

# Maine Medical Association

Meeting Minutes JANUARY 22-24, 2010

# Executive Committee

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Member	10-14	12-16	1-22	2-24	4-14	6-2	7-28	9-10		Member	10-14	12-16	1-22	2-24	4-14	6-2	7-28	9-10
N. Cummings, MD, Ch	P	P	P							K. Mitchell, MD	P							
D. McDermott, MD	P	P	P							M. Parker, MD	P	P	P					
J. Linder, MD	P	P	P							B. Pierce, MD	P	P	P					
R. Chagrasulis, MD	P	P								C. Reddy, MD	P	P	P					
J. Charity, MD			P							L. Ryan, DO			P					
W. Chernin, MD	CC									J. Smith, MD		Web						
K. Christian, MD	P	P	P							W. Strassberg, MD								
I. Daudi, MD	P									J. VanKirk, MD		P						
R. DeJong, MD	P	P																
R. Evans, MD	P	P	Web															
K. Flanigan, MD		P	P															
R. Flowerdew, MD		P	P															
M. Gleaton, MD		P	P															
D. Hallbert, MD	P	Web	P							STAFF:								
P. Klainer, MD	P	Web	Web							D. de Haas	P	P	P					
D. Kreckel, MD		P								H. Lukas	P	P						
S. Lash, MD	P	P								A. MacLean	P	P	P					
J. Makin, Jr. MD		P								D. McMahon	P	P	P					
M. McAllister, MD	P		Web							K. Miller	P		P					
B. Miller, MD	P		P							G. Smith	P	P	P					

TOPIC	DISCUSSION	ACTION
1. Call To Order	<ul style="list-style-type: none"> <li>Called to order at 4:00 PM, by Chair, Nancy Cummings, MD.</li> </ul>	
2. Approval of Agenda	<ul style="list-style-type: none"> <li>Additional topic added to Agenda: President's Report.</li> </ul>	A motion was made and seconded to approve the agenda as presented, with the additional item.
3. Review of Minutes of December 16, 2009	<ul style="list-style-type: none"> <li>The minutes were reviewed.</li> </ul>	A motion was made and seconded to approve the December 16, 2009 minutes; motion approved.
Topics for Discussion	<ul style="list-style-type: none"> <li>The agenda for the meeting was presented again. Mr. Smith added two additional items: Update on The Coding Center and Health System Reform on the MMA website.</li> </ul>	A motion was made and seconded to accept the agenda as presented, with the two additional items
Future of the Coding Center	<ul style="list-style-type: none"> <li>Mr. Smith informed members that Gina Hobert, former Coding Center Director who is now working full time for Maine Health, is still responding to calls to the 800 telephone number for the Coding Center. Mr. Smith has spent time considering options for the future of the Center. Mr. Smith has consulted with former Directors of the Coding Center, Jana Purrell and Laurie Desjardins. The topic was open for discussion with the committee. Mr. Smith proposed that Baker Newman &amp; Noyes be approached to see if there was interest on their behalf. It would be important for MMA to maintain the Coding Center name and to work collaboratively with them to promote the program. MMA would hope to receive a</li> </ul>	The Executive Committee would like to preserve the service and the Coding Center name, without financial risk to MMA. Dr. Hallbert also noted Athena Health, an MMA Corporate Affiliate whose primary business is coding. Mr. Smith to contact Athena. Mr. Smith to

