

# Maine Medical Association

# Board of Director's

Meeting Minutes December 7, 2011

Member	10-5	12-7								Member	10-5	12-7							
K. Christian, MD, Chair	P	P								G. Raymond, MD		CC							
D. McDermott, MD	CC	P								C. Reddy, MD	CC	P							
J. Linder, MD	P	CC								L. Ryan, DO	CC								
R. Chagrasulis, MD	P									J. Smith, MD									
J. Charity, MD		P																	
N. Cummings, MD	P	P																	
I. Daudi, MD																			
R. DeJong, MD	P	P																	
R. Evans, MD	CC																		
K. Flanigan, MD										STAFF									
R. Flowerdew, MD	P	P								J. Barnard	P	P							
M. Gleaton, MD	P	P								H. Lukas	P	P							
D. Hallbert, MD										A. MacLean	P	P							
P. Klainer, MD		P								D.McMahon	P	P							
D. Kreckel, MD	P	P								G. Smith	P	P							
M. McAllister, MD										GUEST (S):									
B. Miller, MD	P	P								Marie Gaudette									
M. Parker, MD	P	P								Lisa Letourneau, MD, Quality Counts									
C. Pattavina, MD	P	P																	
B. Pierce, MD	P	P																	

TOPIC	DISCUSSION	ACTION
1. Call To Order	<ul style="list-style-type: none"> <li>Called to order at 2:00 pm by Chair Kenneth Christian, MD</li> </ul>	
2. Review and approval of minutes of October 5, 2011  Coverys Insurance Co.	<ul style="list-style-type: none"> <li>The minutes of the meeting were reviewed.</li> <li>Marie Gaudette, Sr. Marketing Representative from Coverys Insurance Co. (formerly ProMutual) was introduced and welcomed. She presented a contribution from her company to the Medical Professional Health Program to Lani Graham, MD and Cathy Stratton.</li> </ul>	A motion was made and seconded to accept the minutes of October 5, 2011. Motion passed.
3. Approval of Agenda	<ul style="list-style-type: none"> <li>Agenda reviewed.</li> </ul>	Agenda accepted as presented.
4. Report of Executive Conference Call a. Minutes of 11-17-11	<ul style="list-style-type: none"> <li>Dr. Christian reviewed the minutes of the Executive Committee Conference Call of November 17, 2011. The process for Mr. Smith's review was discussed.</li> </ul>	Materials relative to EVP annual performance eval to be e-mailed to BOD. Prompt return of this information to Dr. Christian is vital to the process.
5. Membership Reports	<ul style="list-style-type: none"> <li>Mr. Smith asked members to review the delinquent list for any input information on members who have not yet paid dues for 2011.</li> <li>Mr. Smith continues to focus on recruiting groups for membership in 2012. We have four or five good prospects.</li> </ul>	

