



The
Bulletin
OF THE HILLSBOROUGH COUNTY MEDICAL ASSOCIATION

January/February 2015



WE'RE NOT SEEKING CLIENTS WE'RE SEEKING RELATIONSHIPS.

We're proud to introduce BT Wealth Advisors and its comprehensive team of experienced professionals who can offer you complete wealth management strategies. Our wealth advisors are ready to build upon the legacy of unparalleled service you've come to expect from The Bank of Tampa, staying true to the core values of combining personal service and trust with a contemporary

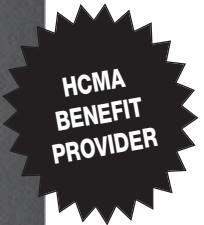
wealth management perspective. This allows our team of professionals to provide you with custom strategies for building, preserving and transitioning your wealth – both today and well into the future.

A handwritten signature in white ink that reads 'Scott Fleming'.

Scott Fleming, President, BT Wealth Advisors
sfleming@btwealthadvisors.com

FINANCIAL PLANNING • INSURANCE

RETIREMENT PLANNING • INVESTMENT ADVISORY



Securities and advisory services offered through LPL Financial, a registered investment advisor, member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates. The Bank of Tampa and BT Wealth Advisors are not registered broker/dealers and are not affiliated with LPL Financial.

Not FDIC Insured-Not Bank Guaranteed-May Lose Value
Not Insured by any Federal Government Agency-Not a Bank Deposit

Please tell the advertiser you saw it in the *HCMA Bulletin!*



WE HAVE AN EXTERN THAT'S RIGHT FOR YOU. ONE PHONE CALL TO UMA PUTS A STUDENT WITH SKILLS IN YOUR OFFICE.

WE HAVE THE RIGHT CANDIDATE FOR YOU!

Your personal UMA Extern Account Manager helps match a student extern to your facility's needs. Extern candidates are students in good standing at Ultimate Medical Academy, a local allied healthcare school. Your UMA externs...

"Memorial Hospital has been working with UMA since August 2008 and we have only encountered highly professional, experienced, responsive and kind individuals in all facets of this organization. It is without hesitation or reservation that we recommend UMA and their students."

Kimberly Skiffington, Memorial Hospital of Tampa

- Have education in office/professional soft skills, such as customer service and communications
- Receive hands-on preparation in a specific clinical or office area
- Are eager for more experience now!

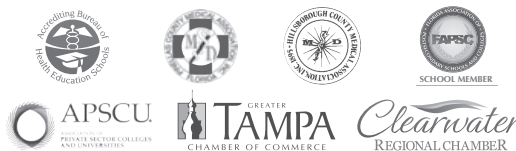
SPECIALTIES

- Basic X-Ray with Medical Office Procedures (TPA)
- Dental Assistant with Expanded Functions (CLW, TPA)
- Medical Assistant (CLW, TPA)
- Medical Billing and Coding (TPA)
- Medical/Clinical Laboratory Assistant (TPA)
- Nursing Assistant (CLW, TPA)
- Patient Care Technician (CLW, TPA)
- Pharmacy Technician (TPA)
- Phlebotomy Technician (CLW, TPA)



Call a UMA Extern Account Manager TODAY!

800-477-9915



UMA is ABHES accredited. The Accrediting Bureau of Health Education Schools (ABHES) is the only agency recognized by the U.S. Department of Education as both an institutional and specialized accreditor focusing on allied healthcare education and training. UMA is licensed by the Commission for Independent Education.

Visit UltimateMedical.edu/consumerinfo.pdf for completion rates and other disclosure information.

UMAA-12-1341 (13-0927)

Please tell the advertiser you saw it in the *HCMA Bulletin!*

The Bulletin

OF THE HILLSBOROUGH COUNTY MEDICAL ASSOCIATION

Executive Council

Devanand Mangar, MD
President

Jose Jimenez, MD
President Elect

Joel Silverfield, MD
Vice President

Fred Bearison, MD
Treasurer

Jayant Rao, MD
Secretary

Kenneth Louis, MD
Chairman/Brd of Trustees

Chris Pittman, MD
Immed. Past President

Ashley Maru, MD
Dist. 1 (2016)

Michael Levitt, MD
Dist. 2 (2015)

Radhakrishna Rao, MD
Dist. 3 (2016)

Steve Barna, MD
Dist. 4 (2015)

Stanley Dennison, MD
At Large (2015)

Malcolm Root, MD
At Large (2015)

Sam Diasti, MD
At Large (2016)

Rebecca Johnson, MD
At Large (2016)

Anoop Reddy, MD
At Large (2016)

Dragos Zanchi, MD
Plant City (2015)

Richard Lockey, MD
USF Dist. (2015)

Scott Anderson, MD
Yng Phys (2015)

Michael Kelly
Alliance President

*Morganna Freeman-Keller, DO
I-T Phys. Rep.

*Douglas Holt, MD
Health Dept. Rep.

*Victoria Psomiadis
Medical Student

*Brett Scotch, DO
HCOMS

*David Lubin
Retired Physicians

(* = ex-officio representatives)

Board of Trustees

Kenneth Louis, MD, Chairman

Fred Bearison, MD, Treasurer

Jose Jimenez, MD, President Elect

Devanand Mangar, MD, President

Anthony Pidala, MD, (2017)

Chris Pittman, MD, Immed. Past President

Bruce Shephard, MD, (2015)

Michael Wasylik, MD, (2018)

Editor

David Lubin, MD

Editorial Board

Loren Bartels, MD

William Davison, MD

Rodolfo Eichberg, MD

Michael Foley, MD

James Hulls, MD

Rafael Miguel, MD

Executive Director

Debbie Zorian

Managing Editor

Elke Lubin

The Bulletin is the official publication of the Hillsborough County Medical Association, Inc., 606 S. Boulevard, Tampa, Florida 33606.

Advertising in *The Bulletin* does not imply approval or endorsement by the Hillsborough County Medical Association. *The Bulletin* assumes no responsibility for statements made by its contributors. For advertising rates and mechanical data, contact the HCMA.

Opinions expressed by the authors are their own, and not necessarily those of *The Bulletin* or the HCMA. *The Bulletin* reserves the right to edit all contributions for clarity and length as well as to reject any material submitted.



Executive Council Meeting 6:00 PM @ the HCMA Office

March 17, 2015

HCMA Dinner Meeting InterContinental Hotel

6:30 pm

May 5, 2015

Watch your email
for more details

ADVERTISING

The Card Shop.....	34
Classified Ads	33
Full Page Advertisers	8
Index of Display Ads	34

GOT SOMETHING TO SAY?

To submit an article, letter to the editor, or a photograph for *The Bulletin* cover, please contact Elke Lubin, Managing Editor, at the HCMA office. All submissions will be reviewed by Bulletin Editor, David Lubin, M.D. We encourage you to review *The Bulletin's* "Article Guidelines" which can be faxed or emailed to you.

The Bulletin is YOUR publication. You can express your views and creativity by participating.

Elke Lubin
Managing Editor, *The Bulletin*
813.253.0471 Phone
813.253.3737 Fax
ELubin@hcma.net



The Bulletin: January/February 2014

ABOUT THE COVER:

This issue's cover, entitled, "Timeless" was taken by HCMA member, Bill Carson, MD, "This photo was taken in New York City's Central Park early one morning after a fresh overnight snowfall. I named it Timeless because this scene would have looked the same in 1920 as it did when I took it last year."

