

# **Executive Council Meeting**

## **September 19, 2017**

### **Minutes**

#### ***Attendees***

Drs. Fred Bearison (President), Michael Cromer, Eva Crooke, William Davison, Karin Hotchkiss, Rebecca Johnson, Alejandra Kalik, David Lubin, Jayant Rao, and Barry Verkauf; also Ms. Victoria Phoumthippavong (medical student).

#### ***Others Present***

Ms. Deb Adams (First Citrus Bank), Ms. Elke Lubin (HCMA Executive Assistant), Ms. Susan Rumery (First Citrus Bank), and Ms. Debbie Zorian (HCMA Executive Director).

#### ***Call to Order***

The meeting was called to order at 6:30PM 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 JULY 18, 2017 EXECUTIVE COUNCIL MEETING.**

#### ***Excused Absences***

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Kissonie Bair, Lacey Bernard, Thomas Bernasek, Ramon Docobo, Jose Jimenez, Katherine Macoul, Trey Remaley, Malcolm Root, Gabriel Ryan, Francisco Schwartz-Fernandes, Brett Scott, Bruce Shephard, Deborah Trey, and Michael Wasylik.

#### ***First Citrus Bank***

First Citrus Bank, an HCMA Benefit Provider since 2014, was represented by Deb Adams (VP/Branch Manager) and Susan Rumery (VP/Treasury Management Officer). Their brief presentation included:

- Ms. Adams and Ms. Rumery wanted to introduce themselves to the new members of the Council.
- First Citrus Bank began in Tampa in 1999.
- A short video presentation from Jack Barrett, President and CEO, providing an outline of the bank's offerings.
- The bank caters to businesses and individuals. Several HCMA members are clients.
- Ms. Adams will investigate the feasibility of refinancing medical student and resident loans.

#### ***Strategic Plan Update***

Dr. Michael Cromer, Chairman of the Government Affairs Committee, reported:

- The Committee carried a motion to promote the issue of eliminating retroactive denials as the HCMA Government Affairs Committee's primary objective. This issue was chosen as it affects a broad number of members.
- Committee members will meet with local legislators to educate them on the retroactive denials issue. Dr. Cromer stated he already has an appointment to meet with Sen. Dana Young.
- Consider holding a second Legislative Luncheon after each Session.

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- Encouraged all attendees to consider serving as the Doctor of the Day or visit Tallahassee during the 2018 Legislative Session.
- Encouraged all Council members to sign up to serve as a Key Contact Physician.
- HCMA staff will email the 2016 & 2017 legislative accomplishments sheet and the retroactive denials talking points to all Council members.

Dr. Jayant Rao, Chairman of the Membership Committee reported:

- The Committee will meet in October.
- He plans to recruit additional members to serve on the Committee.

Dr. Thomas Bernasek, Chairman of the Employed Physician Task Force, was unable to attend. Ms. Debbie Zorian reported on his behalf:

- The Task Force will meet October 24<sup>th</sup>.
- Task Force members are diligently attempting to secure employed physicians' attendance at the meeting.
- This meeting is not a means to recruit members, but to serve as a focus group to determine how to better serve this segment of our physician community.
- Dr. Rebecca Johnson commented that the AMA is attempting a similar plan.

### ***Board of Trustees***

Dr. Michael Wasyluk, Chairman of the HCMA Board of Trustees, was unable to attend. Dr. Bearison reported on his behalf:

- The Board of Trustees met on August 29, 2017 for the annual budget meeting.
- The proposed budget for the HCMA's 2017-2018 year was approved, which included a voluntary staff salary freeze, a complete renovation of the HCMA website, and a high expectation for membership and non-dues income.
- Membership continues to be the primary concern of the Board.
- It is important to support the Benefit Providers as a large portion of the budget relies on the non-dues income they generate. Dr. Bearison asked that all Council members consider meeting with Benefit Providers when requested.
- Two new Benefit Providers agreements have been secured: Medline Industries and Precision Diagnostics. Dr. Bearison applauded Ms. Zorian for her persistence over the past year in securing these two new partners.
- Summaries of the Board reports can be obtained by contacting Ms. Zorian.

### ***HCMA Foundation Charity Golf Classic***

Dr. Bearison reminded the Council that the 21<sup>st</sup> HCMA Foundation Charity Golf Classic is being held Thursday, October 12<sup>th</sup> at the Carrollwood Country Club. He encouraged participation via sponsorship and/or golfing.

