

Executive Council Meeting
July 18, 2017
Minutes

Attendees

Drs. Fred Bearison (President), Scott Anderson, Joseph Brown, Michael Cromer, Eva Crooke, William Davison, Stanley Dennison, Francisco Schwartz-Fernandes, Alejandra Kalik, David Lubin, Jayant Rao, Trey Remaley, Malcolm Root, Gabriel Ryan, Bruce Shephard, and Michael Wasylik; also Mr. Bill Butler (Alliance President).

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 6:20PM by Dr. Fred Bearison, HCMA President.

Introductions

Dr. Bearison introduced himself and asked for introductions.

Opening Remarks

Dr. Bearison gave the following opening remarks:

- Dr. Benjamin Mena has been appointed to serve as Dist. 2 representative on the Executive Council, replacing Dr. Peter Radice who resigned from the position.
- The HCMA hired Bob Harris, an outside expert who assists non-profit organizations world-wide, to facilitate the HCMA Leadership Conference which was held on June 3rd. This Council meeting will focus on the Strategic Plan Report.
- Dr. Bearison thanked the Council members who were able to take time to participate in the Conference.
- HCMA priorities were discussed and determined during the Leadership Conference. The purpose of tonight's meeting is to discuss those priorities and the importance of forming appropriate committees in order to implement them. Dr. Bearison advised the Council that discussion will be limited to these goals in order to focus and complete the tasks at hand.

Approval of Minutes

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE MAY 23, 2017 EXECUTIVE COUNCIL MEETING.

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE MAY 31, 2017 HCMA DELEGATION MEETING.

Excused Absences

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Thomas Bernasek, Karin Hotchkiss, Jose Jimenez, Rebecca Johnson, Benjamin Mena, Brett Scotch, Deborah Trehy, and Barry Verkauf; also Ms. Victoria Phoumthippavong (medical student representative).

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Activities/Membership Report

Debbie Zorian, Executive Director, reported:

- Brandon Regional Hospital inaugural residents' graduation was June 4th. HCMA and The Bank of Tampa sponsored the event. Dr. Bearison and Debbie attended the event.
- Workplace Violence Seminar held June 20th was very well received. An extended version may be presented during a membership dinner.
- Reminder that the September 12th membership dinner will be held at the Westshore Grand and will feature a very special, entertaining guest speaker. Attendance encouraged.
- Per the Council's request, Ms. Zorian reported she is working on a Cyber Liability presentation for the November dinner meeting.
- Board of Trustees annual budget meeting will be held in August. A Board report will be presented at the September Council meeting.
- HCMA's current membership count is: 1909; gaining two ACT members and two USF resident members.
- Dropped for unpaid dues: 70 ACT, 5 ACT to USF, 3 AFF, 3 LIF, and 2 RET. 83 total with a financial impact of close to \$30,000.
- Ms. Zorian reported that she and Dr. Bearison will meet with Dr. Fred Schiavone, DIO & VP, Graduate Medical Education for HCA.

HCMA Strategic Plan Report Submitted by Bob Harris, CAE

Dr. Bearison reviewed the report, which all Council members received prior to the meeting, focusing on the issues of membership sustainability and membership value.

- A new mission statement was proposed – two versions were presented to the Executive Council: 1) Advocating for physicians and the communities we serve; or 2) Advocating for physicians and the health of the communities we serve. The following motion was made:

**MOTION MADE AND CARRIED TO APPROVE THE FOLLOWING NEW HCMA MISSION STATEMENT:
ADVOCATING FOR PHYSICIANS AND THE HEALTH OF THE COMMUNITIES WE SERVE.**

The top three preliminary goals were presented to the Council:

- Membership Committee – objective is to develop and implement a plan to recruit and retain members. Dr. Jayant Rao will serve as Chairman. Dr. Joseph Brown will consider serving as Vice Chairman.
- Government Affairs Committee (formerly Legislative Committee) – objective is to revitalize the committee and develop active programs relating to the legislative arena. Drs. Michael Cromer and Alejandra Kalik will serve as Chairman and Vice Chair, respectively.
- Employed Physician Task Force – A focus group to determine the needs of employed physicians and how the HCMA can develop specific member benefits. Dr. Thomas Bernasek will serve as Chairman.

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MOTION MADE AND CARRIED TO APPROVE THE THREE GOALS FOR THE 2017-2020 HCMA STRATEGIC PLAN: MEMBERSHIP DEVELOPMENT, REVITALIZATION OF GOVERNMENT AFFAIRS/LEGISLATIVE ACTIVITIES, AND AN EMPLOYED PHYSICIAN TASK FORCE.

- Membership Committee – Drs. Eva Crook and Malcolm Root volunteered to serve on the Committee. Dr. Root commented that all leaders should volunteer to serve on the Membership Committee. A “group” effort is essential.
- Government Affairs Committee - Drs. Stanley Dennison, Jayant Rao, Malcolm Root, and Michael Wasylik volunteered to serve on the Committee.
- Employed Physician Task Force – the following HCMA members will be asked to contact employed physicians in these groups: BayCare Medical Group (Dr. Bruce Shephard), VA Hospital (Dr. Jayant Rao), Pediatric Healthcare Alliance (Dr. Jose Jimenez), USF Physicians (Drs. Trey Remaley and Francisco Schwartz-Fernandes), TGH Anesthesiology group (Dr. Thomas Bernasek), Women’s Care Florida (Dr. Eva Crooke), Tower Radiology (Dr. Ashley Maru).

Dr. Malcolm Root volunteered to man a table at the HCMA Membership Dinners in which members can sign up for a committee and/or submit comments and suggestions. HCMA staff will create comment cards, a committee fact sheet, and a sign-up sheet. Drink tickets will be provided to physician members who visit the table.

Dr. Bearison thanked all volunteers for taking the time and effort to move forward with this Strategic Plan and asked them to please put forth their best effort to accomplish what they have committed to do. He is asking the Chairs/Vice Chairs to be accountable for their committees.

HCMA staff will notify the membership regarding the 2017-2020 Strategic Plan and the three primary objectives via a dedicated email, Enews, and *The Bulletin*. A request for volunteers will be included.

Other Business:

- Dr. David Lubin notified the Council that Dr. John Curran has retired from USF and that USF has unveiled the new name of Children's Medical Services: the John S. Curran, MD, Children's Health Center.

Adjournment

There being no further business, the meeting was adjourned at 7:25PM.