



The Capitol Key

A [newsletter](#) service for Advocates for Internal Medicine Network of the American College of Physicians

April 2012

Our Exciting Changes

We hope you are as thrilled as we are about the new changes to the College's grassroots advocacy program. As we announced in January, our biggest news is that after more than 15 years as the "Key Contact Program," the name has been changed and you are now part of the Advocates for Internal Medicine Network.

Along with a new name comes a new program logo, and the opportunity to be more active in advocacy through our new social media tools (.e., Twitter and Facebook).

We hope these changes will increase your interest in advocacy at a time when so many pivotal changes are occurring in health policy; changes that undoubtedly will have bearing on your (future) patients and how you (will) practice medicine.

We encourage you to take advantage of these other ways to engage your lawmakers, outside of traditional emails and call-in campaigns –where social media has taken on an increasingly important role.

New Name

To be more effective in attracting new participants to the grassroots advocacy program, ACP's Council of Student Members, Council of Associates, and Council of Young Physicians wanted a program name that better reflected the advocates' role, thereby potentially increasing member participation in ACP's advocacy efforts and member involvement in internal medicine. Too often they heard colleagues ask, "What's a Key Contact?"

To find the best name, we conducted a short survey for College members with the help of ACP's Research Department and a Key Contact

"advisory team."

The 11 potential new names were narrowed down to three finalists. Then, Key Contacts alone were asked to select the program's final new name. The overwhelming choice was Advocates for Internal Medicine Network (AIM_n).

Advocate of the Year Award

The ACP Services Board has renamed the Key Contact of the Year award to the "Richard Neubauer Advocate for Internal Medicine Award."

The annual Richard Neubauer Advocate for Internal Medicine Award recognizes the Advocate who has made exceptional contributions to advance the College's public policy agenda. The award is presented during Leadership Day held in Washington, DC. In addition, the recipient is recognized at the following year's Convocation.

Dr. Neubauer, a phenomenal and passionate advocate for internal medicine, passed away on October 31. He was a member of the Board of Regents, a former Alaska Chapter Governor, former chair of the PAC Board of Directors, and 2004 recipient of the Key Contact of the Year Award. We are honored to have this prestigious award in his name.

(Continued on page 2)



Twitter—@advocatesim

ACP advocacy now has its own Twitter account. Please follow us @advocatesim. We are posting advocacy news from ACP—legislative and regulatory, and information on the activities of Congress and the Administration—almost everyday.

Facebook Advocacy

ACP advocacy now regularly posts on ACP's Facebook page-acpinternists.

Look for our advocacy posts and please



Being a Life Long Advocate

by Shane R. Sergent and Sophia M. Johnson

Osteopathic Medical Student III

Michigan State University College of Osteopathic Medicine

We are at the dawn of a new era of health care in the United States and advocacy is more important than ever. While more Americans will have access to affordable