



GEORGIA OSTEOPATHIC  
MEDICAL ASSOCIATION  
— 1902 —

## **GOMA News & Updates**

### **Volume 46, September 2024**

### **High Quality 16 Hours of CME Available at the 2024 Fall Virtual Conference**

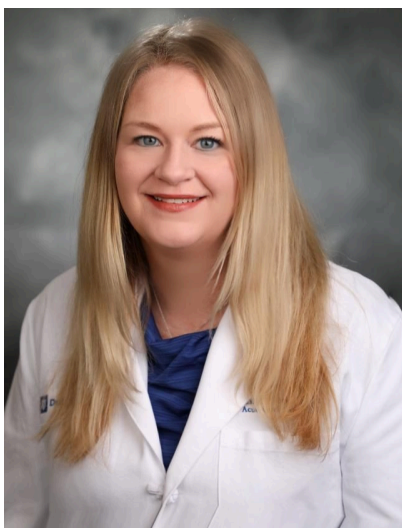
Seneca (8 B.C. – A.D. 65) wrote “It is quality rather than quantity that matters.”

The GOMA Fall Virtual Conference this year is being held livestream Friday, Oct. 18 and Saturday, Oct. 19, giving the option of watching live, or viewing on-demand until December 30. It offers up to 16 AOA 1-A CME credits. Early registration pricing is available through September 15.

2024 is the last year of the AOA CME cycle so this is a good opportunity to get quality education in a convenient fashion.

This article will feature some of the subjects and speakers that will be available.

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### ***Reducing Gun Violence***

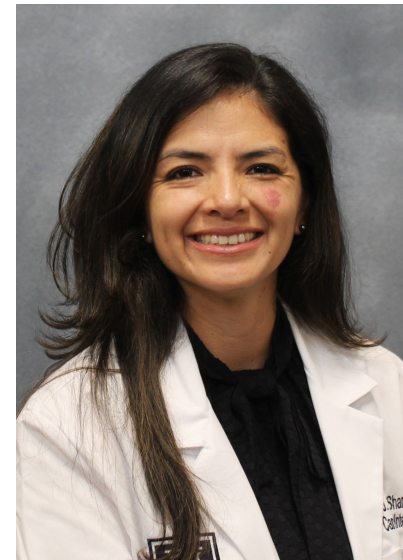
*by Krista Haines, DO*

will feature her talking about a study appearing in the July 11 issue of the *Journal of American College of Surgeons* on which she was a lead author. She is an Assistant Professor in the Departments of Surgery and Population Health Sciences at Duke University School of Medicine. Haines and colleagues used CDC data of pediatric firearm deaths between 2009-2020, to analyze them within the context of existing state laws governing firearms. “Our analysis of suicide and homicide mortality data from 2009 to 2020 in children under 18 suggests that we do actually have some laws that work,” said Dr. Haines.

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### ***Travel Preparation for Primary Care***

*by Shirley Sharp, DO* is similar to the talk she gave in Orlando at the 2023 ACOFP Annual Conference which got great reviews. Shirley Lizcano Sharp, DO, MS is an Assistant Professor at Medical College of Georgia/Augusta University and serves as its Director of Osteopathic Family Practice Residency as well as Associate Director of the Allopathic Family Practice Residency.





## ***Addiction Among Safety Sensitive Workers and the Georgia PHP***

*Paul Earley, MD, FASAM* is an Addiction Medicine Physician who treats all types of addictive diseases. He has more than 30 years of experience in the treatment of addiction, with a specialty in the assessment and treatment of addiction in health care professionals. Dr. Earley is a dynamic speaker and educator who has spoken around the world about addiction to healthcare providers. Besides his private practice in Atlanta, Dr. Earley is the President of the American Society of Addiction Medicine and the President of the Federation of State Physician Health Programs.

