

# Executive Council Meeting

May 23, 2017

## Minutes

Page 1 of 4

### ***Attendees***

Drs. Fred Bearison (President), Joseph Brown, Michael Cromer, Eva Crooke, William Davison, Francisco Schwartz-Fernandes, Karin Hotchkiss, Jose Jimenez, Rebecca Johnson, Alejandra Kalik, David Lubin, Peter Radice, Jayant Rao, Trey Remaley, Malcolm Root, Gabriel Ryan, Barry Verkauf, and Michael Wasylik.

### ***Others Present***

Ms. Elke Lubin (HCMA Executive Assistant), Dr. Radhakrishna Rao, and Ms. Debbie Zorian (HCMA Executive Director).

### ***Call to Order & Introductions***

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

### ***Approval of Minutes***

**MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE MARCH 21, 2017 EXECUTIVE COUNCIL MEETING.**

### ***Excused Absences***

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Thomas Bernasek, Stanley Dennison, Charles Lockwood, Katherine Macoul, Brett Scotch, and Bruce Shephard; also Mr. Bill Butler and Victoria Phoumthippavong.

### ***Editorial Board***

Dr. David Lubin, Editor of *The Bulletin*, reported the following:

- The Editorial Board met on March 28, 2017 at Donatello Italian Restaurant. Dr. Michael Foley, Editorial Board member, graciously hosted the meeting.
- Writing assignments were made for the 2017-2018 year, including an issue dedicated to the environment (Sept/Oct 2017).
- Dr. Lubin encouraged Council members to submit articles and/or volunteer to serve on the Editorial Board.
- *The Bulletin* layout and design will change, beginning with the May/June 2017 issue.
- Dr. Lubin requested assistance from the Council members in potential advertiser leads. HCMA staff will send rate information to Council members.
- Physicians do not need to be an HCMA member in order to place an ad in *The Bulletin*.

### ***Membership Report***

Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 1,998; HCMA gained one Active member and eleven USF Associate members since the previous report.
- The list of 94 unpaid ACTIVE members was emailed to the Council members on May 17<sup>th</sup>. Only two members paid their dues as a result.
- Drop letters have been sent to all unpaid members. Unpaid members will be removed from the HCMA database in early June.

## **Executive Council Meeting**

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### **Minutes**

Page 2 of 4

- 94 unpaid ACTIVE members will have a \$34,780 effect to the HCMA annual budget. This year marks the largest amount of dropped members.
- Ms. Zorian implored the Council members to reach out to the unpaid members in an effort to reduce the number of dropped members.
- Retaining members continues to be the most difficult challenge each year.

Dr. Jayant Rao, VP and Membership Chairman, provided the following update:

- He has been in communication with Dr. Charles Paidas at USF. Dr. Paidas is heavily involved with the residency program and agrees that USF residents should be involved with the HCMA.
- Dr. Rao will continue to follow up with Dr. Paidas and the USF representatives.
- Dr. Rao will attempt to gain access for HCMA leaders to speak at resident orientation and/or the IM, EM, and OBG resident program meetings.
- Dr. Rao will request resident contact information from USF so it can be entered into the HCMA database.
- Dr. Gabriel Ryan, USF Resident representative, volunteered to encourage resident colleagues to complete and return HCMA membership applications. HCMA staff provided Dr. Ryan with the applications.
- Dr. Rao also expressed his opinion that the New Member Ambassador program is one of the best membership retainment efforts. He feels it makes a difference in the new members' experience. He encourages all Council members to participate in the program, stay in contact with their new members, and continue the dialog with them about the value of membership and getting involved.