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<p>6. Priority Topics</p> <p>a. Current Grants</p> <p>b. MQF Patient Experience Survey</p> <p>c. Medicare SGR</p> <p>d. Nominating Committee</p>	<ul style="list-style-type: none"> <li>• Ms. Barnard presented an update on all three Maine Health Access Foundation (MeHAF) grants. These grants are thru the MMET. The trust is contracting back to MMA for the work. Each grant does have work plans and budgets in place.</li> <li>• The Academic Detailing grant/contract is thru the State of Maine. Elisabeth Fowlie-Mock, MD hasj joined as a new academic detailer.</li> <li>• Dr. Letourneau informed that the Maine Quality Forum in partnership with Maine Quality Counts and the Maine Health Management Coalition are seeking endorsement of MMA to support a statewide initiative to collect and compare feedback from patients on their experiences during office visits with their healthcare providers. Use of a nationally recognized survey instrument collecting data that is obtained from patients would help providers focus on quality improvement efforts and will create a public data base for use by patients in choosing their provider. Participation would be voluntary by practices and patients. Medical practices participating with a state subsidy would agree to public accessibility of the results on the MQF website.</li> <li>• Discussion held. The Congress feels it is a necessary to reach a decision before they adjourn in December. Mr. Smith shared that it is unlikely that there would be a permanent fix to the SGR, but nearly everyone supports a 1-2 year delay (although a 2 year delay is not as costly as two one year delays). The actual reduction in Maine would be a 31.4 percent reduction in Maine except Cumberland and York counties, which would receive a 28.4% reduction.</li> <li>• Mr. Smith reported that Dr. Cummings will appoint a Nominating Committee and will look to the Board for recommendations for potential future leaders for MMA. Dr. Lash has agreed to attend the Retreat on Sunday morning. The process set forth for the Nominating Committee is good and needs to be implemented. The existing board needs to have a 1,2 or 3-year term assigned. 28 member board with 9 terms expiring each year. Although BOD membership is important on the Nominating Committee, not all members of this Committee should be from the Board.</li> </ul>	<p>Ms. Lukas to detail a memo to the BOD on the grants summarizing description, timeline, funds, etc.</p> <p>Motion made that more information be being requested, i.e. to review the 36 questions and to view a sample report before a decision is made. The motion was seconded and approved. Dr. Letourneau will forward this information to Ms. McMahon for distribution to the BOD.</p> <p>Mr. Smith encouraged members to communicate with Maine's Senators and Congressmen via phone or e-mail</p> <p>Anyone interested in being on the Nominating Committee should contact Mr. Smith or Ms. McMahon.</p> <p>Mr. Smith will send an e-mail detailing their interest in remaining on the BOD and if they would be prefer a 1, 2 or 3 year term</p>
<p>7. Report of Chief Operating Officer; Mr. MacLean</p> <p>a. Staffing Update</p>	<ul style="list-style-type: none"> <li>• Mr. MacLean gave an update on MMA staffing reorganization. Ms. Eldridge's last day of employment was on November 11, she will continue to work independently for ACP, MSOS and meeting planning for MAPP. The duties that remain to be assigned are MAPP; Peer Review and Committee on Physician Quality. Mr. Smith is currently Interim Executive Director of MAPP and working with them. Peer Review duties are being managed by Mr. Smith and the administrative work distributed among MMA staff. Ms. Begin will be working from home beginning January 1, 2012, focusing on growing the MMA CME accrediting program and will continue with two specialties, Gastroentrology and Rheumatology. Mr. MacLean will assume the duties of facilities management. Ms. Begin's unassigned duties are the day-to-day educational activities of MMA, Physician Education Seminar, the annual golf tournament, MMEF and MMET. The hiring of an administrative assistant position (higher than a receptionist position) is currently being considered for some of the unassigned duties.</li> <li>• Physical location of four offices to change: Mr. Smith will move upstairs to Ms. Eldridge's office, Mr. MacLean will move to Mr. Smith's office; Ms. Barnard will move to Mr. MacLean's office. Ms. Elwell will move from the Receptionist office to Ms. Barnard's office. The Receptionist office will function as working station space as the printer/copier/fax machine is currently located in this and Ms. Bernier, a high school student, will work out of this space.</li> </ul>	

