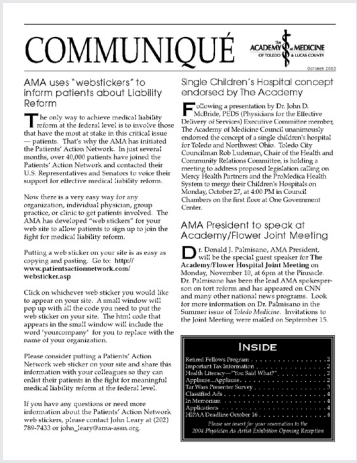

COMMUNIQUÉ

ACADEMY OF MEDICINE OF TOLEDO & LUCAS COUNTY

October 2003

AMA uses "webstickers" to inform patients about Liability Reform

The only way to achieve medical liability reform at the federal level is to involve those that have the most at stake in this critical issue — patients. That's why the AMA has initiated the Patients' Action Network. In just several months, over 40,000 patients have joined the Patients' Action Network and contacted their U.S. Representatives and Senators to voice their support for effective medical liability reform.

Now there is a very easy way for any organization, individual physician, group practice, or clinic to get patients involved. The AMA has developed "web stickers" for your web site to allow patients to sign up to join the fight for medical liability reform.

Putting a web sticker on your site is as easy as copying and pasting. Go to: **http://www.patientsactionnetwork.com/websticker.asp**

Click on whichever web sticker you would like to appear on your site. A small window will pop up with all the code you need to put the web sticker on your site. The html code that appears in the small window will include the word 'yourcompany' for you to replace with the name of your organization.

Please consider putting a Patients' Action Network web sticker on your site and share this information with your colleagues so they can enlist their patients in the fight for meaningful medical liability reform at the federal level.

If you have any questions or need more information about the Patients' Action Network web stickers, please contact John Leary at (202) 789-7433 or john_leary@ama-assn.org.

Single Children's Hospital concept endorsed by The Academy

Following a presentation by Dr. John D. McBride, PEDS (Physicians for the Effective Delivery of Services) Executive Committee member, The Academy of Medicine Council unanimously endorsed the concept of a single children's hospital for Toledo and Northwest Ohio. Toledo City Councilman Rob Ludeman, Chair of the Health and Community Relations Committee, is holding a meeting to address proposed legislation calling on Mercy Health Partners and the ProMedica Health System to merge their Children's Hospitals on Monday, October 27, at 4:00 PM in Council Chambers on the first floor at One Government Center.

AMA President to speak at Academy/Flower Joint Meeting

Dr. Donald J. Palmisano, AMA President, will be the special guest speaker for **The Academy/Flower Hospital Joint Meeting** on Monday, November 10, at 6pm at the Pinnacle. Dr. Palmisano has been the lead AMA spokesperson on tort reform and has appeared on CNN and many other national news programs. Look for more information on Dr. Palmisano in the Summer issue of *Toledo Medicine*. Invitations to the Joint Meeting were mailed on September 15.

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Please see insert for your reservation to the 2004 Physician As Artist Exhibition Opening Reception

CONSIDER THESE FACTS:

84% of the membership reads the *Communiqué*

75% of physicians consider the *Communiqué* to be a useful communication tool

The *Communiqué* reaches over 1200 physicians and their staff

Advertising in the *Communiqué* costs substantially less than direct mail postage

The *Communiqué* is now available for download free of charge on our website **www.toledomedicine.org**

PLEASE SEND ALL ADVERTISING MATERIALS AND INSERTION ORDERS TO:

Communiqué
4428 Secor Road
Toledo, Ohio 43623
419.471.3210
419.475.6744 (fax)
joey.begeman@gmail.com

Communiqué

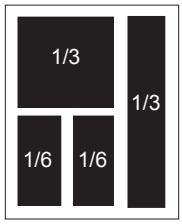
About the Communiqué

The Academy of Medicine member newsletter includes feature articles; employment opportunities; local, state and national news; meeting announcements; classified ads; cme programs; weblinks; and more.

Display Ad Rates

1/3 page (column)	$120*
1/3 page (square)	$120*
1/6 page (1/2 column)	$75*

Mechanical requirements



1/3 page	2-1/4" X 10"	vertical
1/3 page	4-3/4" X 5"	horizontal
1/6 page	2-1/4" X 5"	vertical

***Special Advertising Opportunity — Communiqué* Insert**

The Academy will include one monthly advertising insert (first-come, first-served) 8-1/2" X 11" 1 or 2-sided in the *Communiqué* for a $300* placement fee. Printing will be the responsibility of the advertiser. Call MMP Toledo (419.472.0505) for special rates!

Classified Ad Rates

$20 for the first 25 words and $1 for each word thereafter.

Classified Ad Titles Will be Arranged by Subject in Bold Face — Text of classified ad will be lower case unless otherwise noted. Border placement is an additional $10. **Contact Name, Address, Telephone and Email will be in bold face at the end of the classified**

Frequency and Closing Dates

Published eight times a year: January/February, March, April/May, June, July/August, September, October/November, December. The Academy of Medicine must receive insert, display and classified ads for the *Communiqué* by the 1st of March, June, September and December and by the 15th of January, April, July and October for subsequent issues.

Specifications

For artwork specifications, please see **Supplied Art: Electronic File Submittal Specs**.

Questions?

Please direct all rate and billing questions to Janice Schutt at 419.471.3131 and all artwork questions to Joey Begeman at 419.471.3210 or email joey.begeman@gmail.com.

**due to government regulation, credit card, insurance and travel ads are subject to higher display rates. Please call for more information.*