

Executive Council Meeting

May 24, 2016

Minutes

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Attendees

Drs. Fred Bearison (President), Scott Anderson, Steve Barna, Michael Cromer, Eva Crooke, William Davison, Jose Jimenez, David Lubin, Anand Parekh, Rodney Randall, Jayant Rao, Anoop Reddy, Malcolm Root, Bruce Shephard, and Michael Wasylik. Also: Ms. Cate Nall (medical student representative).

Others Present

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 introduced himself and expressed his appreciation to be allowed to serve as the HCMA President. He welcomed the new and returning Council members and asked for introductions. Dr. Bearison also announced that meetings will be run in an efficient and organized manner. He asked that members silence their cell phones, limit idle chatter, and raise their hands to be acknowledged.

Approval of Minutes

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE MARCH 15, 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, Brad Bjornstad, Rebecca Johnson, Alejandra Kalik, Richard Lockey, Charles Lockwood, and Deborah Trehy.

Membership Report

Debbie Zorian, Executive Director, reported:

- The list of HCMA members dropped for not paying 2016 dues was disseminated. This year represents the most dropped members of all previous years. In addition to the 41 physicians with TeamHealth Anesthesia and the 23 with the group formerly known as Millennium Anesthesiology, 87 ACT members have not renewed their 2016 memberships. A total loss of ACT dues income reaching nearly \$51,000 is devastating to the HCMA budget.
- Ms. Zorian stated that not only is the loss of dues income distressing, the huge reduction of ACT members demonstrates a lack of cohesiveness that will affect the future success of our Association. If this trend continues, it will also be difficult to secure new or keep established partnerships which generate much needed non-dues income.
- It was suggested to survey the membership to ask why they paid their dues and in what ways do they find benefits in remaining a member of the HCMA.
- Ms. Zorian noted that all non-renewals and drops receive a voluntary questionnaire as to why they have opted not to retain their membership. The HCMA office receives very few replies. A survey will be sent, via email, in hopes for more replies.
- 60% of the HCMA's current membership is comprised of USF faculty, in-training physicians, and medical students.

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- Dr. Bearison stated that HCMA Leaders must be proactive in assisting to recruit and retain members.
- Ms. Zorian reminded the Council members that participation and accountability were main topics during the Leadership Retreat. Leaders must be accountable, especially when making calls to unpaid members and advising the HCMA staff of their conversations with the physicians in order for staff to be able to follow-up accordingly.
- Dr. Bearison stated that he and Ms. Zorian will create an action plan for Council members to assist in promoting the HCMA and present it at the next Council meeting.

Foundation Report

Dr. Michael Wasylik, Foundation President, presented the following:

- The Foundation's sources of income include the \$100 annual membership dues from HCMA members and proceeds from the Annual Charity Golf Classic.
- He encouraged The Council members to donate annually, to participate in the Golf Classic, and to urge colleagues to become involved.
- The Foundation Board met on April 26, 2016 and awarded grants to: Michael Manasterski (USF MCOM medical student), Frameworks, Hillsborough Water Safety Team, Judeo Christian Health Clinic, MoreHealth, Outreach Clinic Brandon, SJH Foundation/Craniofacial New Patient Welcome kits, and Voices for Children.
- The Foundation Board has made investments in Fidelity Funds following the Foundation's investment protocol.

President's Report

Dr. Fred Bearison reported:

- Dr. Bearison stated his two main goals as President are to maintain Dr. Jimenez's projects of the medical student and new member ambassador programs and to increase membership particularly in the East Hillsborough County areas.
- Dr. Bearison asked the Council their thoughts on holding a Council meeting at the Brandon Regional Hospital (BRH). He is willing to instruct HCMA staff to set up a meeting at BRH so long as Council members will commit to attending. It was suggested that in lieu of holding a meeting there, the HCMA can sponsor a social prior to a BRH medical staff meeting, and personally invite Brandon physicians.
- After discussion, it was decided that Dr. Bearison and Ms. Zorian will finalize an event to include a social for BRH medical staff prior to an Executive Council meeting. A modified meeting will take place after the social ends.
- Per the direction of the leadership retreat participants, a handout was created for and distributed to each Council member, which included: 1) the expectations for members serving on the Council, 2) HCMA Benefits of Membership talking points, 3) the current list of Benefit Providers, and 4) contact information for all HCMA leaders.
- Dr. Bearison asked for a volunteer to serve as the Council appointee to the HILLPAC Board, serving a two year term beginning January 1, 2017. Dr. Jayant Rao volunteered to serve. The following motion was made:

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MOTION MADE AND CARRIED TO APPOINT DR. JAYANT RAO TO SERVE AS THE EXECUTIVE COUNCIL REPRESENTATIVE ON THE HILLPAC BOARD; A TWO YEAR TERM BEGINNING JANUARY 1, 2017.

HCMA By-Laws Committee

Dr. Jose Jimenez, 2016 By-Laws Committee Chairman, reported:

- The HCMA By-Laws had been revised and updated to reflect the HCMA's current organizational methods. Updates to the duties of the officers and the elimination of disciplinary hearings and subsequent actions were the major amendments.
- The revisions were approved by the By-Laws committee members.
- A copy of the revised By-Laws was sent to all Council members prior to the meeting for their review.
- An approval by the Council is needed before the By-Laws can be posted on the HCMA website and announcing the availability of the updated document to the membership. The following motion was made:

MOTION MADE AND CARRIED TO APPROVE THE 2016 UPDATED HCMA BY-LAWS AS PRESENTED.