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	<p>small percentage of the income in exchange for the marketing assistance we would provide.</p>	
<p>2. Update on Medical Professionals Health Program</p>	<ul style="list-style-type: none"> <li>An update on the MPHP program was given by Mr. Smith. The Board of Nursing contract with the MPHP has been signed, although the first payment from the Nursing Board has not yet been received. Cathy Stratton, originally hired as the Administrative Assistant has now transitioned to the role of Administrative Director. Margaret Palmer, PhD, is contracted as the Clinical Director as a half time position. Barbara Farrell is the Administrative Assistant for 24 hours per week. The plan is to hire a Case Manager for 30 hours a week. A very qualified candidate has been interviewed for this position. An official offer to the candidate will be made as soon as the first check is received from the Board of Nursing. The position of a Part time Medical Director (one day a week) currently is open and candidates are being interviewed. The MPHP 2010 budget was briefly reviewed showing a profit of \$6, 000. Mr. Smith shared the letter of resignation of David Simmons, MD from the MPHP Committee.</li> </ul>	<p>make contact with Baker, Newman and Noyes. Mr. Smith will share his results and consult with the Operations Committee.</p>
<p>3. Small Hospital Peer Review Collaborative</p>	<ul style="list-style-type: none"> <li>Dr. McDermott explained that Dr. Renfrew was interested in finding a way to do peer reviews in small Hospitals. Dr. Renfrew is working with the state office of Rural Health and Primary Care (within Maine CDC) to receive a grant of \$40,000 a year for two years. This would allow hiring of part time clinicians with quality experience and to build an infrastructure. The goals would be to streamline the current program which could allow more peer reviews to be conducted. MMA would house the program. And continue the support and encouragement of it. Peer reviews organized through MOA and MMA are confidential and protected from discovery under state law. This collaborative would fall under the auspices of the MMA Physician Quality Committee. The program would be built for the two year period with the grant money and would stand thereafter with a part time administrative person. The reviews would have to be priced high enough to maintain the position.</li> </ul>	<p>The motion was made for MMA to continue to explore the issue of the peer review collaborative; the motion was seconded and approved.</p>
<p>4. Update on Health System Reform SGR – Dr. Wilson’s visit</p>	<ul style="list-style-type: none"> <li>Dr. Cecil Wilson, President-elect of the AMA was in Maine this past week. (MMA had received a call from the AMA stating that Maine had been selected as a tier 1 state for SCR advocacy). A very successful press conference was held in the lobby of Intermed with several physicians present. Maine is in the forefront as it has the highest elderly population. It was specifically noted at the press conference that a one-year fix would not be accepted and that a permanent fix was necessary. MMA is publishing its fourth Op-ed piece written by Nancy Cummings, MD that should be published in the Lewiston Sun Journal soon. (Note: It was subsequently published on January 24).</li> </ul>	<p>The bill is HR 3961 and Executive Committee members were encouraged to be in contact with Senators Snowe and Collins.</p>
<p>5. State Budget Update</p>	<ul style="list-style-type: none"> <li>Mr. Smith reported on the proposed supplemental state budget establishing arbitrary limits on services, i.e., 18 visits may be paid for, but the 19<sup>th</sup> visit is not covered. The state feels the non-paid visit should fall back on charity care.</li> </ul>	
<p>6. Renewal of Health Plan</p>	<ul style="list-style-type: none"> <li>Mr. Smith noted that there is a 29% increase in premiums this year for the MMA health plan, effective February 1, 2010. MMA had two years of good experience but a difficult year in 2009. Dr. Miller noted that there are 105 contracts, 65 active physicians and 40 retirees. MMA has regularly met with Anthem four times a year for seven years. Anthem is not interested in association business. There are other options available which have been discussed in the past years with the intention to make a change to find a more affordable option. This option could involve utilizing</li> </ul>	<p>A motion was made to direct the Membership &amp; Member Benefits Committee to review alternatives and to discontinue the plan in 2011. The motion was seconded and approved</p>

