responsible for the review of four articles.