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## ***Human Trafficking***

*by Michael Wieting, DO* is a timely presentation for any physician doing clinical medicine. J. Michael Wieting, DO, M.Ed., FAOCPMR-D, FAAOE, FAAPMR is Senior Associate Dean at Lincoln Memorial University-DeBusk College of Osteopathic Medicine in Tennessee, and is also currently professor of Physical Medicine and Rehabilitation and of Osteopathic Manipulative Medicine. He is a seasoned medical educator and administrator, having served as residency program director, as well as program medical director and held the rank of Professor of Physical Medicine and Rehabilitation while teaching at Michigan State University College of Osteopathic Medicine. Dr. Wieting is the current Chair of the Bureau of Osteopathic Specialists, the governing body for the eighteen specialty certifying boards of the American Osteopathic Association.





### ***Aviation Medicine by Darren Dillard, DO, MS***

Dr. Dillard has written a couple articles about administering medical care when traveling in an airplane that have gotten a lot of attention. Dr. Dillard serves as the Director of Osteopathic Family Practice Residency at Northside Gwinnett Medical Center in Lawrenceville, GA.

### ***Cultural Sensitivity/DEI by Katrina Gipson, MD, MPH***

promises to be an edifying lecture. She serves as an Assistant Professor of Emergency Medicine at Emory University. As the founding director of Emory University's Health Policy Fellowship, Dr. Gipson strives to foster innovation and awareness in public health. Dr. Gipson is a co-principal investigator on NIH-funded research into emergency care for older adults - and also serves as a featured speaker about public health awareness and mentors underrepresented minorities to join her in bringing medicine to every community.



### ***OMT and Pain Management***

***Marla Golden, DO, MS, FACEP*** is well known to GOMA as the Dean of the Osteopathic Medicine program at PCOM South Georgia as well as serving as an Associate Professor of Emergency Medicine at the school. Dr. Golden is the co-founder and co-author of *The Neuroplastic Transformation Program* and *Workbook*. It was designed to empower





patients with knowledge of self-directed, portable, efficacious ways to counteract and overcome their pain using neuroplasticity techniques.

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***Urology Update*** by *T. Casey McCullough, DO, MBA* brings back a popular speaker from previous conferences. Dr. McCullough is an extensively published author in peer-reviewed journals and medical book chapters, and has presented at national meetings.



***Dermatology Update***

*Heather Ivy Hensley, DO* serves as graduate medical education faculty and lecturer for the Philadelphia College of Osteopathic Medicine in Suwanee, Georgia. Dr. Ivy Hensley lectures across the country on new, innovative medications to the dermatology landscape.

***Advanced Directives: Advising Patients on Planning for End-of-Life Decisions***

*L. Michael Waters, DO, FACOFP* is Associate Professor of Family Medicine and Chair of Primary Care at PCOM Georgia in Suwanee. He has earned multiple awards for his teaching. Dr. Waters is the President of the Georgia Chapter of the ACOFP as well as serving as the Secretary-Treasurer of GOMA.





### ***Hyperbaric Therapy***

*William "Bill" Lagaly, DO* is the medical director of Piedmont Athens Regional Medical Center's Wound/Hyperbaric Center. Dr. Lagaly is the Vice-President of GOMA.

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### ***Leg Pain Work Up: PAD & Venous Disease –***

#### ***When to Involve Vascular by Anu Kumar***

*Whisenhunt, DO, MPH* brings back a popular speaker from previous conferences. She is a board certified vascular surgeon at Northside Vascular Surgery specializing in the treatment of carotid artery disease: TCAR and CEA, aortic aneurysms and limb salvaging. Dr. Whisenhunt's philosophy of care emphasizes evidence-based care, focused on quality, safety and is patient centered.



