



Wisconsin Medical Society

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George ‘Chip’ Morris, MD, inaugurated president of Wisconsin Medical Society

MADISON—George “Chip” Morris, MD, FAAN, of Milwaukee, was inaugurated as the 168th president of the Wisconsin Medical Society during the Society’s Annual Meeting April 5-7 in Madison. Doctor Morris succeeds Martha “Molli” Rolli, MD, of Madison.

Doctor Morris is currently director of the Epilepsy Clinic at Ascension Columbia-St Mary’s Medical Center in Milwaukee and has been involved in the development of functional magnetic resonance imaging in the areas of epilepsy and detection of memory and speech. In addition, he has developed guidelines for the appropriate and prompt treatment of epilepsy and continued seizures, and he is a professor of Neurology and an affiliate with Marquette University and the University of Wisconsin-Madison and Milwaukee, where he is a lecturer in Health Informatics.

During his inaugural remarks, Dr. Morris talked about two issues he hopes to focus on in the coming year: health literacy and physician burnout.

“One single thing we can do in the practice of care giving to make it better is to improve our patients’ ability to understand and use information about their health to be healthy. Physical activity, a diet rich in nutrients and behavior resilience—all should be the focus of health literacy, and all should be taught and trained,” he said. “A healthy person has healthy behaviors, and how we deal with success and adversity shouldn’t be left to happenstance.”

Doctor Morris also plans to be very involved in the Society’s mission to improve physician well-being by “caring for the caregiver”—traveling throughout the state to meet with physicians one-on-one as part of a grassroots effort to help address physician burnout.

Doctor Morris has served on the Society Board of Directors as well as its membership and executive committees, as chair of its Opioid Task Force and as a member of the *WMJ* Publishing Board. He is a member of the American Medical Association, American Academy of Neurology, American Epilepsy Society, American EEG Society and was president of the Milwaukee Neuropsychiatric Society, Central EEG and Epilepsy Society, and Medical Society of Milwaukee County.

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He is a graduate of the University of Nebraska College of Medicine and is a diplomat of the University of Wisconsin-Madison Medicine Internship and Neurology Residency. He was a fellow in EEG and Epilepsy at the University of Cincinnati and remained a faculty member until joining the Medical College of Wisconsin.

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With physician members statewide dedicated to the best interests of their patients, the [Wisconsin Medical Society](#) is the largest association of medical doctors in Wisconsin and a trusted source for health policy leadership since 1841.