FEATURES

President's Message7-8

The Now: A Guide to Spiritual Enlightenment

Devanand Mangar, MD

Editor's Page11 & 13

From the Other Side of the Ledger

David Lubin, MD

Executive Director's Desk15

Passion and Purpose

Debbie Zorian

2015 Legislative Session

Legislative Concerns and Actions/FMA

Legislative Agenda 20-24

Know Your Legislators/Contact

Information 25-27

Restaurant Review 29-30

Roux - Some NOLA in Tampa

Taste Bud

Alliance News.....31

Blessed New Year 2015!!

Holiday Sharing Card Contributors

PHOTO GALLERY

November Dinner Meeting.....18-19

Photo Contest33

FOR YOUR INFORMATION

New Members8

May Dinner Meeting Announcement..... 13

Why Join the HCMA 14

Personal News.....32

**ARE
YOUR
HCMA DUES
PAID?**

**Call the HCMA
to find out:**

813.253.0471

Doctors, let us take care of you.

As a doctor, you already have enough on your mind taking care of your patients and running your practice.

We'd like to take care of your cars with the same level of professionalism, giving you one less thing to worry about.

We offer:

60 Years of Combined Experience
Factory Trained Service Technicians
State of The Art Collision Facility

We are #1 in:

Price
Service
Knowledge

What our satisfied customers are saying...

"I am so happy with the service provided by The Original Autohaus. I will not take my cars anywhere else."

-Dr. Katherine Macoul, Tampa, FL



The Original Autohaus

We specialize in European cars. Pickup and delivery available for doctors.

The Original Autohaus is the the only independent repair shop in the Tampa Bay area with the most extensive experience and state of the art diagnostic equipment.

Experience the difference today!

813.885.7911 • 8002 Anderson Road, Tampa, FL 33634

www.theoriginalautohaus.com

Please tell the advertiser you saw it in the *HCMA Bulletin!*

The Now: A Guide to Spiritual Enlightenment

Not infrequently we get caught up in the perils and hustle and bustle of daily living. Approximately 90 percent of our time is spent indoors. Yet seldom, do we take notice of the air we breathe, the water we drink, the light that shines on us, the floor, the carpets that we walk on, etc. All these areas have an effect on our daily lives. Moreover, our moods and behavior may be directly related to some or all of these environmental factors. Nearly, a year ago, I became aware of a course in San Francisco, "Wisdom 2.0," sponsored by Soren Gordhamer. It was three days of intense lectures, self-awareness, and meditation sessions. I had the pleasure of listening to Eckhart Tolle, author of "The Power of Now." This philosophy helps transform human consciousness.

One of the opening chapters goes as follows:

A beggar has been sitting by the side of a road for over thirty years. One day a stranger walked by. "Spare some change?" mumbled the beggar, holding out his old baseball cap. "I have nothing to give you," said the stranger. The stranger asked, "What's that you are sitting on?" "Nothing," replied the beggar, "Just an old box. I have been sitting on it for as long as I can remember." "Ever looked inside?" asked the stranger. "No" said the beggar. "What's the point? There's nothing in there." "Have a look inside," insisted the stranger. The beggar managed to pry open the lid. With astonishment, disbelief, and elation, he saw that the box was filled with gold.

As individuals we are looking for scraps of pleasure or fulfillment, for validation, security, or love, while there is a treasure within us that not only includes all those things but also is infinitely greater than anything that the world can offer.

The "NOW" is a very interesting concept and takes a lot of practice to refocus energy. I initially found it difficult to enter the "NOW" directly. I started by observing the habitual tendency of my mind to escape from the "NOW." I observed that the future is usually imagined as either better or worse than the present. If the imagined future is better, it gives hope or pleasurable anticipation. If it is worse, it creates anxiety. Both are illusion-

ary. By self-observation, more presence comes into my life automatically.

Some of the concepts: Be where you are. Look around. Just look, don't interpret. See lights, shapes, colors, textures. Be aware of the silent presence of each thing. Be aware of the space that allows everything to be. Listen to the sounds; don't judge them. Listen to the silence underneath the sounds. Observe the rhythm of your breathing; feel the air flowing in and out, feel the life energy inside your body. Allow everything to be, within and without. Allow the "isness" of all things. That is the "NOW."

Our past and future are shaped by "The NOW." I have found this book extremely helpful and would recommend it to all my colleagues as it shed interesting perspectives on how we can better cope with our daily stresses. Mindfulness and meditation play a key role in wellness. In medicine, one waits until disease occurs and then tries to get physicians to fix the problems. Usually, stress and abuse of the body carries a severe toll. In the new paradigm of healthcare, the author's personal view is contrary to current status quo.

Perhaps, medical school and the health care arena should focus on the whole arc of life. Imagine a semi-circle of 180 degrees. The average American lives to age 80 years or 29,200 days. At 40 years of age, fifty percent of a person's life has passed. In the current health care climate, except for well-baby care and immunization, there is no focus on eating habits, exercise, stresses, etc. One waits until disease sets in and then tries to offer a fix. It is only until recently, that I became aware of the fact that I spend almost 90 percent of my time indoors. Never once did I self-realize or think about my work and living indoor environment. A new paradigm, propagated by Bill Clinton and originated by Paul and Peter Scialla, can be viewed on: www.delosliving.com. More efforts should focus on the whole 180 arc of wellness from birth until eventual disease states set in. In other words, incorporating preventive care, a big portion of which is driven by emotional well-being, with the use of "The Power of Now" to help bridge the gaps and fill in missing links

(continued)

President's Message



Devanand Mangar, MD
dmangar@fgtba.com

that current health care does not afford.

Mindfulness and meditation is finding its way into the workplace, as part of wellness. For instance, Google executives and other fortune 500 companies start every meeting with a few minute of meditation. Arianna Huffington's new book "Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder" states money and power comprise a two-legged stool and cannot be sustainable. One needs to define the third leg of success: To live a truly successful life we need to integrate well-being, wisdom, wonder, and giving into our lives. The wake-up call is usually when we hit a wall: disease process or some fatal blow. One needs to redefine what matters and balance our lives so we are better prepared to take care of our patients!!!



**SPECIAL THANKS TO OUR
FULL PAGE
ADVERTISERS:**

Tell them you saw their ad in *The Bulletin!*

- The Bank of Tampa (Inside Front Cover)
- Cherry Bekaert, CPAs (12)
- First Citrus Bank (Inside Back Cover)
- Florida Healthcare Law Firm (9)
- The Original Autohaus (6)
- ProAssurance (Back Cover)
- Project Starfish (28)
- Rose Radiology (16)
- Transworld Medical Academy (10)
- Ultimate Medical Academy (3)

Need a Meeting Space?



The HCMA's Executive Board Room is the perfect place for your next meeting. The board room table seats fifteen very comfortably and can be arranged classroom style to accommodate up to 30. HCMA members can reserve the board room with a \$100 donation to the HCMA Foundation. To confirm availability, please contact the HCMA office (813-253-0471).

Newest Members

- Peter Agnello, MD (OTO)
- Rosabelle Campos, MD (OBG)
- John Gonzalvo, MD (GS)
- Michael Perry, MD (IM)
- Michelle Ranes, MD (OBG)
- Sara Veiga-Franqui, MD (OBG)

Happy New Year!

