

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