Medical Society of Milwaukee County Unveils New Brand and Website

"Powered by Physicians. Compelled by Community." puts physicians, community in the forefront of organization's work to lead efforts to improve the quality of healthcare

Milwaukee, WI (PRWEB) January 29, 2015 -- The Medical Society of Milwaukee County, an organization representing nearly 4,000 physicians across the Milwaukee community, today unveiled a new brand identity, including a new logo, colors, tagline and website.

“Our new brand and website represent such an exciting evolution for the Medical Society,” says Executive Director, Kathy Schmitz. “Together they demonstrate the vibrant leadership our physician members bring to health care in Milwaukee and the deep commitment we have to our community.”

The new logo shows two pillars of the organization coming together, physicians and the community, forming the letter “M” for Milwaukee. The tagline, "Powered by Physicians. Compelled by Community." captures the strength and significance of this relationship. Energetic new colors bring a fresh look to the Medical Society, emphasizing the role the society plays in improving well-being and health. The website, http://www.medicalsocietymilwaukee.org, also presents a dynamic shift, highlighting members, from medical students to well-known physicians, in photos and video.”

“We want to put our physician members front and center,” says Schmitz, “and have them tell the story of physician leadership and the important work we do. Since the society’s founding in 1846, our members have led significant change in Milwaukee, they continue to today.” Examples include physicians like Dr. Marlene Melzer-Lange, Medical Director, Pediatric Emergency Services at Children’s Hospital of Wisconsin; Dr. Brian Peterson, Chief Medical Examiner, Milwaukee County; Dr. Sheldon Wasserman, an OB/Gyn and former Wisconsin State Representative among many others, who practice medicine and lead efforts to improve the quality of healthcare across the community and the state.”

In addition, Schmitz says Medical Society programs will be revitalized and initiatives developed under the new brand. Programs led by the society today include:

• National Governor’s Association Prescription Drug Safety Program: The Medical Society represents Milwaukee on the Governor’s task force, leading and recommending initiatives to prevent prescription drug abuse.
• Pre-Med Mentor Program: This program pairs 50 physicians each year with 80 pre-med students for a first-glimpse into clinical medicine. This is the only program of its kind in Milwaukee.
• EMS Collaborative: The Medical Society convenes an advisory committee of physicians and local EMS personnel to develop policy recommendations for the County’s EMS Council.
• Free & Community Clinic Collaborative: Member physicians volunteer their time to serve in area free clinics to ensure those in need have access to care in their communities.

The society’s annual awards program, this year on March 7 at the Milwaukee Public Museum, will give the public a chance to help the organization honor and recognize physicians and members of our community.

“The theme, Leadership That Inspires, symbolizes the essence of those leading and improving our community’s health,” says Schmitz, “we’ll celebrate people making a true impact on the health of our community. We look
forward to more programs like this in the future.” For more information on the March 7, 2015 program, contact Kathy Schmitz at (414) 475-4750.

The Medical Society of Milwaukee County engaged Kane Communications Group to lead its rebranding and website development.

About the Medical Society: The Medical Society of Milwaukee County is an organization of physicians that provides leadership and advocacy in response to the needs of its members and the community by collaboration with others to improve the overall health status of the community.
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