

Executive Council Meeting

March 15, 2016

Minutes

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Attendees

Drs. Jose Jimenez (President), Scott Anderson, Steven Barna, Fred Bearison, Eva Crooke, William Davison, Stanley Dennison, Richard Lockey, David Lubin, Anand Parekh, Radhakrishna Rao, Anoop Reddy, Malcolm Root, and Bruce Shephard; also Ms. Cate Nall (medical student representative).

Others Present

Dr. Michael Cromer, Ms. Elke Lubin (HCMA Executive Assistant), and Ms. Debbie Zorian (HCMA Executive Director).

Call to Order

The meeting was called to order at 6:20PM by Dr. Jose Jimenez, HCMA President.

Introductions

Dr. Jose Jimenez welcomed the Council members and asked for introductions.

Approval of Minutes

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

Excused Absences

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Thomas Bernasek, Sam Diasti, Rebecca Johnson, Charles Lockwood, Ashley Maru, Jayant Rao, Brett Scotch, and Deborah Trehy.

Board of Trustees

The HCMA Board of Trustees met on March 9, 2016. Dr. Bruce Shephard, Chairman, reported:

- The first six month budget analysis for HCMA's fiscal year was reviewed. HCMA remains financially stable.
- Much non-dues income has been realized thus far. However, the retention of members is of great concern and leaders are being asked to assist in retainment efforts.
- As of the Board meeting date, 175 active members had not paid their 2016 dues. 44 of the 175 is the number of the non-renewals from Team Health Anesthesiology (formerly Florida Gulf to Bay Anesthesia).
- Representatives from HCMA's new Benefit Provider, Shumaker, Loop & Kendrick, were present to discuss their health care group which consists of nine board certified attorneys who practice health law full time with diverse specialties. They are experts at representing individual physicians, medical groups, and hospitals. HCMA members receive a one hour consultation credit towards legal services. In addition, members can contact Ms. Erin Aebel (administrator of the group) with legal questions and receive a complimentary return call or email no later than the next business day. Members will also be provided with informational articles and updates concerning timely medical/legal issues.
- A presentation was given by Dr. Mona Boghdadi, President of the Tampa Bay Integrated Healthcare Network (TBIH), a physician led clinically integrated network, established in 2012. Dr. Boghdadi reported that TBIH has recently launched an Accountable Care Program with Florida Blue which is meant to improve the quality and efficiency of patient care in the Tampa Bay area. This program does not include a hospital system and is the first of its kind for Florida Blue. Dr.

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Boghdadi requested that she be allowed to educate HCMA members and encourage them to participate in the TBIH. The Board offered her the opportunity to publish an article in *The Bulletin* and purchase an exhibit table at an HCMA dinner meeting.

Membership Report

In the absence of Dr. Thomas Bernasek, Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 2,012; HCMA gained ten Active members, twenty internal medicine residents from Brandon Regional Hospital, and four resident physicians from USF since the previous report.
- The large total membership number is due to the USF physicians and medical students added to the HCMA membership count as part of the HCMA/USF partnership.
- It is crucial that HCMA leaders assist in encouraging the unpaid members to remit 2016 dues. Ms. Zorian disseminated a list of unpaid Active members for the Council members to review.
- Dr. Marc Peden won the AppleWatch donated by ProAssurance. His name was drawn from physicians who joined during the month of January.
- The Council members reviewed a copy of a "Suspended Membership" letter which was mailed to all Active and Life members at their home address; advising them that as a result of their dues being in arrears they are unable to attend dinner meetings, will not be listed in the membership directory, and will not receive further issues of *The Bulletin*.
- A \$350 gift card to a restaurant of their choice will be awarded to the first Executive Council member who recruits two new members by March 31st. The gift card is compliments of The Bank of Tampa.
- As a result of the HCMA Leadership Retreat, a "pocket card" stating the three main reasons to belong to the HCMA, as determined at the retreat, were created. Each Active member will be mailed three pocket cards with a request to share the card with non-members and encourage them to join.

Nominating Committee Report

The HCMA Nominating Committee met February 17, 2016. As there were no contested races, a list of the members who will serve the Association in various capacities was reviewed. It included:

PRESIDENT (1 YR. TERM): Fred Bearison, MD. PRESIDENT ELECT (1 YR. TERM): Thomas Bernasek, MD. VICE PRESIDENT (1 YR. TERM): Malcolm Root, MD. TREASURER (1 YR. TERM): Jayant Rao, MD. SECRETARY (1 YR. TERM): Anoop Reddy, MD. DISTRICT 1 (2 YR. TERM): Alejandra Kalik, MD. DISTRICT 3 (2 YR. TERM): Michael Cromer, MD. AT LARGE (2 YR. TERM): Rebecca Johnson, MD, Rodney Randall, MD, and Pedro Soler, MD. HILLPAC BOARD (2 YR TERM: 1/1/17-12/31/18): Erfan Albakri, MD, Fred Bearison, MD, Jose Jimenez, MD, Christopher Pittman, MD, Malcolm Root, MD, and Michael Wasyluk, MD. BOARD OF TRUSTEES (4 YR. TERM): Bruce Shephard, MD. BOARD OF CENSORS (3 YR. TERM): Rosemarie Garcia-Getting, MD, Alejandra Kalik, MD, and Bruce Shephard, MD. DELEGATES (3 YR. TERM): Joseph Brown, MD, Michael Cromer, MD, Stanley Dennison, MD, Rosemarie Garcia-Getting, MD, Rebecca Johnson, MD, Alejandra Kalik, MD, Anthony Pidala, MD, Rodney Randall, MD, Jayant Rao, MD, and Pedro Soler, MD.