### ***Developing a Strategic Plan 101: The Future of Osteopathic Medicine in Georgia***

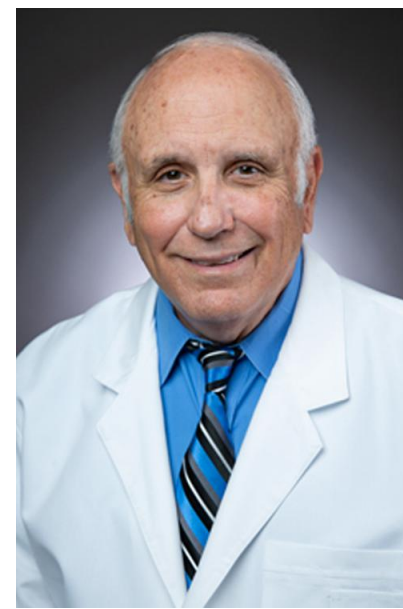
*David Rearick, DO, MBA* is a nontraditional subject for a medical conference, but whether one is a clinician or an administrator, it is helpful to have a strategic plan. He practiced family medicine for 20 years in Cobb County, before obtaining a MBA and moving into population health management, initially with Aetna as their SE Network Medical Director then moving up to Chief Medical Officer at Marsh & McLennan Agency, a \$1.3 billion insurance consultancy.

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### ***Update from the Composite Board***

*Bill Bostock, DO* is a member of the Family Medicine Residency faculty of the Northeast Georgia Medical Center in Gainesville, GA. He continues to serve as a member of the Composite Medical Board of Georgia after having served as Chairman of it for the past year. Dr. Bostock's lectures on new rules and warnings from the Composite Medical Board consistently get the most engagement from attendees who appreciate the real world advice.

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GOMA's Fall Virtual Conference will be a high quality CME event that is available live October 18 & 19 and on-demand until December 31. Early registration of \$399 for GOMA members and \$499 for non-members is available now. Prices increase by \$50 after September 15.

[\*\*Register for GOMA's Virtual Fall Conference\*\*](#)

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## **Strategic Plan for GOMA Approved by Executive Board**

In early 2024, GOMA President Sonbol Shahid-Salles, DO established a committee to create a strategic plan for the Georgia Osteopathic Medical Association. Over the past few decades, GOMA has not had a strategic plan, and Dr. Shahid-Salles felt that it was an important task to help guide the organization into the future.

On August 19, GOMA's Executive Board approved the strategic plan as formulated by the committee.

The committee was comprised of David Rearick, DO, MBA; Sonbol Shahid-Salles, DO; Gregory Harris, DO; William "Bill" Lagaly, DO; L. Michael Waters, DO and Michael Baron, DO. They met virtually every month until their work culminated in weekend retreat of June 29 & 30 in Morganton, GA, which consisted of hours of creating a guiding document.

The article below is GOMA's Strategic Plan.



In regards to the strategic plan, President-Elect Gregory E. Harris, DO, FACOI wrote, “I am very excited to have a clear direct for GOMA for the future. The new strategic plan includes tangible and measurable goals for the board to achieve each year. Allowing GOMA to set its sights on growth, advocacy, and innovation for our state society.”

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## **Georgia Osteopathic Medical Association (GOMA) 2024 Strategic Plan**

### **Vision**

To advance the distinctive philosophy and practice of osteopathic medicine in Georgia.

### **Mission**

GOMA is dedicated to advancing the osteopathic profession in Georgia by providing support, education, advocacy, and resources to osteopathic physicians and students fostering collaboration, innovation, and excellence in patient care.

## Core Values

1. Advocacy: We are committed to advocating for the interests of osteopathic physicians and students, as well as the patients they serve, at local, state, and national levels.

- To promote the art, science and philosophy of osteopathic medicine, research, investigation, and the practice of medicine, particularly in the philosophies and applications of osteopathic diagnosis and therapy.

2. Connect: We believe in the power of collaboration and partnership to achieve our mission and serve the needs of our members and the community.

- To promote closer relationships among osteopathic physicians and students, the osteopathic profession and other organizations interested in the advancement of patient-focused care.

3. Promote: We are committed to our Vision Statement of advancing the distinctive philosophy and practice of osteopathic medicine in Georgia.

