

# **Executive Council Meeting**

**July 19, 2016**

## **Minutes**

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### ***Attendees***

Drs. Fred Bearison (President), Erfan Albakri, Steven Barna, Thomas Bernasek, Michael Cromer, Eva Crooke, William Davison, Stanley Dennison, Alejandra Kalik, David Lubin, Katherine Macoul, Husain Nagamia, Anand Parekh, Jayant Rao, Anoop Reddy, Malcolm Root, Bruce Shephard, Pedro Soler, and Michael Wasylik; also Mr. William Butler (Alliance President).

### ***Others Present***

Ms. Elke Lubin (HCMA Executive Assistant), Dr. Radhakrishna Rao, 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 asked for introductions.

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

**MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE MAY 24, 2016 EXECUTIVE COUNCIL MEETING.**

### ***Excused Absences***

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Scott Anderson, Brad Bjornstad, Jose Jimenez, Rebecca Johnson, Richard Lockey, Charles Lockwood, and Rodney Randall; also Ms. Cate Nall (medical student).

### ***Membership Report***

Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 1,937; HCMA gained eleven Active members, twenty-two internal medicine residents from Brandon Regional Hospital, and twenty-eight resident physicians from USF since the previous report.
- At the direction of the Council, a survey was sent to the physicians who did not renew 2016 HCMA dues (not including the two large anesthesiology groups). Ms. Zorian reported that only one survey was returned, out of over 75 sent.
- It was noted that a physician from Millennium Anesthesia renewed her 2016 membership individually. Dr. Jayant Rao volunteered to reach out to that physician and inquire as to why she chose to renew when her group, as a whole, did not. Dr. J. Rao will report back at the September Council meeting.

### ***FMA PAC Report***

Mr. William Butler, HCMA Alliance President & HILLPAC Board member, reported:

- This year is unusual as there is double the amount of candidates running for office. FMA PAC announced its list of candidates they currently support. Additional endorsements will be announced after the primary election on August 30<sup>th</sup>.
- HILLPAC will begin interviewing candidates after the primary election.

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- FMA PAC fundraising is going well but could be better, per Dr. Christopher Pittman, FMA PAC President.
- Senator Marco Rubio will be the featured speaker during the FMA Good Government Luncheon held during the FMA Annual Meeting.
- The House and Senate will likely be comprised of a Republican majority.

#### ***MCMS Inc., Trust Fund Update***

Dr. Michael Wasylik, MCMS, Inc., Trust/Hillsborough Trustee, reported:

- Increasing membership in the plan is a struggle. Plan agents are trying to include specialty organizations. The plan must grow in order to succeed. Efforts continue along this path.
- Two large physicians groups, who were bought out by national corporations, have discontinued their participation in the plan.
- The MCMS, Inc., Trust plan offers good, competitive plans at very competitive rates. However, oftentimes it is difficult to get past office managers to educate them and their physician employers.
- The plan was created in Marion County over thirty years ago. The HCMA has participated for five years.

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

Dr. Fred Bearison reported:

- An editorial was recently published in the Tampa Bay Times which targeted physicians and the "freebies" they receive from drug companies which "influence physicians' prescribing practices." Dr. Bearison and Dr. Lubin co-authored a response to the Times in hopes it will be published.
- As directed by the Council at the last meeting, Dr. Bearison reported that he and Ms. Zorian have created an action plan to assist Council members in promoting the HCMA. The plan focuses on membership recruitment, the number one priority for 2017. The Action Plan was disseminated to all Council members. Dr. Bearison expects all Council members to participate and adhere to the steps and deadlines outlined. Each Council member will be held accountable.
- Dr. Bearison and Ms. Zorian will meet with the Brandon Regional Hospital (BRH) Medical Executive Committee on July 28<sup>th</sup>. At that meeting each department head will be asked to consider subsidizing HCMA membership for all physicians in their departments. Each department head will be invited to the September 12<sup>th</sup> dinner meeting and encouraged to participate in the HCMA Foundation Charity Golf Classic. The HCMA membership status of the department heads will be determined prior to the meeting.
- On July 18<sup>th</sup>, HCMA Benefit Provider, The Legatus Group, hosted a social for the BRH intern and resident physicians. The turnout was excellent: 22 intern/residents, 4 HCMA representatives, 2 staff physicians, and 2 hospital representatives.
- The two staff physicians who attended the BRH social, are employed by a hospitalists group and plan to encourage HCMA membership among their group. Dr. Bearison volunteered to contact another local hospitalists group, Bay Area Hospitalists, to encourage HCMA membership.
- Dr. Bearison asked Council members to consider presenting at the BRH noon conferences held for the interns/residents. Drs. Davison and Nagamia, as well as FMA President, Dr. Nobo, have participated in the noon conferences to date.