MOTION MADE AND CARRIED TO ACCEPT THE 2016 NOMINATING COMMITTEE REPORT AS SUBMITTED.

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Leadership Retreat

Dr. Jose Jimenez gave a brief report regarding the HCMA Leadership Retreat which was held January 23, 2016. His report included:

- As already discussed, the three primary reasons for joining the HCMA, as felt by the retreat attendees, were: political and professional advocacy, networking with colleagues, and an enhanced benefit provider program offering tangible practice benefits. These three reasons have been printed onto “pocket cards” which will be sent to all active members to assist in recruiting physicians.
- The medical student mentor and new member ambassador programs were felt to be valuable and participation will continue to be encouraged.
- Additional legislative activities will be implemented, pending HCMA Board of Trustees approval: an additional legislative event open to all HCMA members, developing a larger Key Contact program, and organizing trips to Tallahassee.
- Strive to increase presence of HCMA in the community through the HCMA Alliance and HCMA Foundation.
- Strive to increase HCMA media presence – HCMA Benefit Provider, Full Circle PR will assist.
- HCMA will scale back educational seminars due to a lack of interest from members and their office staff.

President’s Report

Dr. Jose Jimenez reported:

- Dr. Jimenez provided a brief overview of the 2016 FL Legislative Session. The FMA will provide a detailed report which will be featured in the April edition of HCMA’s Enews and the March/April issue of The Bulletin.
- The HCMA Installation Dinner will be held Monday, May 9, 2016, at the Centre Club. Dr. Fred Bearison will be installed as HCMA President and Former Tampa Police Chief, Jane Castor, will be the featured speaker. Dr. Jimenez encouraged attendance.
- The FMA Annual Meeting is fast approaching. HCMA delegates will meet within the coming weeks. Dr. Jimenez encouraged the Council members to submit resolutions for the HCMA delegation to consider.

Executive Director’s Report

Ms. Zorian reported:

- Ms. Zorian and HCMA staff met with Michele Krohn (Full Circle PR/FCPR). Per requests from the Leadership Retreat attendees, FCPR is in the process of creating signage for the Mentor and Ambassador programs as well as a flyer to be included in the new member packets explaining options for involvement in the HCMA. FCPR is also attempting to revive the “Ask-A-Doctor” program with a local television station. FCPR will host a media training session for HCMA members in July. A follow up meeting will be scheduled with FCPR upon Ms. Krohn’s return from maternity leave.
- Ms. Zorian and Dr. Bearison were given the opportunity to give an HCMA update at the Brandon Regional Hospital (BRH) medical staff meeting on February 23rd. As of this date, no physicians have joined as a result of the presentation.
- Drs. Davison and Nobo have addressed the residents at BRH during a noon conference. Drs. Nagamia and Lockey have expressed an interest to do the same. At Dr. Lockey’s suggestion, Ms. Lubin created a brief PowerPoint slide show, citing reasons to belong to the HCMA, to accompany

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HCMA members' presentations. Ms. Zorian asked the Council members to consider volunteering to speak to the BRH residents at their noon conferences.

- The FMA is hosting an Insurance Summit in Tampa on April 8th in which physicians will have the opportunity to speak with representatives from various insurance companies. Non-FMA members will be required to remit an increased registration fee to attend the summit.

Medical Student Update

Cate Nall, the new medical student representative, gave the following report:

- Ms. Nall introduced herself and explained she is taking the place of Audrey Hopkins on the HCMA Executive Council.
- She thanked the HCMA for coordinating the mentors at the dinners meetings; the medical students truly enjoy and appreciate the opportunity to interact with the HCMA physicians.
- The annual medical student social, to welcome the medical student class of 2020, will be held in early August. Ms. Zorian informed Ms. Nall that the HCMA contributes up to \$1,000 towards the event; a request for the funds must be submitted.
- Dr. Jimenez welcomed Ms. Nall and advised her the HCMA welcomes thoughts, ideas, etc. from the medical student contingency.

Resident Physician Update

Dr. Anand Parekh, resident physician representative, gave the following report:

- Dr. Parekh reported that he has submitted fifteen more resident physician applications prior to the Council meeting.
- He stated a social event for resident physicians, during orientation week, may afford an opportunity for HCMA exposure.
- He also suggested the HCMA contact the USF MCOM department heads to offer the opportunities for an HCMA physician to address residents during grand rounds.
- Dr. Richard Lockey, USF representative on the Council, offered to secure ten minutes for an HCMA presentation. Dr. Lockey will provide dates and times available.

Other Business

- As the Council meeting was the last for Dr. Jimenez as HCMA President, Dr. Shephard, Chairman of the Board of Trustees, thanked Dr. Jimenez for his exceptional leadership. Dr. Jimenez stated his appreciation for the assistance and guidance the members of the Council afforded him. He feels the HCMA is the best county medical association in the state. Dr. Jimenez also thanked Debbie Zorian and the HCMA staff for their assistance during his term.

Correspondence

Correspondence was provided for the Council's information only, no action was required.

Adjournment

There being no further business, the meeting was adjourned at 7:30PM.