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7. Aid to Haiti	<p>brokerage firms to place members in whichever health plan fit their needs.</p> <ul style="list-style-type: none"> <li>• Dr. Chagrasulis is currently in Haiti and the Dominican Republic at The Good Samaritan Hospital, which is accepting patients from Haiti. Dr. Chagrasulis expressed his wish for any contributions to be made directly to the Good Samaritan Hospital, or its Mission Council. Many other important ways to donate to Haiti, i.e. Konbit Sante were noted.</li> </ul>	<p>It was moved and seconded to contribute \$1,000 to support the work of Dr. Chagrasulis, and to request the support through the MMET. The motion was approved.</p>
8. Results of the <i>Maine Medicine</i> Readers Survey	<ul style="list-style-type: none"> <li>• To be discussed on Sunday</li> </ul>	
9. Beacon Community Grants	<ul style="list-style-type: none"> <li>• Mr. Smith referred to the attached letter referencing the Beacon grants. Three applications from Maine, including the Maine Medical Center, Eastern Maine Medical Center and Central Maine Medical Center are expected. The awards offer \$15 million dollars over a three-year period. Mr. Smith recommended a letter of support from MMA be sent by the end of next week.</li> </ul>	<p>A motion was made to send letters of support from MMA for these grants. The motion was seconded and approved.</p>
10. Health Workforce Forum Draft Recommendations	<ul style="list-style-type: none"> <li>• FYI</li> </ul>	
Meeting adjourned 6:10 pm		
<b>January 23, 2010</b>		
Clare Inzeo Bonsignore, ASAE <b>"The Decision to Affiliate Why Professionals Do...and Don't Engage with Associations"</b>	<p>Clare Inzeo Bonsignore, Manager of Special Projects for the American Society of Association Executive presented her PowerPoint presentation. Presentation was included in materials.</p>	
Frank Fortin, Massachusetts Medical Society, <b>"Social Networking"</b>	<ul style="list-style-type: none"> <li>• Mr. Fortin presented the Massachusetts Medical Society's efforts regarding social networking via Webex.</li> </ul>	
David McDermott, MD and Lauren Mier; <b>"Social Networking in the Context of a Communications Strategy"</b>	<ul style="list-style-type: none"> <li>• Ms. Mier presented on the importance of noting e-concepts and what might work for the Maine Medical Association.</li> <li>• Currently available to the MMA website as an experiment is: <a href="http://mymainemed.com">mymainemed.com</a>. The password for the site is mmabeta. Members were encouraged to visit the site and explore the possibilities.</li> <li>• Discussion centered on the existing MMA website and ways to make the site more user friendly and easily accessible; possibly regrouping some of the categories; i.e. educational activities.</li> <li>• "Members only" site was discussed.</li> <li>• Mr.. Smith noted that Mark McGhie at Medical Mutual Insurance Company is the contractor for the website and Shirley Goggin at MMA manages the site.</li> </ul>	<p>A motion was made to refer to have Paul Klainer and the ad hoc Committee on Technology further evaluate the existing website with the possible removal of the members only section. Motion was seconded. Motion was then tabled.</p>

TOPIC	DISCUSSION	ACTION
<p><b>Sunday, January 24, 2010</b></p>		
<p><b>Update on the Long Term Development; Brian Jumper, MD; Dee deHaas</b></p>	<ul style="list-style-type: none"> <li>• Dr. Jumper opened the meeting noting that LTD may now be referred to as MARS, an acronym – “Medical Association Reserves Solution”. The purpose of this effort is to enhance the MMA reserves. Ms. DeHaas noted the importance of developing a presence on the website and to general fund raising. One mailing has been sent to the Senior members, with another mailing in the works. It is planned to have a total of 3 mailings. Dr. Parker presented (on behalf of Dr. Miller) that MMA has 468 seniors and honorary members. Of this large group, 116 have at one time or another made a voluntary contribution to the MMET. Sixty five of these members attend meetings on a regular or semi-regular basis. Of those who come to the meetings, 46 of them have made a contribution and 19 have not.</li> <li>• An Annual Appeal was noted as a possibly option for donations to support the MMET, MMEF and MARS. (We currently have 2 at large members on the MMET but we do not have at large members on the MMEF). The need is to eventually restructure the two foundation boards as noted by Mr. Smith.</li> <li>• The Foundation (MMEF) is used exclusively to loan money to Maine students who are in medical school.</li> <li>• Dr. Jumper’s donation of \$10,000 has been matched with a\$9,375 contributed by the Executive Committee. The total donation is \$19,375.00. The John C. Dalco open house event generated Income of \$6500 and after expenses netted over \$5,000.</li> </ul>	
<p>Review of Saturday Session</p>	<ul style="list-style-type: none"> <li>• Mr. Smith noted a potential new initiative to have a re-dedication of the Frank O. Stred building (the Maine Medical Association building). The building was previously dedicated to Mr. Stred in 1993, but there is no picture of Mr. Stred in the building. It was recommended this event be conducted in conjunction with a Senior Section meeting. This dedication would also create the opportunity to create an endowment for the maintenance of the building. Many ideas were shared, i.e.             <ul style="list-style-type: none"> <li>• Having a “green” initiative for the building</li> <li>• Have an energy audit done to note areas of improvements that would be a financial savings</li> </ul> </li> </ul>	<p>Mr. Smith will contact Mrs. Stred in planning of this event.</p>
<p>Priority setting for 2010 in the Context of Vision, Mission and Goals</p>	<ul style="list-style-type: none"> <li>• Motion on the table referencing the website. Motion table. New motion made.</li> <li>• Annual Session 2010, Dr. Linder reported that the plan is to work with Jackson Labs to have educational session at their location. A focal point will be to try to encourage attendance by offering a discount on membership if you attend Annual Session.</li> <li>• Dr. Linder noted the focus should be on education, it’s all about scholarships and bringing new people in the profession as was noted in Ms. Bonsignore’s presentation. The need for MMA to look at how we account by function and how to better support the scholarship fund for medical students.</li> </ul>	<p>It was moved and seconded that the ad hoc Committee on Technology review the two websites; review opening up the current website; review making changes to the website for easier navigation; recommendation on transparency and to bring back to the Executive Committee its recommendations.</p>

