

Maine Medical Association

Meeting Minutes FEBRUARY 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	P						K. Mitchell, MD	P							
D. McDermott, MD	P	P	P	P						M. Parker, MD	P	P	P	Web				
J. Linder, MD	P	P	P	P						B. Pierce, MD	P	P	P	P				
R. Chagrasulis, MD	P	P		P						C. Reddy, MD	P	P	P					
J. Charity, MD			P	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		P														
R. Evans, MD	P	P	Web	Web														
K. Flanigan, MD		P	P	P														
R. Flowerdew, MD		P	P	P														
M. Gleaton, MD		P	P	P														
D. Hallbert, MD	P	Web	P	Web						STAFF:								
P. Klainer, MD	P	Web	Web	Web						D. de Haas	P	P	P					
D. Kreckel, MD		P		P						H. Lukas	P	P		P				
S. Lash, MD	P	P		P						A. MacLean	P	P	P	P				
J. Makin, Jr. MD		P		P						D. McMahon	P	P	P	P				
M. McAllister, MD	P		Web	P						K. Miller	P		P	P				
B. Miller, MD	P		P	P						G. Smith	P	P	P	P				

TOPIC	DISCUSSION	ACTION
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| 1. Call To Order | <ul style="list-style-type: none"> Called to order at 2:00 PM, by Chair, Nancy Cummings, MD. | |
| 2. Approval of Agenda | | A motion was made and seconded to approve the agenda as presented. Motion approved. |
| 3. Review of Minutes of January 22-24, 2010 | <ul style="list-style-type: none"> The minutes were reviewed. | A motion was made and seconded to approve the minutes of January 22-24, 2010. Motion approved. |
| 4. Membership Report | <ul style="list-style-type: none"> Membership numbers were noted. | |
| 5. Finance Report | <ul style="list-style-type: none"> The 2009 Financials were reviewed. Dr. Flanigan reviewed the budget noting items of importance. Currently the budget deficit is projected to be \$45,000. MMA is waiting to hear if we do get the federal grant for Academic Detailing (net annual revenue of \$100,000), which would bring the deficit to a zero. The revenue would be used to offset the budget deficit before being used for any other purpose. Changes to the 2010 budget were reviewed. | The Budget & Investment Committee will meet again in July. The focus will be to closely review six months experience in 2010 to determine if necessary changes need to be made to meet the goal. The changes to the 2010 budget were approved following an appropriate motion and second. |

