

# MORNING CMO REPORT

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**FROM THE DESK OF:**

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**UPSTATE**  
UNIVERSITY HOSPITAL

## MedNews Plus

Applies to All Physicians

MedNews  
Plus  
Advisory

The Upstate Women's Health Network (WHN) wants you to be aware that it has contracted with MedNews Plus, a health news and education service that uses highly targeted communications and free continuing education to engage physicians and nurses. Providers at Upstate will be auto enrolled into this service and it will be offered to referring providers in the region. If you have any concerns, please contact Lynn Shepard Scott ([ScottLS@upstate.edu](mailto:ScottLS@upstate.edu)) with any concerns. Additionally, if you have any information that you want to share with referring providers, such as introducing new providers, please contact Lynn with that information. Salient points are:

- breaking medical news and conference coverage emails that **are** specific to the recipient's request, avoiding informational clutter in their inbox;
- each email will include important news and updates from Upstate to educate or market Upstate services, new providers, etc. with opportunities for our providers to write content;
- access to over 600 hours of free AMA PRA Category 1 credit each year awarded by Perlman School of Medicine, University of Pennsylvania, and CEs for other clinicians;
- access to summaries of more than 85 top medical conferences and meetings;
- content pulled from over 300 sources;
- personalized online tracking of their CME activity;
- will be offered to all providers, nurses, and clinicians in the region;
- Upstate will offer it first to our own faculty and community partners through auto enrollment, with an introductory email going out to introduce this service;
- recipients can unsubscribe at any time;
- auto enrollment has less than a 6% unsubscribe rate at the 300 hospitals/hospital systems that currently use this service.
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There will be opportunities to provide content for these emails with information that you feel would be beneficial for referring physicians to know, and we will provide you with that process prior to launch. If you have suggestions or concerns, please contact Lynn Shepard Scott ([scottls@upstate.edu](mailto:scottls@upstate.edu)) by May 28, so there is time to address them prior to launch.

**ALERT**-Highest priority emergency communication; warrants immediate action or attention by the recipient.

**HIGH ADVISORY**-High priority does not warrant immediate action but recipients should be aware.

**ADVISORY**-Provides very important information for a specific incident or situation that does not require immediate action.

**UPDATES TO ALERTS AND ADVISORIES**-Provides updated information regarding an incident or situation; unlikely to require immediate action.

**INFORMATIONAL MESSAGE**-Provides timely information, important for review or serves as a reminder for an action that should be taken.