



# TMAA NEWSLINE

THE ALLIANCE  
SERVING ON BEHALF OF MEDICINE

## President's Message

- End of May Issue
- President's Message
- Hats Off (see Letter)
- Additions to TMAA Families
- AMAA Website Announcement
- From the Historian
- Mark Your Calendar

### Contact Us

TMAA Website:  
[www.TMAAlliance.org](http://www.TMAAlliance.org)  
E-Mail:  
[TMAA@tma.medwire.org](mailto:TMAA@tma.medwire.org)  
Phone: 615-385-2100  
Direct Line: 615-460-1651  
1-800-659-1862  
AMA Alliance Website:  
[www.amaalliance.org](http://www.amaalliance.org)  
Phone: 312-464-4470

### Dates to Remember:

SEPT 13-14 UPDATE 2009  
Murfreesboro



Don Alexander  
CEO, Tennessee Medical Association  
2301 21<sup>st</sup> Ave. South  
Nashville, TN 37212

April 27, 2009

Dear Mr. Don Alexander:

Johnson City Medical Center (JCMC) and its parent company Mountain States Health Alliance (MSHA) are passionate about providing the best possible health care for the children of Southern Appalachia. Since the opening of The Children's Hospital at JCMC in 1992, MSHA has worked diligently to provide comprehensive pediatric care. The opening of the Children's Emergency Department at JCMC in August 2008 was just the first phase of a long-term plan to enhance the pediatric services already provided at The Children's Hospital, now Niswonger Children's Hospital, and JCMC.

The Children's Emergency Department at JCMC allows children to receive the emergency care they need but in a pediatric-dedicated space separate from the adult emergency area, which can be very frightening to children. Using a family-focused approach to pediatric healthcare, the Children's Emergency Department at JCMC is designed to help alleviate the anxiety often experienced by children in traumatic and unfamiliar situations.

Many components of this pediatric friendly environment in the Children's Emergency Department at JCMC are due to the generous donation from the Tennessee Medical Association Alliance (TMAA). For example, pediatric patients are greeted with stickers, books and other items that are familiar and comforting.

One major child-friendly component of the Children's Emergency Department at JCMC that was funded by the TMAA grant is a coping cart used by child life specialists and pediatric nurses to ease the anxieties children have prior to and during difficult procedures. This cart is equipped with age-appropriate items such as Play-Doh, bubbles and pinwheels that promote coping by offering comfort and diversion for children during painful and sometimes frightening experiences.

Another child-friendly component of our Children's Emergency Department that is funded by the recent TMAA grant is a MedWagon that is used by Children's Emergency Department team members to transport children to and from tests such as MRI's, X-ray's, and CT scans.

On behalf of the Child Life and Children's Emergency Department team members, as well as the patients and families who have utilized our services, we would like to say "thank you" for your thoughtful and generous donation. Special people like you make it possible for the children to have items that facilitate their healing process. Your gifts have and will continue to provide children with a less threatening environment and more positive experience. It also sends them a message that someone out there cares. How special that is!

Sincerely,

Marinda McConnell, MS, CCLS  
Child Life Program Manager  
Niswonger Children's Hospital  
423.431.6872  
[McConnellMG@msha.com](mailto:McConnellMG@msha.com)

This is a copy of a letter TMA CEO Don Alexander received from Marinda McConnell, Child Life Program Manager (Johnson City, TN) regarding TMAA. Hats off to W-U-J Medical Alliance. We wanted to share this with all of you!!

**Robin Hutchins President**  
[rhutch1029@gmail.com](mailto:rhutch1029@gmail.com)

•  
**We are proud to announce we have new grandparents  
among us:**

**Gail Brabson.....7th grandbaby**

**Sarah Grace Welden**

**Born April 26th at 7:20 pm**

**Delivered by DOC (Dr. Leonard Brabson)**

**8 lbs, 8 oz**

**19" long**

**Mom and Baby are doing great.**



**Sue Vegors.....2nd grandbaby**

**Elijah Hayden Vegors**

**Born May 9<sup>th</sup> at 11:39 am**

**7 lbs, 9.8 oz**

**19" long**

**Everyone is doing great.**

**Congratulations and best wishes to both families from  
your TMAA Friends.**



**For Immediate Release**

**Contact:** Rosetta Gervasi

May 8, 2009

312.464.4473

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## **NEW WEB SITE FOR ALL PHYSICIAN AND HEALTH ADVOCATES**

CHICAGO, May 8, 2009 –

- I LOVE the new Web site!!!! GOOD JOB!! It's very attractive & user-friendly!!!
- Wow! I really like the new Web site. It is well organized and easy to navigate. I will check back often for more updates.
- Just opened the AMAA Web site and really liked it. It's very user-friendly, attractive and inviting. The graphics and colors were bright and pleasing. This is a wonderful and informative site that should surely encourage spouses to consider becoming a member in the AMA Alliance.

These are just three of the dozens of comments the AMA Alliance has received after the recent launch of its completely redesigned and reorganized Web site [www.amaalliance.org](http://www.amaalliance.org).

The Alliance has been working on Phase II of the Web site redesign and new navigation system based on reader comments and suggestions. The main aim of the reorganization and redesign was to make the Web site organization and navigation more intuitive and more reflective of where Alliance members and other visitors would expect to find content. In addition, a variety of new features and topics — as result of what users told the organization they would like to see on the site — have been added.

Visitors are invited to take a few minutes and browse around, use the Google search feature, check in on the blog, catch up on the latest headlines and visit the job postings on the *Health* Careers page.

**About the AMA Alliance**

The AMA Alliance, the volunteer arm of the American Medical Association is committed to public health promotion in their organizational mission. A not-for-profit organization of more than 26,000 grassroots members working in their communities, the AMA Alliance strives to ensure child safety, prevent abuse and violence, promote healthy lifestyles and increase awareness of available health care resources. Learn more at [www.amaalliance.org](http://www.amaalliance.org).

### From the Historian

**Please help me document all the fabulous work your alliance is doing during the 2009-2010 year. I will be putting together a scrapbook for Robin this year but it will only be good if I can include all of the fabulous things the alliance is doing across the state. Please include photos, newsletter items, newspaper articles about your alliance and members and anything else you think should be included. I will be collecting these items all year and would appreciate your help!**

**Madeline Becker 123 Chestnut Ridge Dr. Jonesborough, TN 37659 [vinmadbecker@aol.com](mailto:vinmadbecker@aol.com)**

### MARK YOUR CALENDAR



**SEPT. 13-14 2009 TMAA UPDATE – Murfreesboro, TN  
More information to come.....**