

LETTER

SPORTS MEDICINE

A letter from the AMSSM President
American Medical Society for Sports Medicine
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A Note from the AMSSM President



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AMSSM President

Dear Fellow AMSSM Colleagues,

Everybody who is anxiously looking forward to Spring, please raise your hand. Those who are not, consider therapy! For those of us who labor in the Snow Belt, it's that time of year that test's one's mental endurance, not to mention, tolerance for high heating bills. Oh, how we long for fresh breezes from an open window, and maybe even the whine of the air conditioner.

This brings to mind the Annual Meeting in Miami. You should have received a meeting brochure announcing our 15th Annual Meeting, April 29 - May 3, 2006 at the Wyndham Miami Beach Resort. Check out the AMSSM web page under conferences for a little taste of some "Miami Vice".

We are anticipating another "packed venue" with an outstanding lineup of hot topics and great speakers along with our usual and reliable "oldies but goodies" including research and case presentations, 2 Minutes/2 Slides, and a repeat performance of last year's Fellow's Quiz Bowl. Our attractive hotel site on Miami Beach will provide the perfect setting for making new friends and recharging those dead winter batteries.

The AMSSM Board met in Indianapolis in January. Much was discussed and much accomplished. I would like to update everyone on some of the more important topics we are addressing.

Financially, AMSSM is doing very well. Our membership is continuing to grow and we should be well over 1,000 members by the 15th Annual Meeting. The quality of our meetings is definitely capturing the interest of industry sponsors as I think you will see from the exhibitor attendance in Miami. This year we will save substantial journal costs as we enter into our first year of online subscription for our flagship journal, the *Clinical Journal of Sports Medicine*. We have worked hard to make online access to the *Clinical Journal of Sports Medicine*, *British Journal of Sports Med-*

icine, and *Sports Discus* only a click away in the "Member's Only" section on the AMSSM website. A printed copy of the *Clinical Journal of Sports Medicine* is available for those of us who still like the feel real paper in our hands. We also enjoyed a financially Annual Meeting in Austin last April with record attendance of more than 500 members, increased exhibitor income and unrestricted educational grants from Lippincott Williams & Wilkins, publisher of the *Clinical Journal of Sports Medicine*; British Journal of Sports Medicine; CSO: Architects; CogSport, AirCast; and Gatorade. All these factors combined allowed us to keep our costs low while delivering an outstanding program. In comparison to other sports medicine organizations, our annual program cost to membership is the least expensive.

Two other Annual Meeting activities deserve special mention. Last year in Austin marked the first presentation of the Team Physician Workshop and the Fellowship Fandango. The Team Physician Workshop was a direct outgrowth from the High School Team Physician Task Force chaired very capably by Drs. Vito Perriello and Mike Petrizzi. This program was designed as an entry level training program for physicians wanting to gain more knowledge of sideline care of the athlete. It is a first class training program for residents, new fellows, and physicians wanting didactic, as well as, hands-on training. We are offering the Team Physician Workshop again this year in Miami and I hope many of you will spread the gospel to your primary care colleagues who might want this kind of educational experience. The Fellowship Fandango was inaugurated last year in Austin and will be repeated again this year in Miami. The Fandango is an unparalleled opportunity for new fellows (and residents a year away) to co-mingle with their peers and current fellows in a setting where no question is too stupid, no suggestion too out of the box, and sitting in the corner by yourself, not tolerated. It is an effort to make our new fellows feel as welcome as possible and to recognize their importance to the future of our Society.

A consensus group from the major sports medicine societies is convening in Dallas during February to flesh out a document on Psychological Issues in Athletes. I have appointed Drs. Margot Putukian, Gene Hong, and Jim Daniels as our AMSSM representatives to this important undertaking. I thank all of you who submitted letters in response to my request for volunteers. I have found there are many talented,

willing and enthusiastic members in our society we can call on to share the load and spread the gospel. In this same vein, Dr. Eric Coris will present the AMSSM exchange lecture at the American Orthopedic Society for Sports Medicine in Hershey, Pennsylvania this summer, and yours truly will present the AMSSM lecture at ACSM in Denver.

AMSSM was invited to participate in a national meeting in Jackson, Mississippi on the topic "Sudden Death in Athletes". Drs. Jon Drezner, Fran O'Connor, John DiFiori and me will represent AMSSM at this important gathering. It is anticipated that the discussions that ensue from this meeting will be the springboard for a national consensus document that specifically addresses policy recommendations for the pre-participation care of athletes, conduct of practices, and treatment of "downed athletes" in all age groups and settings. It is an ambitious undertaking in its fledgling state, but one well worth pursuing.