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#### ***Membership Report***

Debbie Zorian, Executive Director, reported:

- HCMA's current membership count is 1,915; HCMA gained four Active member and eleven USF Resident members since the previous report.
- Active membership is down 24 compared to the same time last year.
- Because of unpaid dues – 103 members were dropped. 83 were Active members which is the equivalent of \$30,710. This was the largest amount of dropped members to date.
- Retaining members continues to be the number one challenge each year.
- Ms. Zorian is optimistic that with the implementation of the Strategic Plan, the HCMA will demonstrate more value to members and potential members.

#### ***FMA Annual Meeting Report***

In the absence of Dr. Jose Jimenez, HCMA Delegation Chairman, Ms. Zorian gave the following report:

- The 2017 FMA Annual Meeting was held August 4-6, in Orlando.
- HCMA was represented by seventeen delegates.
- The HCMA delegation submitted three resolutions: 17-201 FMA to Encourage AMA Membership (Adopted), 17-303 Physician Payments on Same Day of Service (Referred to Board of Governors for Study), and 17-401 Delegating Prior Authorization Responsibilities to the Patient (Substitution Resolution Adopted). Contact Elke Lubin at the HCMA (813.253.0471, ELubin@hcma.net) to receive the 2017 FMA House of Delegates Final Actions.
- Ms. Zorian thanked those delegates present for their time and involvement during the FMA Annual Meeting.

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

Dr. Bearison reported:

- Due to the unpredictability of Hurricane Irma, the September membership dinner was rescheduled for September 26<sup>th</sup>. Dr. Bearison asked the Council members to make every effort to attend. RSVPs are required.
- Dr. Bearison reported that on August 10<sup>th</sup>, he and Ms. Zorian gave presentations to the newest class of resident physicians at Brandon Regional Hospital.
- It was suggested that another residents' reception be held.
- One nomination was received for the Dr. Frederick A. Reddy Memorial Award. The nomination of Susan Harmeling was submitted by Dr. David Lubin. Dr. Lubin spoke on behalf of his nomination.

**MOTION MADE AND CARRIED TO ACCEPT THE NOMINATION OF SUSAN HARMELING AS THE 2017 RECIPIENT OF THE DR. FREDERICK A. REDDY MEMORIAL AWARD.**

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

Ms. Zorian reported:

- Ms. Zorian requested that Council members consider meeting with new Benefit Provider, Medline Industries and longtime provider, The Legatus Group. A sign-up sheet was disseminated.
- Requested that a small group of leaders meet with new Benefit Provider, Precision Dx to become more educated with their services in order to advocate for them to colleagues.

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- The target date for the redesigned HCMA website to be live is January 2018. InPlace Marketing, a local company, has been hired to revamp the site.
- On August 2<sup>nd</sup>, Ms. Zorian, Elke Lubin, Dr. Chris and Karen Pittman, and Dr. Deborah Trehy represented the HCMA at the Annual Medical Student mixer, held at Bar Louis. Victoria Phoumthippavong did a fantastic job organizing the event, which the HCMA co-sponsors.
- Ms. Zorian reminded the Council members of the HCMA 24<sup>th</sup> Annual Legislative Luncheon on November 29<sup>th</sup> at the Centre Club, noon-2pm. She also reported that a second luncheon may be held after the 2018 FL Legislative Session.

### ***Medical Student Update***

Victoria Phoumthippavong, medical student representative, gave the following report:

- Ms. Phoumthippavong thanked the HCMA for sending an email to the HCMA membership, requesting donations to assist in underwriting the cost of the AMA Medical Student Section meeting in Hawaii for four medical student representatives.
- She also thanked the HCMA for supporting the Annual Medical Student mixer and noted that due to the change in date for the membership dinner, many students are not able to attend, but assured the Council that students will be in full force for the November event.

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

- Dr. David Lubin reported on his efforts to educate the Board of Medicine that the symbol for medicine the Board uses is not the correct symbol. He has been advised that the Board of Medicine/Florida Department of Health will not change the symbol to the correct one.
- A campaign is underway to assist the Collier and Lee County Medical Societies in the aftermath of Hurricane Irma. Physicians and administrative staff are in dire need of various items as most do not have power and the Medical Societies are not operational at this time. Information regarding a GoFundMe page that has been developed was disseminated.

### ***Adjournment***

There being no further business, the meeting was adjourned at 7:40PM.