TOPIC	DISCUSSION	ACTION
Priority Topics for Today a. Legislation – Federal & State	<ul style="list-style-type: none"> Mr. MacLean addressed the SGR problem - the 21.5% reduction in Medicare reimbursement is scheduled to take effect March 1. Health System Reform was discussed and the bi-partisan summit being held on Thursday, February 25, 2010 was noted. The new bill is likely to be a compromise on the previously passed House & Senate bills. More information is available by visiting: http://www.whitehouse.gov/issue.health-care. The MMA Weekly Update contains information and updates on these issues. The conversation continued on the readership of the weekly update with Mr. Smith noting that about 15% or 750 people open the weekly update with half of them also accessing other links. Dr. Klainer recommended it may be helpful to note more important or special issues by using stars or a specific header, with Dr. Flowerdew noting the use of these special alerts should be done sparingly. Although it may be only a small group interested in health system reform and other issues, MMA will continue to be visible. Mr. MacLean noted that he tries to hit the highlights in the Weekly Update. The Legislative Conference calls every Thursday evening are having the best participation ever. Mr. MacLean reviewed the bills that MMA is currently following, specifically noting LD 1671, the Supplemental Budget with HHS currently discussing with the Appropriations Committee the budget and the expectation that some additional federal money will mitigate the most severe HHS cuts. 	<p>Members of the Executive Committee signed a petition that will be forwarded to the Maine Congressional Delegation. A survey will be conducted of MMA membership to solicit their opinion of how MMA is doing regarding communicating with them.</p> <p>Mr. Smith thanked Ms. Killer and Mr. MacLean for their work at the State House on behalf of MMA.</p>
b. The Coding Center	<ul style="list-style-type: none"> Mr. Smith reported that the issue has still not been resolved although he has had communications with Laurie Desjardins at Baker, Newman & Noyes. Mr. Smith is currently waiting for a personnel issue to be resolved this week that may enhance the staff at Baker, Newman & Noyes. Gina Hobert continues to answer questions for the Coding Center via e-mail and telephone. Mr. Smith also has a meeting with the Vermont and New Hampshire Medical societies this week and will ascertain if there is any interest in these respective states. 	<p>Mr. Smith will have a recommendation to present to the Operations Committee prior to the next meeting of the Executive Committee.</p>
c. Social Networking	<ul style="list-style-type: none"> Dr. McDermott is attempting to get a sense of where MMA is going with mymainemed.com and Social Networking and how physicians can use social networking. Dr. McDermott would like to see more tools available for this site. Dr. Pierce noted that the Membership & Member Benefits Committee is also interested in these tools. Mark McGhie, from Medical Mutual will start gathering statistical data on our website. Dr. Flowerdew noted that defining the mission of the website would contribute to its success. As a young physician member of the Executive Committee, Dr. McAllister was asked his opinion as to what the physicians at his stage of training would like to see from MMA. In response, he noted that the physicians need to know what MMA does for them. He noted the importance of the bills at the State House and links to those bills help to convey what MMA is involved in. Brief bullets in the Weekly Update, noting activities that MMA is involved in, would be very helpful. 	<p>Ms. Mier will be working on a different platform for mymainemed.com. Dr. Klainer volunteered to post information to this website.</p>
3. Leadership Reports a. President; Dr. McDermott 1. Report of ASAE Symposium with Dr. Cummings	<ul style="list-style-type: none"> Dr. Cummings and Dr. McDermott attended this ASAE conference with Mr. Smith. Dr. Cummings shared that the program was beneficial and that MMA as an organization has benefited from sending some leadership to this conference each year. Leadership styles, challenges of the web and integrating the roles that each one does in an organization were some of the themes. 	

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<p>2. AMA National Advocacy Conference</p>	<ul style="list-style-type: none"> The Conference is March 1-3 with the Nathan Davis Award Dinner on the evening of March 2. Governor Baldacci to be present to receive his award. Drs. Linder, McDermott, Evans and McAfee to attend the conference and Dr. Gleaton is available to attend the dinner. Visits with all of the Congressional Delegates have been scheduled. Mr. Smith noted that he had not yet made any public announcement about this award. It was discussed and agreed that MMA should be proud to make an announcement of this prestigious award and an opportunity to inform what MMA and Governor Baldacci has done to receive this national award. 	
<p>b. President elect: Jo Linder, MD</p> <p>1. Annual Session Planning Committee</p>	<ul style="list-style-type: none"> Dr. Linder informed that the theme for the 2010 Annual Session will focus on life's transitions, including healthy aging and end of life care. Also considering POLST (MMA passed a resolution at the 2009 Annual Session in support of POLST) and hospice with the possibility of having a panel on these topics. The Sunday Public Health forum is expected to host the candidates for governor to discuss issues of public health policy. The Friday night Opening Reception and Executive Committee Dinner will again be at Jackson Lab, which would follow the Executive Committee meeting on Friday morning and an educational session in the afternoon. 	<p>A Conference Call with the Annual Session Planning Committee is scheduled for Thursday, February 25 at 8 am.</p>
<p>2. Kellogg School Opportunity (April 18-10)</p>	<ul style="list-style-type: none"> This is the graduate school of business at Northwestern University. The Physicians Foundation is making a 2-day course available to state medical society CEO's and their President-elects. Mr. Smith and Dr. Linder will be attending. 	
<p>8. Committee, section or delegation reports requiring discussion</p> <p>a. Legislative Committee</p> <p>b. Public Health Committee</p>	<ul style="list-style-type: none"> This report was noted in the priority items noted above. Ms. Miller reviewed the current Public Health Committee initiatives. The Committee has been asked to host a roundtable discussion on the ACE Study (The Adverse Childhood Experiences) with Dr. Vincent Felitti on June 23. The event is funded by the Bingham Foundation. The ACE Study findings suggest that these experiences are major risk factors for the leading cause of illness and death and the poor quality of life in the United States. A March 10 event is scheduled to encourage consumers to ask for HIV testing. It was noted that many patients show up at emergency rooms for this test and the ER's would prefer to refer them to the appropriate place. Academic Detailing – Ms. Miller reported on the 2009 Year End Status Report. We continue to increase the marketing of the program of Adult Type 2 Diabetes Module and have added the new module Antiplatelet Therapy. This is focused more on primary care and residency programs although some resistance has occurred in communicating to the residency programs. A recommendation was made to wait 3-6 months after students enter residency to introduce the program to the residents as residents are very overwhelmed when they enter their programs in July. Discussion was held on the term "Academic Detailing" as it may not be the best word to describe the program. Ms. Miller noted that the program is also referenced as the Maine Independent Clinical Information Service (MICIS). 	<p>A motion was made to support the ACE Study; the motion was seconded and approved.</p> <p>MMA will take the lead in distributing this information to other organizations.</p> <p>Dr. McAllister will assist in promotion of this program in Augusta.</p> <p>Dr. Kreckel noted that Deb Taylor should be the contact for the Lewiston program.</p>