No one can go back in time to change what has happened... so let us work on our present to make ourselves a wonderful future!



New Exclusively for HCMA Members! Got Payor Problems? Call (888) 455-7702

Are you a healthcare professional or healthcare business with a managed care or governmental payor problem?

- The payor will not pay you what you think you are owed?
- The payor wants money back from you?
- You've been audited and want to know your options?



Call the Florida Healthcare Law Firm and speak with Attorney Karina P. Gonzalez, a highly experienced attorney with over 20 years representing payors – now here to help YOU!
(888) 455-7702



Other Resources for HCMA Members



Free Downloads

- ✓ Confidentiality Agreement
- ✓ Physician Employment Agreement
- ✓ Business Associate Agreement
- ✓ Space Lease, and more!

Audio/Visual Presentations

- ✓ How to Hire a Physician
- ✓ Selling a Medical Practice
- ✓ Anti Aging Business Issues
- ✓ MD/DC Business Arrangements

Visit our online store at www.FloridaHealthcareLawFirm.com
Members of HCMA receive 25% off all purchases made in the online store.
Use coupon code: **HCMA25**

Please tell the advertiser you saw it in the *HCMA Bulletin!*

HCMA
BENEFIT
PROVIDER

Want to Increase Reimbursements/Cash Payments & Reduce the Number of Accounts that are Written Off or Sent to Collections?

10
CELEBRATING 10 YEARS OF
PARTNERSHIP



ELIMINATE THE MIDDLEMAN!

SOME OF OUR CLIENTS...

Suncoast Pediatrics
Bay Area Endodontics
West Coast OB GYN
Skin Wellness Center
Temple Terrace Family Physicians
Northeast Pediatrics
Bay Center for Jaw Surgery
Pardo Vision & Lasik
Tampa Bay Surgery Center
Neurospinal Associates
Gulf Coast Physical Therapy
Coastal Neurology
George Kostakis, DDS
Bay Area Retina Consultants
Florida Comprehensive Epilepsy CTR
McDowell Orthodontics
Allergy & Asthma Center
The Reproductive Medicine Group
Select Physicians Alliance
Dolphin Dental
Prestige Dentistry
Allergy Associates
Stephen Kreitzer MD
Doctors Lockey, Fox Ledford
A Place For Women
Urology Specialist of West, FL
Advanced Allergy & Asthma

And Many More...

THIS SCENARIO KEEPS COLLECTION AGENCIES IN BUSINESS:



THIS SCENARIO KEEPS YOU IN BUSINESS:

An average of \$10 PER ACCOUNT*

*Company Average



WHO WOULD YOU RATHER KEEP IN BUSINESS?

TAKE ACTION TODAY! Contact: **Gene Rodriguez**

CALL: (727) 432-5690 Today! or

MAIL: 5601 Mariner St., Ste 475 Tampa, FL 33609 or



Visit us on the web at: <http://www.web.transworldsystems.com/tampa>

Transworld Systems

Gene Rodriguez

Your Name _____ Title _____

Your Company's Name _____

Company Address _____

Phone _____ Email _____

From the Other Side of the Ledger

As Editor of The Bulletin, it's my job to have my finger on the pulse of medicine and to convey my feelings about such to you, The Bulletin's readership, whether or not you agree with what I write. But since retiring a year ago, and having had my hand surgery in October, my finger has been PART of medicine, rather than on its pulse.

I'm happy to say that the CMC arthroplasty, with trapezium excision and tendon transfer went, I thought, fairly well. My surgeon did an excellent job, the staff at St. Joseph's Outpatient Surgical Center was very accommodating, and even sent me a "hope you're recovering well" card. Full functional recovery has been gradual, but I can see improvement in the function of my right hand, almost on a daily basis. In case you're not familiar with the surgery, see below for the surgeon's depiction of what he did.

I was curious as to what the surgeon's charges would be, as well as the hospital's, and what Medicare would reimburse. Now I find myself on the other side of the ledger. I opted for regular Medicare benefits, along with a supplement, but no Part D to cover prescriptions. My supplement would run about \$800 a year and cover the 20% that Medicare didn't reimburse, but I have a \$2100 deductible. I figured that with physical therapy on my back, along with the surgery, and other routine medical expenses, I'd reach my deductible limit, but it's going to be close. I did, in fact, reach my deductible, and my supplement covered \$110 of charges.

I never realized how much Medicare "adjusts" what it pays to doctors. The adjustments for office visits or procedures when I practiced never seemed too steep, but for surgeons, anesthesiologists, and hospitals, it appears to be another story. More about this later.

Within the past year, the Tampa Bay Times has done a number of investigative reports on various cost aspects of medical treatment. One involved the exorbitant charges of "trauma response" fees, sort of a "cover charge" upon entering the emergency room. Apparently this is a problem all across the United States, but the article focused on those centers in Florida, and those charging the highest amounts were HCA trauma centers. Some fees were in the \$30,000 range, while the fee at Mass General was about \$3,700. And another report found that once you got past the emergency room entrance, you might find that the ER doctors who saw you were not covered by

your insurance plan, even though the hospital might be part of the health insurance network. Are patients realistically supposed to anticipate that? I think not. But ER physician groups, unhappy with insurance reimbursement, are free to bill patients as non-providers. The insurance companies are unhappy with the groups because they want as much as 600% of Medicare reimbursement levels. But that might not be as exorbitant

as it sounds...more later. Florida does protect patients, in that out-of-network providers can't balance bill Medicaid or HMO members for emergency services. And it's rare for Medicare patients to be balance billed, although some privately run Medicare Advantage plans can sometimes face charges from out-of-network providers.

On another issue, the Florida Medical Board will be addressing the cost of medical records for patients. Attorneys can already be charged \$1 per page, but patients can only be charged \$1 for each of the first 25 pages and then 25 cents for each page thereafter. A key committee of the Board endorses the proposal, which is opposed by patient advocates and attorneys. Our own HCMA member, Dr. Chris Pittman, told the committee, "It's still a business and you've got to make ends

(continued on page 13)

Editor's Page



David Lubin, MD
Dajalu@aol.com



Grow Forward

HCMA
BENEFIT
PROVIDER

CPAs and Advisors with a Growth Agenda

No matter where you want to take your business, you need a resourceful and innovative partner to steer you in the right direction. Let Cherry Bekaert guide you forward to your growth destination.

- ▶ Physician Practice Groups
- ▶ Private Business
- ▶ Government Contractors
- ▶ Technology & Life Sciences
- ▶ Real Estate & Construction
- ▶ Startups & Entrepreneurs
- ▶ SEC Companies



cbh.com

Find out how we can guide your firm forward

Danny Jackson
Managing Principal Tampa Bay

William F. Becker, Jr.
Partner

Richard Hedley
Senior Manager

Tampa Bay Practice
401 East Jackson Street
Suite 3400
Tampa, FL 33602
813.251.1010

Atlanta | Charlotte | Miami | Raleigh | Richmond | Tampa | Washington D.C.

meet." I agree, but tying the ends of medical records together to make ends meet is just going too far. When I had records copied for patients, I did just the most recent, maybe two years, then scoured the records for other important labs, diagnostic studies, or consults. Admit it - you don't read every past note that comes in with a new patient and a back to work slip from 10 years ago is useless. A few minutes of reviewing a patient's records to be copied could save time and money in the long run.