- Ms. Zorian recognized Elke Lubin, Executive Assistant, for spearheading the task of updating and revising the antiquated By-Laws.

HCMA Delegates to the FMA

Dr. Jose Jimenez, Delegation Chairman, reported:

- The HCMA Delegation members met on April 26, 2016. 19 physicians have volunteered to attend the FMA Annual Meeting being held in Orlando, July 29 – 31, leaving three seats available. Ms. Zorian asked if any Council member knows of a colleague interested in serving as a delegate during the FMA Annual Meeting, please have them contact the HCMA office.
- The HCMA Delegation will submit four resolutions, authored by Drs. Caraballo, Jimenez, R. Rao, and Wasylik, for consideration by the FMA House of Delegates. The Council members reviewed the resolutions and after discussion of minor modifications the following motions were made:

MOTION MADE AND CARRIED TO APPROVE THE RESOLUTION ADDRESSING MORATORIUM ON MAINTENANCE OF CERTIFICATION, AFTER REVISIONS. (AUTHOR: MICHAEL WASYLIK, MD)

MOTION MADE AND CARRIED TO APPROVE THE RESOLUTION TO ADDRESS INSOURCING THE OUTSOURCED HEALTH CARE INSURANCE CALL CENTERS (AUTHOR: RADHAKRISHNA RAO, MD)

MOTION MADE AND CARRIED TO APPROVE THE RESOLUTION TO ADDRESS PROTECTION OF PHYSICIAN PAYMENT IN THE FACE OF FL PIP REFORM, AFTER REVISIONS. (AUTHOR: DAMIAN CARABALLO, MD)

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MOTION MADE AND CARRIED TO APPROVE, WITH MODIFICATION TO THE TITLE, THE RESOLUTION TO ADDRESS PHYSICIAN PAYMENT FOR TELEPHONE CONSULTATIONS (AUTHOR: JOSE JIMENEZ, MD)

- At the 2016 FMA Annual Meeting, Dr. Jimenez is running for re-election for FMA Dist. C seat and Drs. Madelyn Butler, Rebecca Johnson, and Kenneth Louis are running for FL AMA delegate.
- Representatives from the Lower West Coast Caucus (LWCC) will meet on July 16th in Lake Suzy to review the FMA Delegates handbook and discuss the resolutions therein.

FMA Board of Governors' Meeting

Dr. Jose Jimenez, FMA District C representative, reported:

- The FMA Board of Governors met May 13-15, 2016.
- Much discussion ensued concerning the maintenance of certification and a probable multiple number of resolutions that will be submitted during the 2016 FMA House of Delegates on that topic.
- FMA Board approved a proposal that special societies be allowed to have one delegate per 40 FMA members, the same as county medical societies. In the past, specialty societies were allowed only one delegate per 100 FMA members. It is speculated that much discussion will be heard on this subject.

Executive Director's Report

Ms. Zorian reported:

- FMA Award nominations are needed. Ms. Zorian asked the Council members to review the attached criteria and submit names of colleagues as directed on the instruction forms. Nomination deadline is June 2nd.
- Ms. Zorian announced a new HCMA Benefit Provider has been approved by the Board of Trustees. TekCollect offers A/R management and collections services. TekCollect will offer members exclusive members-only discount pricing, in addition to a rebate to the HCMA for each member client. Ms. Zorian encouraged Council members to contact TekCollect if they are in need of collection services.
- HCMA staff continues to organize the medical student mentors, speakers for residents, and new member ambassadors. The students and residents are very appreciative of the opportunities to interact with HCMA physicians. Additional requests for volunteers will be sent.
- Four seminars for HCMA members and staff have been scheduled between June and October. Ms. Zorian asked Council members to submit topics for consideration for future seminars.

Medical Student Update

Ms. Cate Nall, medical student representative, reported:

- Ms. Nall reiterated how much the students appreciate their time with mentors during the dinner meetings and looks forward to the continuation of the program.
- The annual new student mixer will be coordinated over the summer. HCMA leaders will be invited to attend.

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- Ms. Nall also reported that after students are back in the fall, the list of physicians who volunteered to have students shadow them in their offices will be shared. Students will be paired with HCMA members.
- It was suggested by Council members to host a special thirty minute informative presentation for students prior to a dinner meeting. Dr. Bearison and Ms. Zorian will discuss the logistics of this endeavor. Ms. Nall stated that the mentorship program was valuable on both a personal and educational level.

Resident Physician Report

Dr. Anand Parekh, resident physician representative reported:

- He will present at Orientation (June 28 or 29). HCMA staff is not welcome to attend; only USF affiliated physicians.
- Once the date is confirmed, HCMA staff will ask Dr. Lockey to attend with Dr. Parekh.
- HCMA staff will confirm with Dr. Parekh how many applications and other HCMA materials he will need on orientation day.
- HCMA proposal to hold a half day workshop on a Saturday for USF residents was voted down by Dr. Parekh's colleagues, due to their busy schedules and not wanting to spare several hours on one of their few days off.

Other Business

- Correspondence for the Council members' information: May 10, 2016 press release announcing HCMA new leadership.
- Dr. Bearison announced that all physicians in his group will become members of the HCMA. He also announced that he has referred Benefit Provider, The Legatus Group, to a colleague and has received very positive feedback about the encounter.
- Ms. Zorian reminded the Council to take the handout provided for them, to refer to when questions arose regarding their leadership responsibilities. Other pertinent information included in the packet can be useful as well.

Adjournment

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