



FROM THE DESK OF...



Bradley Auffarth, M.D.
President and Chairman

Where has the time gone? It is very nearly time to wave goodbye to 2019, and what a year it has been for Longstreet Clinic.

First of all, I want to thank you for your continued hard work and congratulate you on all we've accomplished as a team over the past year, including a few more you'll read about in this issue. In particular, your commitment during the EPIC transition for our patients and our practice has not gone unnoticed and is immensely appreciated. Our commitment to providing the best in care and patient experience is what sets us apart, and all of your efforts will continue to pay off in the New Year.

If 2020 is anything like 2019, then I expect many more successes and recognition of the role Longstreet

Clinic plays in healthcare throughout northeast Georgia. In fact, our latest award stretches far beyond our region.

This fall, Longstreet Clinic earned a silver medal from the Academy of Interactive and Visual Arts' 14th Annual W3 Awards for website design. Competing against more than 5,000 entries, we finished as runner-up against a worldwide collection of competitors. Our site is critical to gaining new patients, aiding current patients, educating and presenting our voice to the communities we serve, and it is fantastic to see it doing so effectively. This award reflects the extraordinary vision of the members of the marketing committee that worked so hard providing their leadership to the process.

Closer to home, one of our own recently earned a prestigious appointment, as Dr. Andrew Reisman was sworn in as president of the Medical Association of Georgia, joining retired neurologist Dr. Frank

McDonald as the second Longstreet Clinic doctor to lead the association. Congratulations Dr. Reisman!

These honors capped an extraordinary year in which we added new and talented clinicians and progressed in our goal of being the flagship for healthcare in our region.

As hard as we work, however, it is important to remember to take time for your family and friends, and this is the time of year to do just that. With that in mind, I am looking forward to enjoying the season with you all, especially keeping my eye out for our annual door decorating contest. Your creative spirit always put a festive bow on this season for me personally and gives our patients and fellow staff something to enjoy.

So happy holidays to all and thank you for an incredible 2019! And let's aim for more in 2020 as we celebrate our 25th anniversary.

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REISMAN ELECTED PRESIDENT OF MAG

Longstreet Clinic has another physician in a key leadership position statewide.

Family medicine practitioner **Andrew Reisman, M.D.**, was recently sworn in as the president of the Medical Association of Georgia (MAG) during a ceremony at the organization's 165th House of Delegates meeting in Stone Mountain.

Reisman, who practices in Oakwood, became just the third doctor from Hall County and the second Longstreet doctor to earn the honor, following retired Longstreet Clinic neurologist E. Frank McDonald Jr., M.D., in the position (2017-18). The leading voice for physicians in Georgia, MAG is an advocate for physicians in every practice setting and specialty.

"The opportunity to serve my fellow physicians and our patients is a tremendous honor," Reisman said. "I embrace this challenge knowing that I'm standing arm-in-arm with 8,000 fellow MAG members who represent every specialty and practice setting."



Longstreet Clinic CEO Mimi Collins said the multi-specialty physician group is excited about Reisman's leadership role with MAG.

"We are proud to have such an accomplished and respected physician among our family of practitioners," Collins said. "I'm certain Dr. Reisman will bring the same thorough, attentive methods to his leadership of MAG as he does with his patients and practice at Longstreet Clinic. This appointment is another great example of how our physicians are actively engaged in leadership efforts in our community." Reisman pledges to focus on array of

issues facing the medical community in Georgia, including tort reform, surprise medical bills, the "data entry crisis" and scope of practice.

In addition to MAG, where he previously served as secretary, Reisman is a member of the Georgia Composite Medical Board, the Hall County Medical Society, the American Medical Association, and the Georgia Academy of Family Physicians.

Reisman has practiced at Longstreet Clinic since 1996. He lives in Gainesville with his wife, Hall County Magistrate Judge Elizabeth Reisman, and their children Robert, Charlie and Caroline.

STOVER TAPPED FOR LEADERSHIP ROLE



Longstreet Clinic Provider Relations Manager **Jeanine Stover, CPCS**, was recently elected as the 2020 president-elect of the Georgia Association Medical Staff Services - GAMSS. GAMSS is an association of healthcare service professionals organized to promote career growth and development through education and support to its members. "Jeanine is a respected member of our team here, and it is great to see her peers in the industry view her the same way," said Mimi Collins. "She is most deserving of this statewide recognition."

AROUND THE CLINIC

1. Our annual BBQ fundraiser for United Way of Hall County raised **\$1,313.20!**
2. Our team was hard at work at the annual HealthSmart Expo, completing **253 free screenings.**
3. **Open Enrollment Benefits Fair** on Nov. 12.
4. **Dr. Andrew Johnson** with Longstreet Clinic Cancer Center spoke to Brenau's BULLI – Braselton class on the topic of medical marijuana from an oncologist's perspective.
5. **Oteia Morris, FNP-C,** and **Jeanine Whitmire** with our Center for Weight Management gave a presentation to Village at Deaton Creek residents titled "Losing 15 Pounds the Right Way."
6. Two longtime employees recently retired after decades of service at Longstreet Clinic. **Jean Boyd, LPN,** retired after 44 years in Pediatrics, and **Deborah Gilstrap, RNFA** after 42 years in nursing, 22 with Dr. Bruce Nixon in Neurosurgery. Thank you for your service!
7. Congressman Doug Collins presented **Dr. Andrew Reisman** with a certificate of congressional recognition for his election as MAG's president for 2019-2020.



LET'S DECORATE! DOOR CONTEST RETURNS FOR 5TH YEAR

Are you ready to show your holiday spirit? Join us for the 5th Annual Longstreet Clinic Christmas Door Decorating Contest. All campuses are included!

THE RULES

- Use the employee entrance door (if you are not sure which door, please ask!)
- Choose your own idea/theme
- Make sure decoration(s) are secure to the door. Use anything that can be removed without causing damage to the door. Removable putty or tape works well. (NO nails allowed!)
- Extending decorations one foot from each side of the door frame is allowed
- Have door completed on or before **Thursday, Dec. 12 at 9 a.m.** Judging will begin that afternoon.



First, second and third place winners will be announced the week of **Dec. 16.** Have fun!

And if you have any questions, please contact Renee at renee.ward@longstreetclinic.com.

CLINIC WEBSITE WINS INTERNATIONAL AWARD

Longstreet Clinic's website was recently awarded a silver medal from the Academy of Interactive and Visual Arts' 14th W3 Awards, which honors outstanding websites, web marketing, web video, mobile sites/apps and social content created by interactive agencies, designers, and creators worldwide. There were more than 5,000 entries in the annual competition.

Custom created for Longstreet Clinic by

Gainesville-based marketing firm Forum Communications, Longstreet's website – located at www.longstreetclinic.com – was awarded in the annual competition's Healthcare Services Category.

"It is important to have a strong online presence, as it is an extension of ourselves, our care and our message. And it is rewarding to know that our message is coming through loud and clear,"

Longstreet Clinic CEO Mimi Collins said. "Our hope is that our website will continue to aid our patients and foster the continued progress of our outstanding group of physicians, clinicians and healthcare professionals. We thank the AIVA for recognizing our website and Forum for their hard work translating our message into our online presence."



glow
this season

LONGSTREET CLINIC
AESTHETICS