And now there's a major issue with the rising costs of generic drugs. I first read about this when a doctor had to authorize a prescription for generic digoxin because the cost was about 10 times what it normally is. The average price of albuterol sulfate went from \$11 a bottle to \$434 earlier this year. And in the same time frame the cost of generic doxycycline hyclate went from \$.06 to \$3.65 PER CAPSULE, an increase of over 6000%. Something's not right. The generic manufacturers claim it can be due, among other reasons, to a decrease in the supply of the drug, or as in the case of digoxin, due to the fact that there are only 2 generic manufacturers of the drug. Congress is investigating. Something MUST be done.

Now back to MY side of the ledger. The hospital charged a total of about \$29,000 for the surgery, but some charges were duplicated, such as anesthesia. So the total was about \$24,000, of which Medicare paid \$3,200 and the hospital adjusted the rest. My portion was calculated to be \$812. What blew me away were the anesthesia charges and payments. Charges were about \$4,300. Medicare APPROVED only \$365 and paid \$285. Even if paid at a rate of 600%, the total payment would still have been less than 50% of charges. My "maximum you may be billed" was about \$73.

Now on to the surgeon's fees, which leave no doubt in my mind why doctors are all getting the shaft. His fees for the 3 components of the surgery were \$5,650. Medicare paid \$1,135, adjusted off \$4,225, and my portion is about \$275. My experienced hand surgeon was paid 20% of his charges, while the retail cost of a bottle of doxycycline is over \$1,800, \$700 more than my surgeon was paid. What's wrong with this picture? Maybe doctors need to charge \$2 per page.

Editor's Note: I feel I need to clarify a comment I made in the last issue of The Bulletin. I wrote, "I don't miss medicine." I do miss it, well...certain aspects of it. And if you read my column regularly, without elaborating, you know which ones I miss and which ones I don't.



MARK YOUR CALENDAR HCMA PRESIDENTIAL INSTALLATION



Tuesday, May 5, 2015
InterContinental Hotel

Dr. Jose Jimenez
will be installed as the
2015-2016 HCMA President.

Social hour: 6:30 pm

Dinner, inauguration, and program: 7:30 pm

Watch your email for additional information and to register.

Call the HCMA office if you have any
questions: 813-253-0471.

Sponsorship and exhibit opportunities are still available.



WHY JOIN THE HCMA?

Questions posed by your colleagues on why they should join the HCMA may be difficult to answer when put on the spot. To assist you, below are highlights of some of the accomplishments and benefits of belonging to the Hillsborough County Medical Association.

- The Hillsborough County Medical Association, Inc., (HCMA) serves as your local voice, addressing issues directly related to the practice of medicine. We have served as a resource for physicians, patients, and the community since 1895.
- Legislative advocacy and involvement remain a priority and is the most valuable benefit for physicians. Results occur when county medical association resolutions, vetted by the FMA, are made into law through the legislative process. A good return on membership investment is demonstrated as battles in the legislative arena are won.
- Examples: The sweeping medical liability reform bill (HB 479), which passed in 2011, was a direct result of the tireless efforts of HCMA leaders. The 2008 Managed Care bill (SB 1012), which among other things reduced the "look back" period for managed care companies from 30 months to 12 months was also a direct result of victory beginning here... at the local level by HCMA leaders.
- HILLPAC (the political arm of HCMA), interviews candidates and supports those favorable to medicine. Leaders maintain relationships with Hillsborough County legislators by educating them and their aides. One example is an annual legislative luncheon held prior to the legislative session each year.
- The MCMS, Inc., Insurance Trust Fund provides group major medical insurance for eligible members' practices, through Florida Blue. The trust realizes significant savings. Those who have participated since the 2012 open enrollment have seen zero increases in their annual premiums. This superb tangible benefit remains a "Tax-Free" benefit as an approved group plan.
- Members are kept informed of pertinent information, deadlines for rules & regulations, updates on governmental mandates, etc., via a monthly E-News. The HCMA's journal, The Bulletin, and the HCMA website also offer a plethora of information for physicians and their patients.
- The HCMA offers Educational Seminars for members and their office staff at no cost.
- Networking Events and informative quarterly Membership Dinner Meetings are offered to members at no cost.
- The HCMA's Benefit Provider Program is uniquely designed for members only. The program provides value to physicians with discounted products and services that, when utilized, far exceed the cost of annual dues.

**For more information, contact Debbie Zorian, HCMA Executive Director
(813) 253-0471 or dzorian@hcma.net**

Please tell the advertiser you saw it in the *HCMA Bulletin!*

Passion and Purpose

As I type this column, we are five days into the New Year and 27 days away from Super Bowl XLIX. The idiom, “The older you get the faster time goes by,” is undoubtedly factual. Well, to be totally accurate, it “feels” as if time is going by more quickly. Seems like only yesterday when I was celebrating the beginning of 2014 and looking forward to Super Bowl XLVIII.

As of today, it looks like the Seattle Seahawks and the New England Patriots are favored. Most will remember that the Seattle Seahawks seriously beat the Denver Broncos last year...43 to 8! It’s extremely difficult to win back to back Super Bowls, but not impossible. In fact, the New England Patriots won back to back Super Bowls in 2004 and 2005. I will admit to not being much of a sports fan, but I can certainly appreciate the tenacity that it takes to participate in America’s number one sport. And the teams that will make it to the Super Bowl this year will do so due to their resiliency, revising game strategies, preparing for opponents, and playing with passion.

Your HCMA is doing the same! We are resilient, revising our strategies and goals, preparing for opponents in the political arena of medicine, and continuing to serve our members with passion. We have ended another year with many successes and plans are underway for 2015. A few efforts include...

The HCMA Annual Legislative Luncheon will take place in a few weeks. The Hillsborough Legislative Delegation consists of 14 members. The majority of legislators and/or their aides will attend the luncheon in which HCMA leaders will discuss the 2015 Legislative Agenda and the myriad of issues facing medicine and the patients of Florida. This annual event continues to serve as a great educational tool for legislators and is only one example of the political efforts put forth by HCMA leaders. Asserting our presence with our elected state and national representatives is vital and begins right here in our county.

Two seminars are currently being planned for members and their office staff. The CPT Code Changes for 2015 seminar will be held at the end of this month and is quickly filling up. On March 12th, Dr. Penny Ziegler, Medical Director of The Professionals Resource Network, Inc. (PRN), will provide an educational presentation entitled,

“Impairment in Healthcare Professionals and the Role of the Professionals Resource Network.” 1.5 AMA PRA credits will be offered.

The HCMA Medical Student Mentorship Program, which has been a great success thus far, will be expanded to include interns, residents, and fellows. I am pleased to announce that HCMA has a record high 648 medical student members. Membership efforts also continue for the USF Morsani College of Medicine faculty to not only join the HCMA, but actively participate at HCMA meetings and in future collaborative endeavors.

The MCMS, Inc. Insurance Trust Fund for HCMA members is moving forward successfully. Florida Blue has agreed to continue the Program on a fully-insured basis under the guidelines of the ACA Federal Law. Members participating in the Plan will continue to have no contingent financial liability, yet still be able to benefit from the Shared Surplus arrangement. Hillsborough County is the most successful new county in the Plan and this tangible benefit of membership has proven to be valuable for many members.

