

**Executive Council Meeting
September 20, 2016
Minutes - Amended**

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Attendees

Drs. Fred Bearison (President), Steve Barna, Thomas Bernasek, Brad Bjornstad, Michael Cromer, Eva Crooke, William Davison, Alejandra Kalik, Richard Lockey, David Lubin, Katherine Macoul, Husain Nagamia, Jayant Rao, Anoop Reddy, Bruce Shephard, Deborah Trehy, and Michael Wasyluk; also Ms. Cate Nall (medical student).

Others Present

Ms. Elke Lubin (HCMA Executive Assistant), Dr. Radhakrishna Rao, Mark Thompson (MCMS, Inc., Insurance Trust Approved Agent), and Ms. Debbie Zorian (HCMA Executive Director).

Call to Order

The meeting was called to order at 6:15PM by Dr. Fred Bearison, HCMA President.

Introductions

Dr. Bearison introduced himself and asked for introductions.

Approval of Minutes

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE JULY 19, 2016 EXECUTIVE COUNCIL MEETING.

Excused Absences

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Rosemarie Garcia-Getting, Douglas Holt, Jose Jimenez, Rebecca Johnson, Charles Lockwood, Anand Parekh, Malcolm Root, and Brett Scotch.

New Florida Environmental Regulation Commission Surface Water Allowables

Dr. Deborah Trehy presented to the Council members the proposed Florida Department of Environmental Protection request for approval of the revised human health-based surface water quality "toxin allowables," many of which are 4x times higher than the Federal EPA allowed levels. Dr. Trehy shared several examples of the dramatic increases in the allowable levels of contaminants in our water being proposed.

MOTION MADE AND CARRIED TO SUPPORT DR. TREHY'S REQUEST THAT THE HCMA DOES NOT SUPPORT THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION'S REQUEST FOR APPROVAL OF THE REVISED HUMAN HEALTH-BASED SURFACE WATER QUALITY "ALLOWABLES" AND RECOMMEND THE FEDERAL EPA LEVELS REMAIN THE STANDARD.

The Council members agreed to support the stand of Physicians for Social Responsibilities on this issue. Dr. Trehy will draft a letter to be signed by Dr. Bearison, which be sent to the National and SE district of the EPA as well as to the Tampa Bay Times.

MCMS Inc., Insurance Trust (Health Plan)

Mr. Mark Thompson, Health Plan approved agent, explained that the Health Plan is an excellent benefit and in most instances offers rates comparable to standard health insurance rates in the market. The

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Health Plan, which is in ten Florida counties, spreads the risk over a large number of insureds thus offering better rates as a large group. It is a fully insured program through Florida Blue, there is no risk or assessments, and the Health Plan offers profit sharing with Florida Blue.

Mr. Thompson reported that his roadblock, oftentimes, is getting past the practice manager. He believes if he is afforded an opportunity to meet with the physician owner and quote the practice, the savings can be shown to be significant.

Dr. Bearison asked that all Executive Council members allow Mark Thompson to meet with them to provide a quote. He stated that no obligation is necessary once quoted. He also stated that if anyone had questions concerning the Health Plan prior to meeting with Mr. Thompson, his practice is enrolled and he will gladly discuss the benefits with any member.

HCMA Foundation Charity Golf Classic

Dr. Michael Wasylik, Foundation President, reported the current sponsorship income is \$24,500 and there are 56 golfers registered. He asked the Council members to consider becoming a sponsor and/or golfer if they had not registered already and to encourage their colleagues to participate. Dr. Wasylik informed attendees that golfer and sponsor information was available at each seat.

HCMA Board of Trustees

Dr. Wasylik, Board Chairman, provided a report on the last two board meetings. His report included:

Meeting Highlights - July 21, 2016

- The Board held a phone conference with the Pasco County Medical Society President and President-Elect regarding the possibility of Pasco and Hillsborough combining efforts. Pasco does not have an office or staff support and requested that the HCMA extend management, secretarial, and recruiting assistance to revitalize their society. Fraser Cobbe, Executive Director of the Florida Orthopaedic Society, has established a management company and the FMA offered to subsidize his fees to assist Pasco County, but only if Pasco members joined the FMA. Pasco declined the offer due to the high cost of FMA dues. Ms. Zorian informed the Board of discussions she had with the President of Pasco as well as Mr. Cobbe and another colleague. She discussed options with Dr. Mehta regarding hiring a part time staff person who could work out of the HCMA office and devote his/her time to Pasco efforts. This would allow them to remain independent while not taking away current HCMA staff time, which is not available.
- A presentation was heard by Tammy Cutri from TekCollect. They serve as an HCMA Benefit Provider, offering various levels of revenue recovery services at a discounted rate for members. Dr. Wasylik encouraged members to utilize TekCollect and also other benefit providers of the HCMA. Many offer viable services that assist members with their bottom line.
- A presentation was given from representatives from First Citrus Bank. HCMA and First Citrus are in their third year of a Benefit Provider partnership. Our local representatives are in tune with the special needs of physician practices and personal financial needs and welcomed members to contact them at any time. First Citrus has been very supportive, including participating in the Foundation Golf Tournament each year.

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- A phone conference was held with the regional manager of the Florida RX Card Program. The program is endorsed by the FMA and funded by pharmacies. It offers substantial discounts on prescription drugs and is HIPAA compliant. The program has proven to help patients who could not otherwise afford their prescriptions. The Board approved to partner with the Florida RX Card Program which will provide Rx discount cards, with the HCMA logo, to members. Members will be encouraged to distribute the cards to their patients.
- Dr. Don Berman, Broward County Medical Association member and President of OSHA Medical Courses, contacted Ms. Zorian in hopes that interested HCMA members would be given the opportunity to purchase a CD or flash drive that provides OSHA complaint training power point presentations. Several Florida medical associations participate. Half of all proceeds are returned to the medical associations. The Board approved making OSHA Training presentations available to HCMA members for purchase.

Meeting Highlights - August 26, 2016

- Although the HCMA had a loss of \$25,600 due to a reduction in membership, expected surplus from our partnerships exceeded the budget. The HCMA realized a profit of over \$15,000. 45% of HCMA's budget is from non-dues income.
- The Board reviewed HCMA's financials for our last fiscal year, as well as a membership and profit analysis for the past 12 years. HCMA remains financially stable. Retention of membership remains priority.
- The proposed budget for our 2016/2017 year was approved, and appreciation was extended to Ms. Zorian for her exceptional leadership.
- The Board discussed pros and cons of remaining at the Centre Club for HCMA's 2017 dinner meetings, versus returning to the InterContinental Hotel. Ms. Zorian has since had a meeting with hotel management and is gathering pertinent information to forward to the Board for final decision.
- After several attempts to communicate with the President of the Pasco County Medical Society, efforts were stopped. Ms. Zorian inquired as to the possibility of offering Pasco members the opportunity to join the HCMA as Affiliate Members at a discounted rate (currently \$250). The Board unanimously agreed no discount should be given.

Membership Report

Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 1,971; HCMA gained thirty-seven Active members, one Affiliate member, and three resident physicians from USF since the previous report.
- Dr. Bearison received much praise for his efforts, as he recruited thirty-two of the new Active members. Ms. Zorian stated that she is pleased to have an extremely pro-active HCMA President addressing membership.
- Last year, after recording a record high loss of members, Ms. Zorian believes this year will demonstrate a record high for new members joining. She asked the Council for their assistance in making this happen.
- Dr. Michael Cromer asked to include a personal recruitment letter in the "Invitation to Join" statements sent to the non-members in his district, which was mailed September 1st. Currently,

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no physicians from his district have joined, but Ms. Zorian appreciates Dr. Cromer's initiative to assist in membership recruitment. Dr. Cromer has also presented HCMA membership to the board members of GMS. He will report back when a decision is made.

- Memorial Hospital Medical Staff meeting is being held November 9th – Dr. Alejandra Kalik and Ms. Zorian will provide presentations. Tampa Community Hospital Medical Staff Meeting is being held November 16th – Dr. Bearison and Ms. Zorian will attend. Dr. Cromer asked to attend the Tampa Community Hospital meeting as well.
- Action Plan Report: Only six of the twenty-two members of the Executive Council participated; only two recruited members. Ms. Zorian reminded the Council that HCMA staff will assist in following up with potential members, but it is up to the recruiting physicians to make contact and keep the lines of communication active.
- Dr. Bearison agreed that HCMA leaders must take an active role in recruiting and shared his disappointment in the lack of participation. He feels each Council member has enough contacts with physicians they refer or see regularly to be successful in recruitment efforts.

