

Maine Medical Association

Meeting Minutes JULY 28, 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	P	P	P			K. Mitchell, MD	P				P	P	CC	
D. McDermott, MD	P	P	P	P	P	P	P			M. Parker, MD	P	P	P	Web	P		CC	
J. Linder, MD	P	P	P	P	P	P	CC			B. Pierce, MD	P	P	P	P	P	P	CC	
R. Chagrasulis, MD	P	P		P			P			C. Reddy, MD	P	P	P		Web	Web	P	
J. Charity, MD			P	P	P					L. Ryan, DO			P					
W. Chernin, MD	CC						CC			J. Smith, MD		Web				Web		
K. Christian, MD	P	P	P							W. Strassberg, MD								
I. Daudi, MD	P						P			J. VanKirk, MD		P						
R. DeJong, MD	P	P		P	P	P	P											
R. Evans, MD	P	P	Web	Web		Web	P											
K. Flanigan, MD		P	P	P	P	P												
R. Flowerdew, MD		P	P	P	P	P	P											
M. Gleaton, MD		P	P	P		P	P											
D. Hallbert, MD	P	Web	P	Web	Web		P			STAFF:								
P. Klainer, MD	P	Web	Web	Web	Web	Web	P			D. de Haas	P	P	P					
D. Kreckel, MD		P		P	P	P	P			H. Lukas	P	P		P	P	P	P	
S. Lash, MD	P	P		P		P				A. MacLean	P	P	P	P	P	P		
J. Makin, Jr. MD		P		P	P	P				D. McMahon	P	P	P	P	P	P	P	
M. McAllister, MD	P		Web	P	P	P				K. Miller	P		P	P	P	P		
B. Miller, MD	P		P	P	P	P	P			G. Smith	P	P	P	P	P	P	P	

TOPIC	DISCUSSION	ACTION
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| <p>1. Call To Order</p> | <ul style="list-style-type: none"> Called to order at 2:00 PM, by Chair, Nancy Cummings, MD. | |
| <p>2. Approval of Agenda</p> | <ul style="list-style-type: none"> The agenda was presented with Mr. Smith adding 10.I - Repower Maine – relative to climate change. | <p>Ms. Barnard was welcomed.</p> |
| <p>3. Review of Minutes of June 2, 2010</p> | <ul style="list-style-type: none"> The minutes were reviewed. | <p>A motion was made to accept the agenda with the additional item. Motion was seconded and approved.
A motion was made and seconded to approve the minutes of June 2, 2010.</p> |
| <p>4. Membership Report</p> | <ul style="list-style-type: none"> Mr. Smith noted that June was a great month with membership numbers continuing to grow. He is confident that MMA will have 2,000 active members by year end. | |
| <p>5. Finance Report</p> <p style="margin-left: 20px;">a. Financial performance thru June 30, 2010</p> | <ul style="list-style-type: none"> Ms. Lukas reviewed the Finance Report noting the high points. Membership dues currently is slightly ahead of last year. We need to collect \$46,000 to meet budget for 2010. \$19,000 was collected from individuals July – December 2009. Currently \$32,000 is owed by 4 groups. Corporate Affiliates are still behind although Ms. Martin and Dr. Miller are diligently working on this. Seminars are doing well | |