The HCMA Public Relations Committee has accepted the task of how to implement the vision of the HCMA’s new mission statement and demonstrate the value of membership to members and non-members...focusing on employed physicians, women physicians, and residents. Opposite this page, you will find highlights of a few membership benefits. These highlights have been sent to members, via email, at the request of the Executive Council. Please participate in the HCMA 2015 membership drive and utilize them when talking with colleagues who are not members. I also welcome a phone call from any non-member to discuss the significance of membership.

As I proudly approach my 29 year anniversary at the HCMA, I am pleased to announce that my contract to serve as your Executive Director has been renewed for another five years. Your dedicated HCMA staff is persistent in their efforts to serve the Association’s needs. As we strive to assist you with the many challenges and obstacles you will face throughout 2015, we welcome your input as to how we can better serve you and make the Association even stronger and worthy of your support.



Executive Director’s Desk



Debbie Zorian
DZorian@HCMA.net

ROSE RADIOLOGY



*“Make Quality
Radiology
Your Choice”®*

The Best Technology for Making the Right Diagnosis!

Tampa

5107 North Armenia Avenue
Tampa, FL 33603

P: (813) 874-2999

F: (813) 901-4888

Services Offered:

- 3T High Field Scan MRI
 - PET/CT
 - 16 Slice CT
- Digital Mammography
 - Nuclear Medicine
 - Ultrasound
 - Digital X-Ray
- Radiological Interventional

Sarasota

4917 Clark Road
Sarasota, FL 34233

P: (941) 927-7711

F: (941) 927-7710

Services Offered

- Upright Open MRI
- High-Field 1.5T MRI
 - Multi Slice CT
 - Ultrasound
 - DEXA
- Digital X-Ray
- Digital Mammography
- Radiological Intervention

Largo

13787 South Belcher Rd, Suite 300
Largo, FL 33771

P: (727) 531-5444

F: (727) 531-1122

Services Offered

- 1.5 High Field Cardiovascular MRI
 - 16 Slice CT
 - DEXA
 - Ultrasound
 - Digital X-Ray
- Digital Mammography
- Radiological Intervention

On Kennedy

2605 West Kennedy Boulevard
Tampa, FL 33609

P: (813) 876-7200

F: (813) 901-4888

Services Offered:

- Upright Open MRI
- Digital X-Ray
- Ultrasound

Riverview

7239 US Highway 301 South
Riverview, FL 33578

P: (813) 677-2020

F: (813) 677-3888

Services Offered:

- 1.5T High Field Cardiovascular MRI
- 16 Slice CT
- Digital Mammography
- Digital X-Ray
- Ultrasound
- DEXA

Boot Ranch

4133 Woodlands Parkway
Palm Harbor, FL 34685

P: (727) 781-3888

F: (727) 785-0291

Services Offered

- 1.5 High Field Cardiovascular MRI
- Upright Open MRI
- 16 Slice CT
- Ultrasound
- Digital X-Ray
- Digital Mammography
- DEXA
- Radiological Intervention

Trinity

2144 Duck Slough Boulevard,
Suite 102

Trinity, FL 34655

P: (727) 375-8880

F: (727) 375-8887

Services Offered:

- 1.5T High Field MRI
- Digital X-Ray
- Multi Slice CT
- Ultrasound
- Digital Mammography

Brandon

1220 Oakfield Drive
Brandon, FL 33511

P: (813) 655-1144

F: (813) 655-1511

Services Offered:

- Upright Open MRI
- Digital X-Ray

Wesley Chapel

27662 Cashford Circle
Wesley Chapel, FL 33543

P: (813) 788-2500

F: (813) 788-2922

Services Offered:

- Open MRI
- Multi Slice CT
- Ultrasound
- Digital Mammography
- Digital X-Ray
- DEXA

East Pasco

6900 Gall Boulevard
Zephyrhills, FL 33542

P: (813) 783-6736

F: (813) 788-4299

Services Offered

- 1.5 High Field Cardiovascular MRI
- Open MRI
- Digital Mammography
- Ultrasound
- Multi Slice CT
- DEXA
- Digital X-Ray

St. Petersburg

4551 4th Street North
St. Petersburg, FL 33703

P: (727) 525-3800

F: (727) 525-0999

Services Offered

- Upright Open MRI
- 16 Slice CT
- Nuclear Medicine
- PET/CT
- Digital X-Ray
- Ultrasound



Upright Open MRI

Offered at our Boot Ranch,
Brandon, Sarasota, Kennedy and
St. Pete Locations



16-Slice CT Scan

Offered at our Boot Ranch, Tampa,
Largo, St. Pete and Riverview
Locations



PET/CT

Offered at our Tampa and St. Pete
Locations

**Proudly
Serving
Physicians and
Patients in
Hillsborough
County and
Tampa Bay**

**Accredited by the
American College
of Radiology**



Radiologists:

Manuel Rose, MD, FACR
Alan Schwartz, MD
Timothy Richter, MD
Gargi Patel, MD
Marvin Freedy, MD
William Foxworthy, MD
Frederick Ehmke, MD
Denis Cavanagh, MD
Paul Cardi, MD
Brian Butler, MD
Charles Boyd Jr., MD
Andres Abreu, DO

ROSE RADIOLOGY.COM

Please tell the advertiser you saw it in the *HCMA Bulletin!*



This is what over 56 years of combined service at the HCMA looks like... seasoned HCMA administrative staff, Elke Lubin and Debbie Zorian.

HCMA In-Box



From: John Sinnott, MD
Sent: Tuesday, January 06, 2015 10:26 PM
To: Debbie Zorian
Cc: Devanand Mangar
Subject: Article on Death with Dignity

Debbie,

What a wonderful article. Almost at the same time the Wall Street Journal had a similar article on how Drs die. It was not nearly as well written or as insightful as yours. Great Job!

John

Board of Medicine Annual Report Available

At the end of each fiscal year, the Board of Medicine publishes an Annual Report documenting the previous years' accomplishments, legislative changes and disciplinary statistics. The board staff has recently completed the fiscal year 2013-2014 annual report and presented it to the Board of Medicine at the December 5, 2014 meeting. The report is now available to view on the "Resources" page (<http://flboardofmedicine.gov/resources/>) of the Board of Medicine website, under the "Media & Publications" drop-down menu. From there you will be able to view each annual report from the last 5 years.

Any questions or concerns regarding the annual report can be directed to info@flboardofmedicine.gov.

Let Your Inner-Writer Out!

The Editorial Board of The Bulletin is looking for more contributors! If you are interested in submitting an article please contact Elke Lubin at the HCMA: 813.253.0471 or ELubin@hcma.net.

We do not have assigned topics, you can submit an article on almost any topic (for example: your view of the healthcare environment, a book or movie review, an article about a recent vacation, the medical family, how you balance your medical and personal life, an unusual case you have encountered, a personal experience, etc.).

Articles should remain between 800-1000 words...and don't forget pertinent photos!

Thank Y



HCMA Past President, Dennis Agliano, MD. (1995).



Dr. Alan Pillersdorf (FMA President) and Dr. Devanand Mangar (HCMA President).



Jack Barrett, President and CEO of First Citrus Bank and dinner sponsor, welcomed the members and their guests.



David Goss, VP of Sales & Marketing for ProAssurance, a sponsor of both the dinner and the Past Presidents' reception, greets attendees.