FMA Annual Meeting Report

In the absence of Dr. Jose Jimenez, Delegation Chairman, Dr. Bearison reported:

- Many thanks to the twenty HCMA members who volunteered to participate in the 2016 FMA Annual Meeting. Four members were new to the HCMA delegation (Drs. Joseph Brown, Michael Cromer, Rosemarie Garcia-Getting, and Francisco Schwartz-Fernandez).
- Four HCMA Delegates were elected to serve in the following capacities: Dr. Jose Jimenez (FMA District C representative), Dr. Madelyn Butler (FL AMA Delegate), and Drs. Rebecca Johnson and Kenneth Louis (FL AMA Alternate Delegates).
- The FMA House of Delegates Final Actions was disseminated to the Council members. The HCMA delegation submitted four resolutions: Call for a Moratorium on MOC – Dr. Wasylik (adopted as amended), Physician Payment for Patient Phone Calls – Dr. Jimenez (adopted as amended), Protection of Physician Payment in the Face of Florida PIP Reform – Dr. Caraballo (adopted), and Insourcing the Outsourced Health Care Insurance Call Center – Dr. R. Rao (adopted as amended).

President's Report

Dr. Fred Bearison reported:

- Two nominations have been received for the Dr. Frederick A. Reddy Memorial Award: Dr. Erfan Albakri (self nomination) and The Newman Family (nominated by Drs. Macoul & Root). An email with additional information about the nominees will be sent to Council members for a vote.
- A form was given to each Council to sign up to meet with the TekCollect and/or First Citrus representatives. Dr. Bearison emphasized a good portion of the HCMA's operating funds are a result of the Benefit Providers monetary commitments and he feels all HCMA leaders should meet with a Benefit Provider representative when asked, so at the very least, leaders are able to knowledgeably refer our partners to colleagues.
- A fundraiser is being held for Representative Dana Young who is running for Senate District 18. Rep. Young is a HILLPAC and FMA PAC endorsed candidate. Dr. Bearison encouraged Council members to support Rep. Young and, if their schedule allows, attend the fundraiser on September 28, at the Palma Ceia Country Club.

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- The November Membership Dinner Meeting is being held Monday, November 7th at the Centre Club. FMA President, David Becker, MD, will be the guest speaker and HCMA Past Presidents will be honored. Ms. Zorian advised the Council that the dinner meeting will have a Veteran's Day theme and a special guest speaker in that vein will be secured.

Executive Director's Report

Ms. Zorian reported:

- The Florida Healthcare Law Firm is requesting topic ideas for future webinars. Please submit any ideas to HCMA staff, to be forwarded.
- OSHA Training Programs, as discussed earlier, are available. Please contact Elke Lubin at the HCMA to purchase the training programs on either a CD or flash drive. To date, two members have purchased the programs.
- Ms. Zorian reminded the Council that the Member Appreciation Reception, hosted by The Legatus Group, will be held on September 22nd. It is not too late to register for what will be a very enjoyable evening.

Medical Student Update

Ms. Cate Nall, medical student representative, reported:

- The medical student mixer, held at The Pub on August 10th, was a great success. Ms. Nall thanked the HCMA for underwriting the cost of the event.
- The largest amount of medical students was in attendance at the September Membership Dinner Meeting; the majority of which were first year students. Appreciation was extended to HCMA mentors.
- Feedback from the September dinner included: 1) a request for less students per mentor if possible; 2) Dr. Pou was the main reason for such a large attendance; and 3) Dr. Pou's presentation warned of ethical and logistical concerns to be addressed, not to leave if disaster strikes to avoid legal ramifications.
- Council members urged Ms. Nall to encourage medical students to sit with physicians during the dinner program.
- The 2016 Match: of 172 students, forty-one matched at USF, sixty-four are staying in Florida, and eighty-three plan to pursue primary care.

Other Business:

- Dr. Bruce Shephard thanked the Council and specifically Drs. Bearison and Lubin and Ms. Zorian for his HCMA Outstanding Physician Award. He stated he was truly surprised and very appreciative of the recognition.

Adjournment

There being no further business, the meeting was adjourned at 7:55PM.