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	<p>although the expense side is higher due to expenses incurred for the programs. MPHP is above budget currently with anticipation that it should break even for year-end. \$100,000 has been drawn from the reserves, although only \$25,000 was budgeted. We will hope to put back some of the draw by year-end.</p>	<p>Any comments are welcomed as a start to the 2011 budget is developed.</p>
<p>6. Priority Topics for Today a. Proposed 2011 Budget</p>	<p>Ms. Lukas, Dr. Flanigan and Mr. Smith worked on the proposed 2011 budget. Mr. Smith reviewed the high points of the proposed budget 2011 budget. The 2011 budget reflects a wage freeze; no year end bonus for employees (previously \$500); removal of \$20,000 for the cost of repair to the air conditioning unit and cancellation of all newspaper subscriptions. A discussion was held on taking the Bulletin from 6 issues a year to 4 issues a year. Mr. Smith noted two additional grants from last year - a MeHAF grant for \$38,000 which will be used for informing consumers of coverage opportunities under the new reform law. A \$40,000 grant from the CDC which would mostly be used to off set costs for Peggy Pinkham for Small Hospital Peer Collaborative. Mr. Smith is pleased with grants and renewal of the grants. MMA applied for a federal grant for Academic Detailing for \$500,000 a year for 3 years. Mr. Smith does not feel optimistic that MMA will receive this particular grant.</p> <p>Comments and discussion followed. Mr. Smith noted that he and Dr. Flanigan agreed to wait an additional year with this budget and the discussion on grants before making the kinds of reductions that would produce a balanced budget.</p> <p>Dr. Chernin noted that the importance is in membership – are the members getting their value – what is most important to membership.</p>	<p>A motion was made to approve the 2011 proposed budget (although some future tweaks may be needed), The motion was seconded, all in favor, none opposed.</p> <p>Mr. Smith agreed to revisit the value of MMA membership and to talk about the Business Plan at the Retreat in 2011.</p>
<p>b. Communications Strategy</p>	<p>This strategy is to continue work that has already been started: i.e. to have the website be more user friendly and to have one website instead of two websites. The most important parts of the website project are four items: Redesign; build; host; and maintain (update)</p> <p>Mr. Smith is working with Sam Surprise of Surprise Marketing on a Request For Proposals regarding redesign of the website. No money has been budgeted for redesign of the site.</p> <p>A general discussion of the website followed with many offering valuable ideas such as:</p> <ul style="list-style-type: none"> • Wordpress.org which is free (only pay for domain name at \$50 a year) • Sermo.com was noted as a very robust site for physicians • MMA should reach out to physicians/members with all the info that MMA has of value • Have links to specialty societies • Identify exactly what we are trying to achieve with each demographic group • For those who wish to unsubscribe it is important to have that ability easily accessible • Send out push e-mails; like MHA Friday report – fast and easy to read • Short and interesting 	<p>Topic to be discussed further at the Technology & Communications Committee. Mr. Smith would like to have more feedback from Executive Committee physician colleagues to see what they want, how they are interacting with us i.e. one on one.</p>

TOPIC	DISCUSSION	ACTION
7. Leadership Reports		
a. President:		
Dr. McDermott	<ul style="list-style-type: none"> Covered in discussion above. 	
1. e-Communications Strategy		
2. Webex camera	<ul style="list-style-type: none"> Dr. McDermott informed that a mere upgrade to the current Webex camera at MMA would cost about \$500 and would not focus in on any speakers, thus not worth the investment Dr. McDermott further informed that CBE Technologies has offered their grant writer and they feel confident if MMA uses their grant writer with (no out of pocket expense other than information from MMA staff) they could enhance the quality of our system, which typically could cost \$30,000 to \$40,000. 	<p>A consensus was in agreement to proceed with CBE's recommended process.</p>
b. President-elect		
Jo Linder, MD		
1. Annual Session Update	<ul style="list-style-type: none"> Mr. Smith gave an overview of Annual Session schedule and events. He noted that the General Membership meeting should not have a lot of business to discuss as there would not be any Bylaws Committee Report. A few resolutions will be presented but the Ad Hoc Committee on Governance will hold bylaw changes until 2011. Ms. McMahon noted that the deadline for the Harborside Room Block is August 10. A total of eight Executive Committee Members have registered for Annual Session and exhibitors are at 26 to date. Mr. Smith discussed the Public Health Forum on Sunday morning with the gubernational candidates. Mr. Smith invited Cutler, Mitchell and LePage, with LePage declining. Discussion was held and a recommendation was made to invite all five candidates for Governor. Dr. Miller distributed "MMA's Premier Silent Auction" notice that will be held at Annual Session. He encouraged committee members to consider donating to this auction, noting that items to this fund are tax deductible. Examples of donation items are listed on the form. This form is also in insert in the Bulletin that you should receive in the mail around the first of August. 	<p>Mr. Smith would like any Executive Committee member who is unable to attend the Annual Session to please notify him.</p> <p>A motion was made to invite all gubernational candidates; the motion was seconded, with two opposed. Motion passed.</p>
2. Formation of Building & Grounds Committee	<ul style="list-style-type: none"> Mr. Smith informed that a Building & Grounds Committee will be formed for MMA. The committee will discuss items such as i.e. air conditioning; shrubs, telephone system; chairs. The committee will be comprised of interested people and some MMA staff members. It will report to the Budget & Investment Committee and to the Executive Committee. 	
3. Nominating Committee	<ul style="list-style-type: none"> The Standing Committees List was shared. Dr. Linder via conference call verbally shared the Nominating Committee report reflecting the Chairs; Officers and vacancies of any Executive Committee slots. 	<p>A motion was made to accept the report; the motion was seconded and approved.</p>
4. Ad Hoc Committee on Governance	<ul style="list-style-type: none"> Mr. Smith shared that the Ad Hoc Committee on Governance will be activated and would like anyone interested to contact him. A meeting tentatively has been scheduled for the week of August 9, which more appropriately may be a conference call. Any physicians who have been thru the Hanley Leadership Training would be good candidates. A preliminary report to be shared at Annual Session, with a final report presented at the January 2011 retreat in Boston. 	<p>Will inform members of a confirmed date for this meeting.</p>