HCMA Past Presidents: Drs. Michael Wasyluk (2000), Ronald S., William DeWeese (1989), Kenneth Louis (2010) and Edward F.



A full house!



HCMA Past Presidents: Drs. Frank Mastandrea (2004), Ro. (1983), John Curran (2008), William Davison (2012), and Bruce (2006).



During his presentation, Dr. Charles Lockwood, Dean of the USF Morsani College of Medicine, shared some exciting news about the future of the medical school.



Brett Peeples, Manager of Accreditation for Ultimate Medical Academy and dinner sponsor, introduces herself to the attendees.



HCMA Past Presidents: Drs. Glenn Hooper (1984), Hernan (1991), Christopher Pittman (2013), and Robert Yelverton (1997).

You...

ons from Dr. Alan Pillersdorf, FMA President,
ege of Medicine. HCMA's Past Presidents were

s Bank, ProAssurance, St. Joseph's Hospitals,



HCMA Past Presidents: Drs. Hunter Eubanks (1992), Ed Homan (1999), Madelyn Butler (2001), and Luis Menendez (1998).



Seeley (1980),
Farrior (2003).



Behind every good HCMA president, is their spouse: Dr. Carol Hodges (Dr. Ed Homan), Karen Pittman, Becky Eubanks, Coleen Shephard, Michelle Mangar, Susan Isbell, Carolyn Yelverton, Esperanza Leon, Carole Hooper, Meri Menendez, and Bill Butler.



Robert Isbell
Shephard



St. Joseph's Hospital a dinner sponsor, was well represented!



a Leon
(').



Dr. Charles Lockwood and some of the HCMA Medical Student contingency!



Drs. Pillersdorf and Lockwood pose with USF VIPs.

Legislative Concerns and Actions

The 2015 Florida Legislative Session begins March 3rd and adjourns May 1st. The Florida Medical Association's (FMA) Board of Governors approved the following 2015 Legislative Agenda which lists legislation to seek, support, and oppose. In this issue of The Bulletin you will also find a list of the Hillsborough Legislative Delegation. Be proactive and contact your legislator!

Be Doctor of the Day! Another way to participate is by becoming the "Doctor of the Day" during the Session. Since the 1960s, the Florida Legislature's Doctor of the Day program has provided lawmakers with medical care during Legislative Session while serving to strengthen physician-legislator relations. Each day of the Session, two physicians, one for the House of Representatives and one for the Senate, provide any necessary care to legislators, their staff members, and others at the Capitol. If the House or Senate is in full session on a day when a physician is volunteering, either the House Speaker or the Senate President will introduce the Doctor of the Day. Within the House or Senate Chambers, the physician may sit with his or her local delegation.

If the House and Senate are not in session, physicians are encouraged to attend committee meetings and/or visit legislators' offices. Physician participation not only provides a valuable service, but also continues a noble tradition. Please call the Florida Office of Legislative Services (850) 488-6803 for more information on how to volunteer.

LEGISLATION TO SEEK:

BOARD OF MEDICINE GOVERNANCE OF NON-PHYSICIAN HEALTH PROFESSIONALS

Seek legislation placing any rights or privileges of all non-physician health care professionals engaged in the independent, unsupervised, or indirectly supervised delivery of health care under the governance of the Board of Medicine or the Board of Osteopathic Medicine (in the event legislation is introduced in Florida to allow for non-MD/DO health professionals to practice independently).

DETERMINATION OF MEDICAL BENEFITS

Seek legislation that would require managed care organizations to provide "real time" eligibility for their subscribers and reimburse physicians

for any patient services rendered whereby subscriber eligibility has been confirmed prior to the delivery of care.

HOSPITAL OBSTETRIC DEPARTMENT CLOSURE

Seek legislation to require that when a hospital decides to close an obstetric department, that hospital must provide notice of 120 days to physicians with privileges at that facility to ensure patients are not left without needed medical care

NERVE CONDUCTION / EMG

Seek legislation that would limit the performance of nerve conduction studies and needle EMGs in outpatient facilities to situations where the licensed allopathic or osteopathic physician who is interpreting the study is onsite at the time the study is performed.

APPROPRIATE PAYMENTS FOR VACCINES/ VACCINE ADMINISTRATION

Seek legislation to ensure commercial insurance payment for all vaccines is not less than 25% above the vaccine cost on the CDC Vaccine Price List and that payment for each billed age-specific and non-age specific vaccine administration CPT code is not less than Medicare rates.

TRUTH IN MEDICAL EDUCATION

Seek legislation to make it unlawful for a nurse to represent him or herself as a physician (MD/DO), and include such activity under the definition of the unlicensed practice of medicine with felony-level penalties for such representation.

LIMITS OF PROVIDER RESPONSIBILITY

Seek legislation which automatically terminates the active provider-patient relationship 3 years from the date of the last provision of care; and further stating that the provider is not responsible for the provision of services to any patient that no longer has an active relationship with their provider.

LEGALIZING SYRINGE EXCHANGE PROGRAMS IN FLORIDA

Seek legislation to amend Chapter 893, Florida Statutes, to legalize Syringe Exchange Programs in the state of Florida.



Florida Medical Association
www.flmedical.org

PAIN CLINICS

Seek legislation that allows state law regarding the standards of practice and registration of pain clinics to supersede any local ordinances and explicitly prohibits counties and municipalities from passing such laws.

BENEFITS MANAGEMENT

Seek legislation that would require the following: any physician who makes health insurance coverage recommendations regarding approval or disapproval of any patient care decisions be licensed in the state of Florida and be a member of the same specialty as the ordering physician; all benefits managers to be considered as “practicing medicine” when taking action to approve or disapprove a benefit for a patient; benefits managers to disclose, upon request, the guidelines used to make a negative recommendation; and that ordering physicians be compensated for their time at market value when interacting with benefits managers hired or engaged by any third party.

APPROPRIATE PAYMENTS BY AHCA FOR VACCINES / ADMINISTRATION

Work with the Agency for Healthcare Administration (AHCA) or seek legislation to increase vaccine payments to at least 25% above the vaccine cost, as listed on the CDC Vaccine Price List, for patients with MediKids or Healthy Kids insurance; encourage AHCA to update its vaccine fee schedule for MediKids and Healthy Kids patients on the first day of every quarter on their website; and work with AHCA or seek legislation to increase vaccine administration payments for all patients covered by Florida KidCare (Medicaid, MediKids, Healthy Kids, Children’s Medical Services) to the Maximum Regional Charges for Florida (\$24.01) as established by the US Department of Health and Human Services.

REFUSAL OF PHARMACY CHAINS TO FILL LEGITIMATE PRESCRIPTIONS

Seek legislation or administrative rule to prevent interference in the practice of medicine by pharmacy benefit managers and pharmacists through their information requests on prescriptions and other actions that allow third party interference in the practice of medicine.

ELECTRONIC MEDICAL RECORDS / ELECTRONIC HEALTH RECORDS

Seek legislation that would require all electronic medical record (EMR) vendors that sell products to Florida physicians to maintain and provide access to all patient medical records and abide by the same legal requirements of Florida physicians.

Seek legislation to prohibit electronic health record (EHR) companies from charging fees to physicians for the transferring of health records between EHR companies.

HEALTH INSURANCE REFORM

Seek legislation to reform Florida’s health insurance laws and improve upon four major hassle factors physicians face on a daily basis: prior authorization; fail first protocols; retroactive denials; bait and switch.