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	<ul style="list-style-type: none"> <li>In 2013, Mr. Smith noted that MMA will be celebrating its 160<sup>th</sup> year and this could be a way to strengthen reserves as MMA did for the 150<sup>th</sup> anniversary. Recommended the location be centrally located, i.e. Augusta.</li> <li>The 50-year pin recipients for 2010 are represented by a large and notable group of physicians, i.e. Dr. McAfee.</li> </ul>	<p>Recommendation made that at the Executive Dinner have an honoree be recognized, thus by having seats and or tables sold in the physicians honor.</p>
	<ul style="list-style-type: none"> <li>As noted by Dr. Flowerdew, the importance of integrating younger physicians into the culture to replace senior physicians.</li> <li>MMEF has made hundreds of loans to medical students – do we know what these students have done for MMA, what percentage return to Maine? Tracking this information is of importance – could MMEF fund a person to research this data.</li> <li>Direct deposit – members could contribute a certain amount to fund each pay period or annually.</li> <li>Ad hoc Committee on Technology – recommend setting meeting dates at least twice a year.</li> </ul>	
	<ul style="list-style-type: none"> <li>Tracking CME on MMA website</li> </ul>	<p>Refer CME tracking idea to Membership &amp; Member Benefits Committee to make recommendation back to the Executive Committee.</p>
	<ul style="list-style-type: none"> <li>Dr. Klainer asked for volunteers for the ad hoc Committee on Technology.</li> </ul>	<p>Drs. Gerritesen and Flanigan volunteered. A motion was made to solicit new members who are familiar with social networking to this committee; the motion was seconded and passed unanimously.</p>
	<ul style="list-style-type: none"> <li>Mr. Smith reviewed the existing Mission and Goals and asked if members felt that MMA was spending its time and utilizing its resources on issues relevant to the mission and goals. He felt that MMA had been highly visible on advocacy and health system reform. Executive Committee responses were positive.</li> <li>Comments were shared on the process of handling resolutions at the Annual Session.</li> <li>Employed physicians</li> <li>Many positive comments were made relative to the success and accomplishments of the 2010 President’s Retreat.</li> </ul>	<p>Dr. Pierce noted that the Membership &amp; Member Benefits Committee will look at hospital employed physicians and the value of MMA membership to them.</p>

Meeting adjourned 12 noon

Minutes submitted by Diane McMahon

Authenticated by Nancy Cummings, MD

**NEXT MEETING – FEBRUARY 24, 2010**

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>ACTION</b>
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