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b. Staff Retreat	<ul style="list-style-type: none"> <li>A Staff Retreat will be scheduled for the first of the year.</li> </ul>	
8. Finance Report; Drs. Flanigan; Parker, Ms. Lukas a. November financials	<ul style="list-style-type: none"> <li>Ms. Lukas reviewed the finances. The dues budget has exceeded its goal for 2011. with receipt of a group dues payment received today. The 2011 Annual Session reflected a loss of \$18,000 although with \$5,000 from the MeHAF grant applied, it reflects a \$13,000 loss. Corporate Affiliate dues are still behind and not expected to meet budget. Educational seminars exceeded budget slightly, with the Physician Education Seminar in June reflecting the largest profit in the seminar category. Peer Review is currently behind budget, although some funds have not yet been received.</li> </ul>	
b. 2012 Dues Collection	<ul style="list-style-type: none"> <li>Prepaid membership dues for 2012 are ahead of budget. It is important to remember that this is really 2012 money that is being utilized for 2011 expenses. (traditional cash flow issue).</li> </ul>	
9. Leadership Reports a. President; Dr. Cummings 1. Committee on Annual Session	<ul style="list-style-type: none"> <li>Dr. Cummings reviewed the progress of the Committee on Annual Session:               <ul style="list-style-type: none"> <li>Recommendation that the AS in 2013 be in October in conjunction with the 160th gala of MMA in Portland</li> <li>To have sponsors for this event but not exhibitors</li> <li>In moving forward with the location of future Annual Sessions we will wait to have the Nominating Committee be part of the discussion</li> </ul> </li> <li>Beginning with the 2012 Annual Session, on Friday evening there will no longer be an Executive Committee Dinner. Following the Opening Reception, will be free time. This will allow a budgetary savings for MMA and an opportunity for family time</li> <li>Continue our education programs with Jackson Labs 2012 with a planned educational session on Diabetes Research.</li> </ul>	
2. Observations re: AMA Interim Meeting	<ul style="list-style-type: none"> <li>Dr. Cummings summarized the big topics as SGR and ICD 10 (noting Europe has moved onto ICD 11). ICD 10 is geared to tracking diagnoses. She noted the most controversial topic was the RWJ Report on Scope of Practice – a draft copy of the report that had been released.</li> </ul>	
3. Kellogg School at Northwestern	<ul style="list-style-type: none"> <li>Dr. Cummings noted this leadership program at Northwestern Business School to be excellent. Discussions included conflict resolution, negotiation, persuasion, leadership and organizational changes. Dr. Cummings recommended taking advantage of any opportunity for educational sessions at the Kellogg school.</li> </ul>	
4. President's Retreat	<ul style="list-style-type: none"> <li>The Retreat will include a session on Physician Health and organization relevance; to discuss where we are headed and to make MMA relevant to the younger generation of physicians. Mr. Smith made reference to the book <i>Race to Relevance</i>, noting it is relevant to all associations and is currently being reviewed by some of the management and officers.</li> </ul>	Room Reservations need to be made at the Grand Jordan by December 21.
b. President-elect; Dr. Kreckel 1. Observations from NMHS Board Retreat	<ul style="list-style-type: none"> <li>Dr. Kreckel noted that this meeting was very interesting and like other associations NHMS is addressing The question of how to be more effective. Dr. Kreckel noted the benefit in connecting with other associations to learn their issues and strategies.</li> <li>Mr. Smith further noted the possibility of utilizing the NH facilitator. We do have the NH draft report.</li> </ul>	Mr. Smith to reciprocate by extending an invitation for the CEO and President of NHMS to attend our Retreat.

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10. Committee, section or AMA delegation reports requiring discussion a. Committee for Tomorrow		
1. Solicitation to former MMEF Recipients	<ul style="list-style-type: none"> <li>Mr. Smith noted that with the assistance of Ms. Bergeron, success has been achieved in completion of a list of all the recipients of MMEF loans since 1960.</li> </ul>	A database will be created of these former recipients work (with the AMA in locating some of the physicians). All of the recipients were Maine residents.
2. Year end appeal	<ul style="list-style-type: none"> <li>A solicitation letter is being mailed to active and retired MMA members, but not students or residents. This letter includes several different options to select for their contribution.</li> </ul>	
b. Legislative Committee	<ul style="list-style-type: none"> <li>Mr. MacLean reported that the biggest issue discussed was the budget and health care reform. Specifically noting that the Governor stated the cut is a structural change not just a budget cut. The consensus of the Legislative Committee was to respectfully opposed the cuts.</li> <li>Mr. MacLean reviewed the proposed cuts for the MaineCare Program. These are very important issues about patients and coverage. MMA will be a respectful voice of moderation. Dr. Stephen Feder is available to testify. The legislature expects complete this budget quickly.</li> </ul>	Each member encouraged to attend hearings if available.
c. Public Health Committee	<ul style="list-style-type: none"> <li>The next Public Health Committee meeting is December 14. Discussion will focus on priorities for 2012 and physician wellness. Ms. Barnard noted that the PHC would like clarification about resolutions, if they are adopted at the Annual Membership Meeting with the new bylaws that are now in effect.</li> </ul>	Item deferred for discussion at the Retreat with a policy to be adopted.
d. Senior Section	<ul style="list-style-type: none"> <li>Dr. Miller reported that the October 26 meeting was the best meeting in three and a half years. The topic was Substance Abuse and Addiction presented by Lani Graham, MD and John Murray, RPH. The group was fascinated with the information presented and the suggested topic for the next meeting in February is medical marijuana.</li> </ul>	
e. Committee on Membership & Member Benefits		
1. Membership survey	<ul style="list-style-type: none"> <li>The attached results of the member survey were reviewed by Mr. Smith. This survey was completed by 310 members.</li> </ul>	Continue to do a membership survey each quarter.
2. Nov. 30 meeting	<ul style="list-style-type: none"> <li>Planning the Corporate Affiliate Breakfast for 2012 and looking at possibly having a speaker on international volunteerism.</li> <li>The planning process has started for the 2012 Physician Education Seminar.</li> </ul>	
f. Committee on Technology & Communications	<ul style="list-style-type: none"> <li>Dr. Klainer is working with Clement Creative concerning the landing pages for the website.</li> </ul>	MMA Staff will be consulted for their input.