### ***FMA Legislative Session Update***

Dr. Jose Jimenez, FMA District C representative, encouraged the Council members to review the FMA 2017 Legislative Session report that was included on the agenda. Dr. Jimenez reported:

- The FMA played defense during the session.
- The House regularly voted against FMA while the Senate mostly voted with the FMA recommendations.
- The Senate held off negative bills that worked against FMA recommendations. Many items were deferred to the 2018 session.
- The FMA will closely watch a special election being held in Miami/Dade. Two candidates left the House to run for a Senate seat. The FMA will be involved in the two House and one Senate seat races.
- Optometrists raised \$2.5 million for one issue. In comparison, the FMA raised the same amount to be used for multiple issues. Dr. Jimenez encouraged HILLPAC and FMA PAC membership.
- Eliminating MOC was deferred to the 2018 Session. FMA considers it a priority issue and will remain very active. Council members felt the HCMA could show value to members and nonmembers by making MOC a priority and participate in the legislative efforts. HCMA staff will ask FMA for talking points to review at the next Council meeting.

### ***President's Report***

Dr. Fred Bearison reported:

## **Executive Council Meeting**

**May 23, 2017**

### **Minutes**

Page 3 of 4

- Dr. Bearison appreciates the confidence of the HCMA leadership to ask him to serve as President for a second term.
- One of his goals for the year remains membership. He implored all Council members to actively recruit members and to serve as an emissary to educate members and nonmembers about the HCMA and the value of membership.
- Dr. Bearison suggested an issue the HCMA could support would be to modify the CME requirements; which would demonstrate to members the HCMA continues to work for them.
- Discussion ensued regarding the low number of resident physician members. Although HCMA dues for USF and Brandon Regional Hospital residents are underwritten by their respective programs, it was suggested that ACTIVE dues for physicians in their first year out of residency be reduced. The following motion was made:

#### **MOTION MADE AND CARRIED TO RECOMMEND TO THE HCMA BOARD OF TRUSTEES THAT ACTIVE DUES FOR PHYSICIANS IN THEIR FIRST YEAR OUT OF RESIDENCY/FELLOWSHIP BE REDUCED.**

- Dr. Bearison's second goal for the year is to grow the health plan offered to members through the MCMS Trust, Inc. He plans to have personal meetings with colleagues and will ask members of the Council to assist in identifying groups who may benefit from the health plan.
- Dr. Bearison announced that the HCMA Delegation will be meeting on May 31<sup>st</sup> to prepare for the FMA Annual Meeting in August. Resolutions and delegates are needed.
- Dr. Bearison reminded the Council members of the HCMA Leadership Conference being held on June 3<sup>rd</sup>, beginning at 8:30am.

#### ***Executive Director's Report***

Ms. Zorian reported:

- In the interest of time, Ms. Zorian deferred the topics of the Vendors List and Benefit Providers to the July meeting.
- Ms. Zorian encouraged all Council members to attend the Workplace Violence Seminar being held June 20<sup>th</sup> at the Palma Ceia Country Club.
- Ms. Zorian asked the Council members if holding a cyber security seminar would be of interest. The Council suggested having a cyber security specialist as a speaker for a future dinner meeting. Ms. Zorian will reach out to ProAssurance to determine if they have a speaker available.

#### ***Resident Physician Update***

Dr. Gabriel Ryan, USF Resident representative, stated he will actively encourage resident colleagues to complete and return the HCMA membership application for USF residents.

#### ***Alliance Report***

In the absence of Mr. Bill Butler, HCMA Alliance President, Dr. Rebecca Johnson reminded the Council members of the Alliance Social being held at her and Michael Kelly's home on Saturday, June 3<sup>rd</sup>, 4-6pm.

#### ***Other Business:***

## **Executive Council Meeting**

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### **Minutes**

Page 4 of 4

- Dr. Jayant Rao suggested that each year an HCMA member be nominated to attend the FMA Karl M. Altenburger, M.D. Physician Leadership Academy. He noted that it is an excellent program for up and coming organized medicine leaders.

### ***Adjournment***

There being no further business, the meeting was adjourned at 7:50PM.

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Page 1 of 4

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Page 2 of 4

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Page 3 of 4

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Page 4 of 4

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