

Executive Council Meeting

January 17, 2017

Minutes

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Attendees

Drs. Fred Bearison (President), Erfan Albakri, Scott Anderson, Steve Barna, Thomas Bernasek, Brad Bjornstad, Michael Cromer, Eva Crooke, William Davison, Alejandra Kalik, Richard Lockey, David Lubin, Anand Parekh, Jayant Rao, Anoop Reddy, Malcolm Root, and Michael Wasylik; also Mr. Bill Butler (Alliance President) and Ms. Cate Nall (medical student).

Others Present

Mr. David Goss (VP of Sales & Marketing/ProAssurance), Ms. Elke Lubin (HCMA Executive Assistant), 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 asked for introductions. Dr. David Lubin thanked Ms. Zorian and the HCMA Board of Trustees members for recognizing him and awarding him the "Honorary" category of membership.

Approval of Minutes

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE NOVEMBER 22, 2016 EXECUTIVE COUNCIL MEETING.

Excused Absences

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Stanley Dennison, Douglas Holt, Jose Jimenez, Rebecca Johnson, Charles Lockwood, Katherine Macoul, Husain Nagamia, and Deborah Trehy.

Opening Remarks

Debbie Zorian, Executive Director, asked for the Council members' undivided attention during the ProAssurance presentation. She noted that Benefit Provider presentations are not common during Executive Council meetings but she reiterated that Benefit Providers, specifically ProAssurance, provide much needed non-dues income. She reminded the Council that without the support of the Benefit Providers, the HCMA would realize a great financial hardship. Ms. Zorian called upon the Council members to support ProAssurance by allowing a no-obligation quote on their professional liability insurance and by referring colleagues to them.

Dr. Bearison added that the Council's membership drive failed miserably; and if the HCMA cannot count on membership dues, Benefit Providers are counted on to compensate for the financial needs of the Association. He stated ProAssurance has been an HCMA supporter for many years and deserves the Council's support.

MCMS, Inc., Insurance Trust Update

Dr. Michael Wasylik, Hillsborough Plan Trustee, provided the following report:

- 2016 was a rough year due to claims experiences.
- Initially, the Plan was scheduled for a rate increase of over 14%; but through the efforts of Ms. Zorian, the rate increase has been reduced to 12%.

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- The Plan has been built on small groups but large groups must now be included as the local trend has shown that a large segment physicians practice within larger groups.
- A pilot program for large groups will be devised by BCBSFL, the Plan Administrator, and lead broker.
- We must grow the Plan; support (allowing a quote and referring the Plan to colleagues) from the HCMA Executive Council and Board of Trustees is crucial.
- Another board meeting will be held in the near future. An update will be presented to the Council.

Ms. Zorian added:

- The Plan is successful in smaller counties. The size of Hillsborough County has always been an issue.
- BCBSFL and the Plan Administrator are very aware of our displeasure and concerns for the future of the Plan.
- All concerned parties have made a commitment to work hard to market a desirable product to the physicians in our area.

Dr. Bearison added:

- His practice, Valrico Brandon Medical Group, is a client of the Plan. He, his partners, and staff are very satisfied with the product and benefits.
- He feels the benefits are worth the cost.
- Dr. Bearison reiterated that each Council member should allow a quote to be submitted for their practice.

Benefit Provider Presentation - ProAssurance

Mr. David Goss, VP of Sales & Marketing for ProAssurance, thanked Dr. Bearison and the Council for the opportunity to address the group. He stated that he is honored that ProAssurance is the exclusive medmal Benefit Provider for the HCMA. His report included:

- The company is over 35 years old and financially secure.
- ProAssurance is an amalgamation of several companies, hospitals, and over 70,000 physicians and surgeons.
- ProAssurance is completely transparent in the marketplace.
- On the Ward's 50 P&C Top Performers list for ten years; one of two medmal companies on the list.
- Since 2005, rates have been reduced approximately 50%.
- This year ProAssurance will have a Risk Management webinar available for all HCMA members at no cost.
- ProAssurance is prepared. Not all medmal companies are created equal.
- Filed rates are available online. Discounts may be available upon review.