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g. AMA Delegation	<ul style="list-style-type: none"> <li>• Dr. Gleaton noted at the AMA the passion around ICD 10 from smaller groups is overwhelming. AMA had done what it can along the way to delay the implementation but not curtail it.</li> <li>• The nurses and physician interprofessional collaboration in the future was a big issue at the AMA. The people who are leaders agreed to be a collaborator on a team, but the AMA was not content with this as they felt the physician should be the leader of the group. A lot of unclear details on the issue</li> </ul>	This article to be sent to the BOD electronically.
h. Committee on Physician Quality	<ul style="list-style-type: none"> <li>• No discussion.</li> </ul>	
i. Maine Health Data Organization Re-organization	<ul style="list-style-type: none"> <li>• Deferred.</li> </ul>	
11. EVP Report; Gordon Smith		
a. Between Meeting Memo	<ul style="list-style-type: none"> <li>• Memo attached for FYI.</li> </ul>	
b. 1501 Task Force	<ul style="list-style-type: none"> <li>• Mr. Smith will distribute information once final report is prepared.</li> </ul>	Report by Task Force to be sent to BOD.
c. Hanley Center PELI)	<ul style="list-style-type: none"> <li>• Dr. McDermott reported that the Hanley Center is currently conducting the foundational group at Franklin Memorial, the 2<sup>nd</sup> group will be at EMMC and the 3<sup>rd</sup> in the spring will be at Intermed. There is strong interest to have a group in the fall at the Aroostook Medical Center and Penobscot Community Hospital. The Advanced Group is held in collaboration with Brandeis University – it involves every other month on weekend. The cost is \$7,000, which includes the hotel (Thursday – Saturday) with a national faculty.</li> </ul>	
d. Hanley Center Strategic Partnership	<ul style="list-style-type: none"> <li>• Mr. Smith will summarize the strategic partnership.</li> </ul>	Mr. Smith to summarize Hanley Center Strategic Partnership in a memo.
e. 2012 Educational programming	<ul style="list-style-type: none"> <li>• FYI materials included in package.</li> </ul>	
f. MHEP	<ul style="list-style-type: none"> <li>• FYI at this time. Mr. Smith continues to work with them.</li> </ul>	
g. Shared Decision Making Pilot Work Group-Dirigo Health Agency		
h. Maine Council on Aging	<ul style="list-style-type: none"> <li>• FYI.</li> </ul>	
Other items to note:	<ul style="list-style-type: none"> <li>• Ms. Kellie Miller will join the Quality Counts team as a Grants &amp; Communications Manager</li> <li>• Medicare made announcement on claims data and releasing information on transparency issues.</li> <li>• Screening for Domestic Violence – It is currently unresolved and may be managed at UNE. Mr. Smith noted it is an important project and would be beneficial if someone is found to manage it. The Bingham Foundation may agree to continue to fund it for a limited time. It is an important</li> </ul>	

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12. Review meeting	<p>project to consider, although not enough to make a hole in the MMA budget for 2012, which remains balanced at this time.</p> <ul style="list-style-type: none"> <li>Mr. Smith reviewed the meeting with the attendees.</li> </ul> <p>On a scale of 1-10 (with 10 being the best) the attendees rated the meeting as follows.</p> <p>9 voted it a "7" 4 voted it a "8" 1 voted it a "9"</p>	
13. Adjourn	Meeting adjourned at 5:00 pm	

Submitted by Diane McMahon

Authenticated by Kenneth Christian, Chair

**NEXT MEETING OF THE BOARD OF DIRECTORS**  
**PRESIDENT'S RETREAT**  
**JANUARY 20-22, 2012**  
**GRAND JORDAN HOTEL**  
**SUNDAY RIVER RESORT**  
**NEWRY, MAINE**