MEDICAID PAYMENT INCREASE TO MEDICARE RATES

Seek legislation that mandates a fine, beginning in 2016, on Medicaid HMOs that do not pay at least Medicare rates to physicians after two years of continuous operation. The fine shall equal at least 10% of the payment (Medicare rates or above) due to the physician; be levied and accrue on a monthly basis beginning 30 days after the initial infraction if appropriate payment (Medicare rate or above) is not received by the physician; and that the physician be paid the sum of the payment owed (Medicare rate or above) and all fines levied against the Medicaid HMO.

MEDICAL SCHOOL LOAN FORGIVENESS

Seek legislation to fund a medical student loan forgiveness program such as the Medical Education Reimbursement and Loan Repayment Program established in F.S. 1009.65 for physicians practicing in underserved specialties or geographic locations in Florida.

USE OF THE TERM “PHYSICIAN”

Seek legislation that would prohibit the use of the term “physician” by any person other than an M.D. or D.O. Seek legislation mandating that all persons other than M.D.s, D.O.s, dentists and chiropractors holding themselves out as “doctors” wear a conspicuous name tag or signage which has letters no smaller than 4mm per letter and which fully spells out the exact name of their formal degree (Doctor of Nursing Practice, etc.) and that they further be required to orally state that they are not physicians with each and every encounter.

LEGISLATION TO SUPPORT:**Insurance/HMO Reform****PREAUTHORIZATION FOR MEDICAL TESTING**

Support legislation making it unlawful for an insurance company or other third party payer to interfere with a licensed MD/DO’s valid order for a medical test or procedure, provide for the mandatory use of a standardized form by all insurance companies and managed care plans that require any type of prior authorization, and place strict limitations on the use of fail first protocols.

HMO’S BAIT AND SWITCH

Support legislation that would require HMOs to allow any policyholder to continue to utilize the services of any physician who was on the list of preferred providers as of the date of the policyholder’s enrollment for no less than one year from the date of enrollment.

TRANSPARENCY IN HEALTH INSURANCE CPT REIMBURSEMENT SCHEDULES

Support legislation that would require all health insurance companies licensed in Florida to give all physicians access, on the company's website, to the participating physician's current complete fee schedule.

ENSURING PAYMENT FOR NEWBORN CARE

Support legislation that would require all health insurance companies, including all Florida licensed Medicaid HMOs, to cover the medical care of any newborn child under the mother's policy with no additional out-of-pocket costs for the policyholder during the first 30 days following the birth of the child, and provide that all physicians providing services to a newborn child of a Medicaid enrollee during this 30 day period are paid for their services regardless of the physician's contracting status with the Medicaid HMO.

PAYMENT FOR PREVENTATIVE SERVICES

Seek or support legislation so that comprehensive preventive medicine CPT codes (99381-99387, 99391-99397) are paid at least at "Medicare" rates, as calculated by using RVU's obtained from the Centers of Medicare and Medicaid Services (CMS); and also seek or support legislation so that vision screening, hearing screening, VEP (visual evoked potential), and recommended age-appropriate laboratory procedures and tests are required to be paid independently when performed along with a comprehensive preventive medicine CPT code (99381-99387, 99391-99397).

APPROPRIATE PAYMENT FOR VACCINE PRICE INCREASES

Seek or support legislation so that health insurance companies increase vaccine payments by an amount at least equal to the manufacturer vaccine price increase(s) beginning on the day the price increase(s) goes into effect.

TIMELY AND APPROPRIATE PAYMENTS FOR NEW CPT CODES

Seek or support legislation to ensure that, beginning January 1st of each year, health insurance companies recognize and pay physicians for all current-year CPT codes billed.

PROHIBIT ARTIFICIAL PRICE CONTROLS OF NON-COVERED SERVICES

Support legislation that would prohibit Florida insurance companies from forcing contract provisions on health care providers for services not covered by the plan.

PHYSICIAN REPRESENTATION IN EXCHANGES

Support legislation which ensures that the governing body of any Health Insurance Exchange contains adequate physician representation and which prohibits restrictions on the ability of a physician to bill patients

directly for the costs of care not fully covered by their insurance policy, and which does not weaken any existing physician protections in chapters 641 or 627, F.S.

ENSURING AVAILABILITY OF MEDICAL PROFESSIONAL SERVICES AND SAFETY OF OFFICE-BASED SURGERY

Support legislation requiring all insurance companies to recognize that higher costs exist for professional medical services performed in an office and further to negotiate in good faith with any provider of office based services to contract higher levels of payment to provide those services in the office.

BEERS LIST

Support legislation/administrative rules that prevent insurance companies from denying medications or coverage of medications on the "Beers List" when prescribed by physicians for their patients and that prevents physicians from being penalized through HEDIS MEASURES or Five Star Performance Ratings for prescribing such medications based on the physician's best clinical judgment.

Medicaid Issues**MEDICAID TO MEDICARE**

Increase the reimbursement rate for Medicaid to that of Medicare. At the very least seek to ensure that physicians have the opportunity to control the disbursement of Medicaid funds in any type of capitated system.

IMPLEMENTATION OF PPACA MEDICAID REIMBURSEMENT

Support state implementation of a rate increase to Medicaid primary care providers pursuant to the Affordable Care Act in a manner that implements the increase uniformly and which ensures that primary care physicians receive the full increase, and continue to support an increase for all physicians.

ENSURING MEDICAID PAYMENT RATE INCREASE

Support legislation and help guide discussions in the 2014 legislative session between the Governor, the Senate, and the House to ensure that Medicaid payment rates, including Title XIX, Title XXI (MediKids and Healthy Kids), and Children's Medical Services, are increased to not less than Medicare levels in 2015 and beyond for all Florida physicians.

MEDICAID EXPANSION

Support the statewide expansion of Medicaid only if this expansion safeguards patient access to care while increasing Medicaid payment rates to Medicare levels for all physicians.

Public Health & Safety**PROHIBITING THE SALE OF TOBACCO PRODUCTS IN RETAIL PHARMACIES**

Support legislation amending current Pharmacy laws to prohibit the sale of tobacco products (including, but not limited to, cigarettes, cigars, pipe tobacco, hookah tobacco, snuff, chewing tobacco, dipping tobacco, bidis, or any other preparation), in establishments housing licensed pharmacies.

RAISING CIGARETTE TAXES IN THE STATE OF FLORIDA

Support legislation to further raise the excise tax on cigarettes to at or above \$2/pack in order to further tobacco control efforts within the State of Florida.

PENALTIES FOR CARETAKERS WHO WITHHOLD INFORMATION

Support legislation that would make it a crime for caretakers to purposely withhold information and/or provide false or misleading information to treating physicians/health care professionals regarding the true nature of a child’s injury or condition.

GRADUATED DRIVER LICENSING SYSTEMS – TEEN SAFE DRIVING

Support legislation to strengthen Florida’s existing graduated driver licensing systems to meet current recommendations by the National Highway Traffic Safety Administration, Insurance Institute for Highway Safety, and the American Academy of Pediatrics.

TANNING BEDS

Support legislation that would prohibit minors from using tanning beds.

NATURAL GAS FRACKING

Support legislation that requires full disclosure of specific chemicals released into the environment during oil and gas extraction; that requires the state to monitor this data and share information with physicians and the public; and that supports research into the health impacts of oil and gas exploration and extraction in Florida.

