

# Medical Society of Milwaukee County

## City of Milwaukee City-County Heroin, Opioid and Cocaine Task Force

Kathy Schmitz, Dr. George “Chip” Morris



# Medical Society of Milwaukee County

- Who we are – Powered by Physicians. Compelled by Community
- Established in 1846 – historic legacy of leadership, innovation and quality health care - prior to any health system. Founder: General/Surgeon Dr. Erastus B. Wolcott – statue in Lake Park
- A chapter of the Wisconsin Medical Society – the largest county medical society in the State.
- 3,500 physicians and medical students
- As physician thought leaders, provide leadership through active engagement on critical health issues important to the health of the community.



# Opioid Crisis

## Prescription Drug Safety

In 2013, MSMC Board of Directors identified Prescription Drug Safety as our lead health initiative.

Goal: Help reduce deaths by changing the culture. Build education and awareness among physicians and the public. Start the difficult conversation.

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How did we do this? By partnering with key local and state officials, community, business, civic leaders:

## Physician Leadership & Staff:

- National Governor's Association Prescription Drug Task Force
- Attorney General Dose of Reality Campaign
- Local Physician CME by WMS (Continuing Medical Education)
- DEA 360 Key Influencers Summit & media editorial board meetings.

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- Media interviews, news conferences, phone banks
- Sponsorship of Take Back Your Meds Milwaukee Coalition:  
Goal: Install Drop Box in Every Pharmacy:
- WMS Opioid Task Force: Dr. George “Chip” Morris, Dr. Michael McNett, Dr. Tim Westlake – working with Rep. Nygren and Medical Examining Board to change policy, legislation.
- Hosting Rep. Patrick Kennedy in Milwaukee
- To name just a few

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A Physician Perspective:

Dr. George “Chip” Morris

Past President - Medical Society of Milwaukee

Chair – WMS Opioid Task Force

Medical Director, Columbia St. Mary’s/Ascension

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## Accomplishments

- It started in 2010.
- New user-friendly PDMP
- New prescribing guidelines
- Community/physician education and awareness

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## What is our ask?

- 1) Public Awareness Campaign: Conversation about pain management, not opioids
- 2) Support prescription drop boxes in pharmacies
- 3) Medical Society physician on Task Force