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5. Dates for Fall EC meetings	<ul style="list-style-type: none"> • These dates will be shared with the Operations Committee. 	
8. Committee, section or delegation reports requiring discussion		
a. Operations Committee Conference Call	<ul style="list-style-type: none"> • Dr. Cummings noted that the minutes of the June 29, 2010 Conference Call were attached. 	
b. Legislative Committee	<ul style="list-style-type: none"> • Deferred. 	
c. Public Health Committee	<ul style="list-style-type: none"> • Mariah Gleaton, summer intern, is working with Drs. Graham and Dreyfus in planning the Public Health Committee meeting on August 11. The Public Health Committee plans to submit two resolutions at Annual Session; one on BPA; the second on anti-microbial feedlot animals. 	
d. Senior Section	<ul style="list-style-type: none"> • Dr. Miller reported that the next meeting is August 25 from 1 am to 2 pm. Brian Jumper, MD will present to the group. 	
e. Committee on Physician Quality		
1. Meeting Sept.16	<ul style="list-style-type: none"> • This meeting will be held at the Marriott at Sable Oaks in So. Portland at 3 pm. (NOTE: Subsequently rescheduled to October) 	
2. Small Hospital Peer Review Collaborative	<ul style="list-style-type: none"> • Mr. Smith will be doing a Business Plan with Peggy Pinkham once confirmation is received that we received the CDC grant for \$40,000 a year for two years. 	
f. Committee on Membership & Member Benefits		
1. Networking with Independent Primary Care Physicians	<ul style="list-style-type: none"> • No report. 	
2. Termination of group health plan	<ul style="list-style-type: none"> • Mr. Smith reported that everyone in the plan has received a letter and it was noted in the newsletter as well. Overall reaction has been good. The plan consisted of 63 in the contract, of which 16 are retirees. 	
g. Committee on Technology	<ul style="list-style-type: none"> • Dr. Klainer noted that via the Regional Extension Center primary physicians will have access to technical assistance. 	