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Introduction of new staff	<ul style="list-style-type: none"> Barbara Farrell was introduced and welcomed. She is currently a temp employee but will become a permanent MMA employee soon. She works 24 hours a week as Administrative Assistant for the MPHP program, 1 day for the DEAPA program with Ms. Miller and 1 day for Quality Counts with Dee deHaas, Marg Ridgway and Dr. Letourneau. 	
c. Senior Section	<ul style="list-style-type: none"> Dr. Miller reported that this group is a very loyal and active group. They have requested a program on financial planning, which will take place on May 12 offered by a new Corporate Affiliate, Bay State Financial. The August 25 meeting will have Dr. Jumper present on urological issues. 	
d. AMA Delegation	<ul style="list-style-type: none"> Dr. Evans noted that the SGR problem is expected to be discussed next week in Congress. The AMA continues to be actively involved in Health System Reform. The AMA noted our membership (attached letter) has dropped and MMA could lose a delegate in 2011. A marketing plan will be filed with Dr. Maves to show how we plan to increase membership. Dr. Evans noted that AMA lost 8,000 members last year and the issue is not unique to Maine. 	<p>The lead article on the Weekly Update noted the AMA Staff Conference Call on the SGR. It is still expected that there will be a 30-day extension.</p>
e. Committee on Physician Quality	<ul style="list-style-type: none"> Dr. Hallbert reviewed the agenda of their committee meeting on February 18 noting the items of interest and specifically the 2010 MOA Quality Summit which is held collaboratively with MHA, MMA and MOA (scheduled for June 10 at the Samoset). 	<p>Members were encouraged to save the date so that MMA would be well represented.</p>
1. Small Hospital Peer Review Collaborative	<ul style="list-style-type: none"> Mr. Smith explained that this collaborative was started as an initiative of Dr. Renfrew for critical access hospitals to have a more streamlined peer review process. After several meetings and information gathering it was concluded the best approach would be to use the MMA program and a grant for 2 years at \$40,000 each year from the state office of primary care and rural health to increase the reviews and staff. The goal is to begin the enhanced program in September. MMA could offer enhanced services with qualified staff. Peggy Pinkham, a former hospital CEO is acting as a consultant to the state office on the project. 	
f. Committee on Membership & Member Benefits	<ul style="list-style-type: none"> Dr. Pierce noted that the Committee on Membership & Member Benefits meets following the Executive Committee Meeting today. He noted items to be discussed: Tracking of CME, Health Plan termination, Private Practice Initiative and the April 14 Corporate Affiliate Breakfast at the Portland Country Club in Falmouth. A Membership & Member Benefits meeting will also follow the Corporate Affiliate Breakfast. The Executive Committee meets this same day at 2 pm at MMA headquarters. 	<p>Mr. Smith noted the importance to have a good representation of Executive Committee members at the Breakfast. Kate Braestrup is the keynote speaker.</p>
g. Committee on Technology	<ul style="list-style-type: none"> Minutes of the Technology Committee attached for information. 	
9. EVP Report a. Membership	<ul style="list-style-type: none"> Mr. Smith reported that dues are slightly behind where we were one year ago. A second billing has been sent out. Central Maine Medical Group has committed to a new group membership with 30 members. Mr. Smith is currently working to recruit physicians at St. Mary's. 	<p>The Budget Committee has requested a list of members who have not paid their 2010 dues.</p>
b. E.C. vacancies	<ul style="list-style-type: none"> Mr. Smith noted that he met with the hospital CEO in Waldo County and he is working on a potential physician candidate for the Executive Committee. The candidate is not a member of MMA yet although he has been sent a recruitment package and he has shown interest in speaking with Mr. Smith. There are still vacancies in Oxford County and Lincoln/Sagadahoc County 	<p>Dr. Hallbert will be in contact with the potential physician</p>