- Promote and support osteopathic medicine and osteopathic physicians.
- Promote and support osteopathically recognized Graduate Medical Education programs in Georgia.
- Promote and support osteopathic medical students.
- To be a divisional society of the American Osteopathic Association.
- To represent the best interests of the membership at local and state levels.

# **Strategic Goals**

## **1. Advocacy:**

- Objective: Advocate for policies and initiatives that promote and protect the interests of osteopathic physicians and medical students in Georgia.

- Strategies:

- Monitor legislative and regulatory developments impacting the osteopathic profession and healthcare delivery in Georgia, and proactively engage with policymakers.

- Build and maintain strategic partnerships with other healthcare organizations, advocacy groups, and stakeholders to amplify our collective voice and influence.

- Provide advocacy training and resources to empower members to advocate effectively at the local, state, and national levels.

## **GOALS:**

- Executive Director will send a letter annually from GOMA's President within the first two weeks of January to each state legislator introducing the concept and philosophy of osteopathic medicine.
- The Legislative Committee Chair is responsible for providing a quarterly advocacy update to be featured in GOMA's newsletter.
- Executive Director will send a letter on behalf of the GOMA President to the Governor of Georgia by February 1 each year requesting that osteopathic physicians participate on appropriate boards and committees.
- Continue to participate in the PCPC meetings and annual Day at the Legislature.
- Promote PCPC advocacy training prior to the Day at the Legislature.
- Find a DO who can represent GOMA at the state legislature



- Once per calendar year, send a letter to request a meeting with the following organizations to educate them regarding what we can bring to the table and develop advocacy partnerships:
  - Georgia Chapter of the American College of Physicians
  - Georgia Academy of Family Physicians
  - Georgia Chapter of the American Academy of Pediatricians
  - Georgia Obstetrical and Gynecological Society
  - Medical Association of Georgia
  - Georgia College of Emergency Physicians
- Build and maintain a stronger relationship with PCOM Georgia and PCOM South Georgia.
  - Board designee will meet at least annually with PCOM leadership.
  - Invite Deans from each campus to attend GOMA's Board meetings.
  - Have an annual summer OMT CME seminar led by PCOM Georgia OMM Department at the PCOM Georgia campus.

## **2. Membership Growth and Engagement:**

- Objective: Increase membership and enhance engagement among osteopathic physicians and medical students in Georgia.

- Strategies:

- Develop targeted outreach campaigns to attract new members.
- Enhance member benefits and services, including networking opportunities, continuing education, and professional development resources. Provide at least one event in each District per year to foster relationships among members. Provide mentorship for those going through employment transitions.
- Strengthen communication channels to keep members informed and engaged, utilizing newsletters, social media, and other

platforms. Provide 30-minute non-CME town hall meetings for advocacy and other updates.

## **GOALS:**

- Establish quarterly contact with a staff contact at the Composite Board to obtain regular list of DOs licensed in the state.
- Increase membership by 5% per year.
- Annually contact all osteopathically recognized programs in Georgia
- Quarterly report updating the following membership data:
  - Physicians
  - Residents/Interns
  - Students
- Establish quarterly networking meetings, such as the following:
  - Advocacy
  - Job-seeking information and contract negotiations
  - Financial management
  - Mentorship
- Have at least one in-person event in each District each year.
- Continue to recruit District representatives.
- Start a GOMA LinkedIn account
- Student Board representatives will identify a student to do a Student Instagram Takeover Day during PCOM orientations.
- Meet with PCOM Georgia and PCOM South Georgia Student Government Association leadership annually at AOA House of Delegates.
- Get all dates for PCOM Georgia and PCOM South Georgia annual events (e.g., white coat, orientation, hospital day, awards ceremony, graduation, NOM Week) and ensure GOMA has a presence at all events.
- Add district map to website with district representative information.

- Work with Student National Minority Association. new practice physicians, and underrepresented groups.

### **3. Education and Professional Development:**

- Objective: Provide high-quality educational programs and resources to support the professional growth and development of our members.