The Society for Teachers of Family Medicine commissioned a project to design a curriculum for musculoskeletal training of Family Practice Residents that will comply with the new ACGME guidelines. A member of that committee, Dr. Sean Bryan, also an AMSSM Member and Director of Southwest Georgia Family Medicine Residency, was astute enough to realize the contribution that AMSSM could make to this project. He asked permission from the Board to solicit AMSSM Members to form a writing group for this project. At the same time, Dr. Paul Stricker became involved in a similar project for the American Academy of Pediatrics. Through the wonders of networking, the two groups will merge to write one document that will address musculoskeletal education for both groups. Look for more information on this project at the 15th Annual Meeting in Miami.

AMSSM has been approached by CASM concerning the opportunity to once again participate in Rendezvous. If you are new to AMSSM, the Rendezvous is an attempt by all the major sports medicine societies represented by the *Clinical Journal of Sports Medicine* to hold a joint, annual meeting for the express purpose of fostering international collegiality and promoting awareness of not only our differences, but more importantly, our similarities. The last Rendezvous Meeting was held in Vancouver, BC two years ago. The proposal is to hold a meeting in 2008 on the West Coast, probably in San Francisco, California. Our hope is that beginning early conversations with CASM, we can design a meeting that will preserve the necessary components of our annual meeting while allowing for an international flair to our scientific program. This can only be accomplished if all the participating organizations are willing to cooperate in one meeting, at one time, at one site. Last time in Vancouver, we attempted to tag our meeting onto the end of Rendezvous with less than desirable results. For those who believe international exposure has little to offer, I would convey my experience attending the First International Conference on Injury Prevention held in Oslo, Norway last summer. It was truly one of the most informative and interesting meetings I have attended. While North America may lead the world in technological innovation and quality of facilities, it Doesn't corner the market when it comes to research, clinical

acumen, I invite you to visit the website OSTRC.NO for a review of the meeting and perusal of many abstracts and presentations given at this meeting. Accordingly, the Board has commissioned a group to begin the process of cooperation with CASM to insure this project has an uncomplicated birth. I look forward to a cooperative venture.

Finally, I would like to update the membership on a project that AMSSM is involved with. One that has potential to place our name prominently as a leader in Sports Education. I introduced this project last year at the Annual Meeting. It is called the Fit'n Fun Playground. The Fit'n Fun Playground is the brainchild of Larry Andreini, an entrepreneur extraordinaire. Larry's idea was to stimulate interest in physical fitness and participation in young age groups by creating animated videos with a cast of marketable characters.

"Imagine Sesame Street meets ESPN, with such "Rhyme-Time Players" as ReadyEddie, Rally-Ally, StretchFletch, and SpeedyEdie, alongside AirClaire, MiniVinnie, SteadyFreddy and NoFallGail."

Larry originally contacted AMSSM asking for advice on medical content. We provided ideas for our participation, the concept of gearing the content to specific developmental ages, and the willingness to work with him on medical oversight. Since that initial offer, he has managed to put together an outstanding group of production designers, animators, marketing and distributing experts, publicists, and legal copywriters. Dr. Brian Halpern, from the AMSSM Foundation and me attended a meeting in Manhattan, New York that convened the major intellectual contributors to this project. My only previous experience with entertainment design is a reasonable facility with a remote control. Let's just say that these people are impressive to say the least. As a major contributor to this project (no money, only work), we will share in a percentage of any profits generated. Dr. Paul Stricker has already organized a Pediatric task force within AMSSM to compose a document addressing the physical, nutritional, and psychosocial factors that impact neuromuscular development in a specific age group. We hope over time to expand the concept to all ages. Ultimately, we would like to position AMSSM as a recognized resource for evidence based benefits of a healthy, active lifestyle.

There is much more work going on in our committees and I will not steal their thunder at this writing. Suffice it to say, that the meat and potatoes of our organization are cooked in the kitchens of our committees. A big thank you to all who toil in relative anonymity. You are truly our workhorses.

I hope you can see that AMSSM is a thriving, vibrant, and fun organization to be a member. We are diligently exploring ways to add value to your membership dollar. More importantly, we endeavor to represent you as you would like to be represented: competently, professionally, and fairly.