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- Dr. Bearison asked the Council members to consider serving as New Member and USF Faculty Member Ambassadors. A sign-up sheet was distributed.
- Dr. Bearison encouraged Council members to attend the September 12<sup>th</sup> dinner meeting; and to bring a non-member colleague at no charge. Invitations to the dinner meeting have been emailed. It was suggested to place speaker information on the home page of the invitation as opposed to a “click here” option.

### ***Executive Director’s Report***

Ms. Zorian reported:

- Ms. Zorian informed the Council that she, along with Dr. Jose Jimenez (HCMA Delegation Chairman), and Elke Lubin (HCMA Executive Assistant), attended the Lower West Coast Caucus (LWCC) pre-convention meeting on Saturday, July 16<sup>th</sup>. The purpose of the meeting was to review the resolutions currently submitted for consideration during the 2016 FMA House of Delegates. Recommendations from the meeting will be included in the packets the HCMA Delegates will receive prior to the FMA Annual Meeting. Dr. Jimenez will provide an FMA Annual Meeting report at the next Council meeting.
- HCMA Benefit Provider, Shumaker, Loop & Kendrick (SLK), are able to offer a webinar on the topic of Health Law Changes. A minimum of twenty participants are requested. Ms. Zorian asked the Council their opinion on the potential interest of this webinar. Council members asked if the webinar was live, if members can view the webinar at any time, or if a specific date and time is the only format available. HCMA staff will contact SLK for more details. A power point presentation of the webinar will be made available to HCMA members.
- On a recent AAMSE webinar, the executive director of the Lane County Medical Society in Oregon educated participants on a Physician Wellness Program (PWP) that is very successful in her county. The program assists physicians who are experiencing behavioral health issues, such as stress, anxiety, and depression, and is operated out of the CMS offices. The Lane CMS was the first county medical society in the nation to create a PWP. The program provides complimentary sessions with licensed experts, guarantee of confidentiality, no diagnosis, no insurance billed, no electronic record, is physician initiated only, and provides a 24/7 support line. Ms. Zorian felt the program would serve as a valuable benefit for members in need, but before researching the viability in our county, asked the Council’s opinion and direction. Building and funding such a program would be a huge endeavor. Dr. Michael Cromer suggested contacting the medical staff personnel at Florida Hospital, as he believed they offered a similar program. He suggested inquiring if it was well-received in Hillsborough County and, if so, the HCMA could consider partnering in the program, instead of attempting to implement from the beginning.
- It was suggested HCMA staff research potential dinner meeting speakers on the topic of physician burnout and stress.
- Ms. Zorian reported that HCMA Benefit Provider, The Legatus Group, is hosting a member appreciation reception on September 22<sup>nd</sup>, at the Palma Ceia Country Club. Ms. Zorian will ask HCMA leaders, as they RSVP, to please bring a non-member to the reception as their guest.
- Ms. Zorian reminded the Council members of the HCMA Foundation Charity Golf Classic being held on Thursday, October 13<sup>th</sup> at the Carrollwood Country Club. She and Dr. Bearison encouraged the Council members to consider becoming a sponsor and to golf.

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***Alliance Report***

Mr. Bill Butler, HCMA Alliance President, reported:

- An Alliance Social & Wine Tasting was held at the Swann Ave. Market & Deli on Tuesday, July 12<sup>th</sup>. Attended by thirty people, the social was intended to honor Alliance members, encourage nonmembers to join, and to support Dr. David Lubin, proprietor of The Market. Dr. Lubin noted that a percentage of the proceeds from wine and beer sales were donated to the HCMA Alliance Evelyn Shaver Scholarship Fund.
- Dr. Lubin congratulated Mr. Butler on his daughter's success. Olivia Butler finished in the top ten at the Miss Florida pageant.

***Other Business:***

- On behalf of Cate Nall, medical student representative, Ms. Zorian announced the Annual Medical Student Mixer will be held on Wednesday, August 10<sup>th</sup>, 7:30pm, at The Pub at the International Mall. HCMA Council members are invited to attend. Further details will be emailed.
- Dr. Michael Cromer shared a letter he recently received from Dr. David McKalip, President of the Florida Chapter of the Association of American Physicians and Surgeons (AAPS). In the letter, Dr. McKalip described his negative feelings for the FMA and the AMA, the role of the AAPS as a physician medical society independent from the FMA, AMA, and other organized medicine groups, and encouraged recipients to join the AAPS. Dr. Cromer questioned Dr. McKalip's concerns. Council members suggested disregarding the letter.

***Adjournment***

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

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