Membership Report

Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 1,983; HCMA gained two Active members and two Retired members since the previous report.
- Follow-up on Dr. Barna's request to determine the open rate of HCMA emails sent to the physicians at the FOI. In reviewing email activity over the last 90 days it was noted that twelve FOI physicians have either unsubscribed or did not provide email addresses; fourteen physicians

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appeared to show high interest in the HCMA emails, and the remainder showed a low interest in the emails.

- Ms. Zorian reiterated that HCMA leaders and members of the governing body of the Association are expected to be voices within their practices to promote the HCMA and encourage participation among their colleagues.
- HCMA membership dinner meetings are a nice benefit of membership, but are not the reason the HCMA exists. Supporting members in the legislative arena and with governmental and regulatory issues has always been priority. Serving as a local voice and helping physicians practice medicine is our fundamental purpose. The HCMA needs the financial support of its members to survive and continue its efforts.

President's Report

Dr. Fred Bearison reported:

- New membership request. At the July 17th Executive Council meeting, Dr. Bearison presented a Membership Action Plan per direction of the Council at the previous meeting. Each Council member was to recruit three new members. Accountability measures and follow-up instructions were included. Council members had over three months to achieve the goal. Only four Council members submitted names as potential members and Dr. Rebecca Johnson was the only one who was successful in recruiting a new member. Dr. Bearison stated he was disappointed in the final results of the Action Plan and therefore presented a lesser recruitment challenge, in hopes all will participate. His final plea is that each Council member (with exception to Dr. Johnson), recruits ONE physician prior to the Executive Council meeting on March 21st. Dr. Bearison felt this was a reasonable request to ask of the HCMA's governing body whose duties include promoting the HCMA and recruiting members.
- HCMA Membership Dinner Meeting will be held on TUESDAY, February 7th, back downstairs from the Centre Club at the Westshore Grand (formerly the InterContinental Hotel). The guest speaker will be Susan MacManus, PhD, who is a Distinguished Professor of Political Science at the USF.
- Nominations are needed for the 2017 annual election of officers & representatives. Each Council member was asked to speak with HCMA member colleagues to identify those interested in serving. Members were reminded to only nominate members who have already agreed to be nominated.

Executive Director's Report

Ms. Zorian reported:

- During the upcoming FMA Board of Governors' meeting, the Conference of Florida Medical Society Executives (CFMSE) will meet. Ms. Zorian finds much value in her CFMSE membership as the Executives share many positive experiences. The CFMSE recently offered a legislative webinar, in which Ms. Zorian was a featured presenter. The CFMSE is also planning a lobbying trip to Tallahassee prior to the 2017 Legislative Session. Ms. Zorian plans to participate.
- Ms. Zorian updated the Council that The Legatus Group and Shumaker, Loop & Kendrick, LLP, have renewed their Benefit Provider agreements. She feels it is very important to keep the Council apprised of the Benefit Provider partnerships and thanked those Council members who have taken the time to meet with several of the representatives.

Resident Physician Update

Dr. Anand Parekh, resident physician representative, reported:

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- The Council meeting will be his last as representative. He thanked the Council members for allowing him to serve.
- Disseminating information to the USF resident physicians has been difficult due to regulations by USF. He hopes the HCMA can bridge the gap in the near future.
- Ms. Zorian reported that two resident physicians from Brandon Regional Hospital (BRH) have volunteered to serve on the Council. Council members suggested USF residents should continue serving in addition to the BRH residents. Dr. Parekh will identify USF residents to replace him.
- Dr. Jay Rao reported he plans to give a presentation to his sister's resident colleagues and encouraged other Council members to follow suit.

Medical Student Update

Ms. Cate Nall, medical student representative, reported:

- The new medical student representative will be in place in time for the March 21st Council meeting.
- Ms. Nall thanked the Council for their continued support of the students.

Alliance Update

Mr. Bill Butler, HCMA Alliance President, reported:

- An Alliance event will be scheduled for February or March – please watch your email for details.
- The Alliance is investigating a new approach to their organization and membership. A report will be provided at the next Council meeting.

Correspondence

An update from Dr. Deborah Trehy regarding EPA water level designations was available for the Council's information. A final decision from the state EPA has not been announced as of this date. Dr. Trehy will continue to provide updates.

Other Business

- Dr. Jay Rao encouraged Council members to actively participate in the New Member Ambassador Program and to be diligent in follow-up with their assigned new member as well as with HCMA staff.

Adjournment

There being no further business, the meeting was adjourned at 7:45PM.

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