- Strategies:

- Organize regular continuing medical education (CME) events, workshops, and conferences covering relevant topics in osteopathic medicine and healthcare. Provide sub-specialty CME, as possible.

- Expand online learning opportunities, webinars, and virtual platforms to reach a broader audience and accommodate diverse learning preferences. Provide ACCME credit as well as AOA.

- Foster mentorship programs and peer support networks to facilitate knowledge sharing, collaboration, and career advancement among members.

### **GOALS:**

- Promote the VOC by designing two unique social media posts each year.
- Spend \$250 to boost fall conference and VOC on social media.
- Have more Georgia speakers on the VOC.
- Maintain the current virtual CME programs.
- Have an annual summer OMT CME seminar led by PCOM Georgia OMM Department at a PCOM campus.
- Add a mentorship checkbox on the GOMA membership and renewal forms. The ensuing list will be given to PCOM to pass along to students. Invite those who volunteer to be a mentor to the networking meeting on mentorship.



#### 4. Community Outreach and Public Awareness:

- Objective: Increase public awareness and understanding of osteopathic medicine and the contributions of osteopathic physicians and medical students to healthcare.

- Strategies:

- Launch public education campaigns to promote the principles and benefits of osteopathic medicine, targeting patients, policymakers, and the general public.

- Participate in community events, and initiatives to engage with local communities and raise awareness of the services provided by osteopathic physicians.

- Cultivate media partnerships and leverage traditional and digital media channels to share success stories, research findings, and relevant healthcare information.

#### **GOALS:**

- Access AOA and AOF ads and content then magnify them in Georgia using HootSuite so it can be scheduled in advance.
- Arrange for interviews on radio or other media.
- Develop PR kit
  - Develop standard form letter that is sent to GOMA members to fill in their information that could be sent to their local newspaper or media focused on the following groups:
    - Retiring physician
    - New physician trying to establish practice
    - Physician with a unique hobby or talent
  - Design and sell GOMA t-shirt with “Vaya con DOs”
    - Do a design contest for the t-shirt
- Investigate health fairs or events in Moultrie.
- Add link to the AOA website from GOMA’s website

- Investigate physicians who have podcasts
- Place three DOs on podcasts by June 30, 2025.
- Form committee for GOMA's 125th Anniversary observance
- Annually review and update website.

## 5. Organizational Sustainability and Governance:

- Objective: Ensure the long-term sustainability, effectiveness, and governance of GOMA as a professional association.

### **GOALS:**

- Bylaws
  - Bylaws Committee will begin work following adoption of the 2024 Strategic Plan and will complete its work by November 15, 2024.
- Districts
  - Reevaluate District geography at August 19, 2024, Board meeting.
- M. Baron will develop a report of how many DOs are in each district by Aug 1
- GOMA Board
  - Hold an annual Board orientation for all Board members.
  - Annually review Board Manual prior to orientation.
  - Have each Board member attest that they have reviewed the manual.
- Leadership development
- Increase committee involvement by having at least three GOMA members serve on each committee.

- Send volunteer requests for PCOM functions to all members (white coat, graduation, hospital day, NOM week, awards ceremony, etc.)
- Reinstate GOMA Awards
- Financial
  - Have Edward Jones advisor join one board meeting per year. Ask to August board meeting.
  - Change treasurer as the signer on the checking account each year.
  - President may use up to \$2,000 at his/her discretion on projects that promote osteopathic medicine.
  - Financial policy is to develop a reserve fund policy.
  - Maintain the prior year's budget in the checking account.

## In Other Words

- Send the AOA-designated number of delegates to the AOA House of Delegates with a stipend to be paid on the last day upon completing their delegation duties. **– Florence Nightingale**
  - *“I attribute my success to this: I never gave or took an excuse.”*
  - Annually review the strategic plan each summer.
  - Place strategic plan on a dashboard to be reviewed at each board meeting.
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