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c. E.C. New Member Orientation	<ul style="list-style-type: none"> The goal is fill these vacancies and to plan an orientation meeting over dinner for all new E.C. members and any other members interested in attending. 	
d. M4A (Area Agencies on Aging)	<ul style="list-style-type: none"> Mr. Smith is now on the board of the Maine Association of Area Agencies on Aging. He will resign his board membership on the Maine Cancer Foundation. MMA has not met much with these agencies and it is important to be able to work collaboratively with them and to learn more about the services they provide to Maine Seniors. 	
e. Quality Counts 1. Leadership succession 2. QC 7	<ul style="list-style-type: none"> It is anticipated that Barbara Crowley, MD will step down as Chair, and Mr. Smith as Vice Chair is likely to be Chair for a couple of years. Mr. Smith would plan to change the Board meeting from every month to every other month. April 16, 2010 at the Augusta Civic Center, brochure distributed. 	
f. Update on MPHP 1. New Staff 2. Annual Report for Licensing Board Presentations 3. Dr. Simmons update	<ul style="list-style-type: none"> Mr. Smith reported that the first check from the Maine State Board of Nursing has been received. Mindy Armstrong, a Case Manager, has been hired for 30 hours per week. She is a psychiatric nurse experienced in working with addictions. A Medical Director, Lani Graham, MD has been hired on an interim, part-time basis. The Annual Report was presented recently to the Dental Board with Mr. Smith reporting he felt the Board saw the value of the program that has advanced beyond the important work of Drs. Dalco and Simmons. The program has evolved into a broader program with a larger staff to accommodate the addition of the nurses to the program. Mr. Smith noted that we have been assisting Dr. Simmons with his disability application. 	
10. Old Business		
11. New Business		
12. Meeting evaluation	<ul style="list-style-type: none"> Attendees were asked to rate the effectiveness of the meeting to them on a scale of 1-10. A variety of comments were shared noting a rating of 9-10 for a meeting maybe unrealistic. <ul style="list-style-type: none"> ➤ Meeting structured to be too long, 3 hours being too long. Should try to compact it ➤ We got lost in the top articles ➤ Suggestion made that possibly minutes did not need to be approved. ➤ The meeting should be 70% strategy and 30% informational items. <p>Question - How do you feel about Webex?</p> <ul style="list-style-type: none"> ➤ Generally noted that Webex was good 	<p>It was noted that minutes are a documentation of record and will need to be approved as an issue of legal compliance and good governance.</p>

TOPIC	DISCUSSION	ACTION
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- Progress has been made from the past meetings, but the meeting is still impacted with unplanned topics, although noting that some topics do take time
- Important business addressed at hand
- Good meeting
- Recommendation that entire agenda be sent out the Friday before the meeting to allow for review and to not have a revised agenda or materials unless there is a something urgent.
- Dr. Linder acknowledged an appreciation to MMA staff for the new equipment i.e. plug ins for computers under the conference table, new router for better reception and for the wide screen monitor to encourage Webex participation.

Closing comments:

Dr. Chagrasulis extended his thank you to all who send him notes of appreciation on his trip to the Dominican Republic and Haiti.

Dr. Pierce and his oldest son will be making a trip to the Dominican Republic with Dr. Chagrasulis in April.

Dr. McAllister will be recruiting for a new resident member to the Executive Committee.

Meeting adjourned at 5:23 p.m.

Minutes submitted by Diane
McMahon

Authenticated by Nancy Cummings, MD

TOPIC	DISCUSSION	ACTION
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