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h. AMA Delegation 1. AMA membership	<ul style="list-style-type: none"> We have a list of non-members and need to get AMA membership back up to 1000. It should be easy to get some active members. The AMA is testing on-line communications for Reference Committees. 	
10. EVP Report a. Membership & Membership Delinquent Dues Opportunity on Expanded Coverage	<ul style="list-style-type: none"> Mr. Smith noted that if all groups that are current members pay and we add one group that has promised to join, we would need about \$20,000 more in individual membership dues to be paid to meet the budget. 	All Executive Committee members will receive a sample letter and talking points so they can send out letters to physicians in their area who have not yet paid the dues.
b. MeHAF Grant	<ul style="list-style-type: none"> The first meeting is August 10. 	
c. Update on MPHP staff	<ul style="list-style-type: none"> Mr. McLean has met with MPHP staff to work on issues impacting on the team and will continue to work with them. 	
d. Between Meeting Memo	<ul style="list-style-type: none"> Mr. Smith noted his memo sent out via e-mail. 	
e. Physicians Guide to Maine Law	<ul style="list-style-type: none"> Mr. Smith will be working with Shirley Goggin to get this on the website the week of August 2. 	
f. Coding Center	<ul style="list-style-type: none"> Mr. Smith will schedule an Operations Committee Conference Call as the contract has been received back from Baker, Newman & Noyes with changes in it. 	
g. HealthInfoNet/ Meaningful Use Regs	<ul style="list-style-type: none"> Mr. Smith noted that these final regulations are now published. 	
h. Academic Detailing	<ul style="list-style-type: none"> Mr. Smith noted that he is now the contact person for Academic Detailing until it is determined if Ms. Barnard may be interested in this area. We are currently considering a third module. 	Will place in our newsletter the need for Academic Detailers.
i. Staff Assignments	<ul style="list-style-type: none"> Mr. Smith noted that some changes in staff assignments have occurred and more will be announced. Maureen Elwell Legislative Assistant to Mr. MacLean has taken on two specialties, MUA and MRS. 	

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	<p>Warene Eldridge will be organizing the DEAPA Conference in February, a 5 day CME program, but she will be transitioning the Quality Committee to Ms. deHaas. Ms. Eldridge will still do Peer Review. Over a span of two years, will hope to have a full time person with experience in quality improvement to operate the Peer Review Program.</p> <ul style="list-style-type: none"> Barbara Farrell is doing the DEAPA administrative work at this time. Mr. Smith would like to handle specialty society work differently. He would like to have administrative staff do admin work at administrative prices, have meeting managers manage the meetings and have the staff liaisons be himself; Mr. MacLean and Ms. Barnard. Further changes may encompass Mr. MacLean's role re: HR/Personnel issues and a potential COO role. Ms. Barnards's position will be part of a more robust Executive Staff. Mr. Smith and Mr. MacLean roles are duplicatory at times and each will be more defined. 	
i. Development of Dashboard Metrics	<ul style="list-style-type: none"> Mr. Smith will be sharing with the Operations Committee 10 or 12 things that MMA could monitor on a daily basis. (Dashboard Metrics) 	
k. January Retreat	<ul style="list-style-type: none"> The Jersey Boys will be playing in Boston during our January Retreat. 	Ms. McMahon will further check availability, times and prices.
l. Repower Maine – relative to climate change	<ul style="list-style-type: none"> Mr. Smith discussed the invitation from RePower Maine for Maine Medical Association's participation in a Clean Air Press Conference at Cadillac Mountain on August 5. 	Dr. Christian will be asked to represent MMA.
11. Old Business		
12. New Business		
a. Maine Public Health Association	<ul style="list-style-type: none"> The MPHA is asking for financial sponsorship of their 2010 Annual Meeting titled <i>Mosaic of public health: putting the pieces together</i> on October 5. Mr. Smith recommends some support to this program. The MMET would be asked to approve this at their next meeting. If not approved, MMA will absorb the cost. 	A motion was made to contribute \$1,000 (silver level) to the MPHA to be presented to the MMET. The motion was seconded and approved.
13. Meeting evaluation	<ul style="list-style-type: none"> Meeting not evaluated. 	
Meeting adjourned at 4:55 pm		

Minutes submitted by Diane McMahon

Minutes authenticated by Nancy Cummings, MD

**NEXT MEETING AT BAR HARBOR CLUB
FRIDAY, SEPTEMBER 10 AT 10 AM**

TOPIC	DISCUSSION	ACTION
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