

AGENDA ITEM 11(d)

REPORTS

Washoe County Medical Society

Report to the Board of Medical Examiners

August 28, 2024

From: Angela Bedell, Executive Director

Washoe County Medical Society



Washoe County Medical Society has experienced a year of transition, growth and focused community work in 2024.

Strategic Priorities

Strategic Priorities set for 2024 include the following:

- 1) Increase engagement of physicians in Washoe County in society activities.
- 2) Redirect resources so that the majority of funds are directed toward member services and community programs, and operational expenses are reduced.
- 3) Address health equity in Washoe County.

Reno's Biggest Little Baby Shower

When setting Strategic Priorities for 2024, the WCMS Board of Directors wanted to focus on improving health equity in the community, specifically around access to care and maternal mortality and morbidity.

Maternal mortality and morbidity is complex, and most potential improvements require systemic, large-scale change. The Board decided that what they could tackle was improving prenatal care through appointment setting and education.

On July 18th, WCMS hosted "Reno's Biggest Little Baby Shower" at the Boys and Girls Clubs. The intended guest list was uninsured/underserved expectant mothers. There were 48 expectant mothers (51 total) in attendance. They were provided dinner, during which four physicians spoke to the group about prenatal care. Each guest received "gifts" that included a pack-and-play and a large box of diapers.

Annual Gala

Nearly 300 attended WCMS's 2024 Gala on June 22, making it one of the country's largest county medical society events. Award recipients were honored for their contributions to medical care in the community.

Vaccine-focused CME Programs

In the fourth quarter of this year, WCMS plans to develop an innovative text message-based CME program. The first course will teach physicians how to have conversations about vaccines.