MOTORCYCLE RIDERS

Support legislation that requires unhelmeted motorcyclists to procure at least \$40,000 of personal injury protection (PIP) insurance.

Support legislation that reinstates the motorcycle helmet law for all riders, regardless of age.

Other Issues to Support

GRADUATE MEDICAL EDUCATION

Increase state funding for graduate medical education programs in order to preserve access to care in Florida.

TORT REFORM

Support legislation that will increase the burden of proof for negligence in cases involving supplemental diagnostic testing in order to reduce costly and unnecessary testing for defensive purposes.

IDENTIFY INTERVENTIONAL PAIN MEDICINE AS THE PRACTICE OF MEDICINE

Support legislation that identifies interventional pain medicine as the practice of medicine by medical and osteopathic physicians and specifies that only physicians licensed under Chapter 458 or Chapter 459 may perform interventional pain medicine techniques.

GUARDIANSHIP REFORM

Support legislation to effectively improve protections of incapacitated persons in Florida’s guardianship statutes and processes.

CPR TRAINING IN SCHOOL

Support legislation to request high school students be properly trained in CPR.

LEGISLATION TO OPPOSE:

Scope of Practice

SCOPE OF PRACTICE EXPANSIONS

Continue to oppose all scope of practice expansions including naturopaths, ARNPs, pharmacists, optometrists, psychologists, podiatrists, direct access to physical therapists, audiologists and speech language pathologists.

PHYSICIAN SUPERVISION ISSUES

Protect advances we have made relating to physician supervision of nurses and PAs.

AUTONOMY IN MEDICAL DECISION MAKING

Oppose any legislation that would infringe on physician practice autonomy and the doctor/patient relationship.

Licensure/Regulatory Issues

TELEMEDICINE

Oppose any legislative proposals that would allow a health care provider without a Florida medical license to provide telemedicine and telehealth services to Floridians.

PRESCRIPTION DRUG MONITORING DATABASE

Oppose mandates on physicians to check Florida’s prescription drug monitoring database before issuing a prescription

MANDATORY PARTICIPATION IN HEALTH NETWORKS

Oppose legislation that requires the linkage of physician licensure to the acceptance of any government or private insurance, public health care system, forced public service initiatives or mandatory ER coverage.

Oppose legislation that would tie physician licensure to mandated participation in any health care network, insurance plan or public health care system, forced public service initiatives, mandated emergency room coverage,

or affiliation with any public or private third party payor organization.

FSMB MAINTENANCE OF LICENSURE (MOL) PROGRAM ADOPTION

Oppose any efforts by the Florida Board of Medicine and the Florida Board of Osteopathic Medicine to require the Federation of State Medical Boards, Inc., (FSMB) “maintenance of licensure (MOL)” program, “maintenance of certification (MOC)”, or recertification by a specialty medical board as a condition of licensure in the State of Florida,

MEDICAID REFORM

Oppose any effort to mandate Medicaid participation as a condition of physician licensure.

Insurance / Payment

PROTECTION OF FEE-FOR-SERVICE AS AN APPROPRIATE METHOD OF PHYSICIAN REIMBURSEMENT

Oppose legislation which seeks to limit physicians’ ability to contract for services with patients, or which coerces a physician to be a party to a contract which the physician has not agreed to.

UNFUNDED MANDATES

Oppose any legislation that imposes additional costs on physicians or their practices without remuneration or other mechanisms to offset the additional costs.

CMS VERBAL ORDER AUTHENTICATION REQUIREMENT

Collaborate with the Florida Hospital Association and the Florida Society of Hospital Physician Executives to effect legislative change to FS 395.3025(12) as follows, “Verbal or telephone orders for hospital services must be authenticated within 30 days from the date of patient discharge. The hospital must maintain the written authentication or documentation of the efforts made to obtain such authentication as part of the medical record.”

BALANCED BILLING

Oppose the imposition of any new restrictions on the ability of a physician to bill patients directly for the costs of care not fully covered by their insurance policy.

Medical Liability

PROTECT ABILITY TO SELF INSURE

Oppose legislation that will take away a physician’s ability to self insure or that will make it more difficult for a physician to meet the financial responsibility requirements for licensure.

ARBITRATION

Oppose any changes to the statutes/rules governing arbitration that would jeopardize the effectiveness of the FMA created physician-patient arbitration form.

WRONGFUL DEATH

Oppose any expansion of Florida’s Wrongful Death Act.

FABRE CHANGES

Oppose any legislation changing current law relating to the Fabre doctrine.

Other Issues to Oppose

VACCINATIONS

Oppose any vaccine legislation that would deviate from evidence-based recommendations and guidelines of the Centers for Disease Control and Prevention, the Advisory Committee on Immunization Practices, the American Academy of Family Physicians, and the American Academy of Pediatrics.

LIMITS ON PHYSICIAN/PATIENT CONVERSATIONS

Oppose any legislation that would seek to interfere with the scope of conversations a physician can have with their patients or patient’s guardian.



Connect with the Hillsborough County Medical Association

HCMA Website

Scan the QR Code to be connected with the HCMA website! Peruse *The Bulletin*, pay your dues, find an HCMA Benefit Provider, and much more...



HCMA Facebook Page

Find Legislative Updates, event photos, seminar and social invitations. Connect with your colleagues. Like us on Facebook and receive a voucher for a free drink at an HCMA dinner meeting!



KNOW YOUR LEGISLATORS

Governor

Scott, Rick (R)
Plaza Level 05, The Capitol
400 S. Monroe St.
Tallahassee, FL 32399
850/488-7146
Fax: 850/487-0801
Rick.scott@eog.myflorida.com
[Http://www.flgov.com](http://www.flgov.com)

US Senators

Nelson, Bill (D)
801 N. Florida Ave., 4th Floor
Tampa, FL 33602
813/225-7040
Fax: 813/225-7050
716 SOB
Washington, DC 20510
202/224-5274
202/228-2183
Chief of Staff: Pete Mitchell
www.billnelson.senate.gov

US House of Representatives

Bilirakis, Gus (R)
Congressional Dist. 12
5901 Argerian Dr., #102
Wesley Chapel, FL 34689
727/940-5680
Fax: 727/940-5861
2313 Rayburn HOB
Washington, DC 20515
202/225-5755
Fax: 202/225-4085
Chief of Staff: Liz Hittos
<http://bilirakis.house.gov/>

Castor, Kathy (D)
Congressional Dist. 14
4144 N. Armenia Ave., #300
Tampa, FL 33607
813/871-2817
Fax: 813/871-2864
205 Cannon HOB
Washington, DC 20515
202/225-3376
Fax: 202/225-5652
Chief of Staff: Clay Phillips
<http://castor.house.gov/>

2015 Florida Legislative Session

March 3rd – May 1st

Be Doctor of the Day!

Each day of the Session, two physicians, one for the House and one for the Senate, provide any necessary care to legislators, their staff members, and others at the Capitol. If the House or Senate is in full session on a day when a physician is volunteering, either the House Speaker or the Senate President will introduce the Doctor of the Day. Physician participation not only provides a valuable service, but also continues a noble tradition. Please call Takeshia Stokes at the Florida Office of Legislative Services (850) 717-0301 for more information on how to volunteer.

Rubio, March (R)
3802 Spectrum Blvd., #106
Tampa, FL 33612
813/977-6450
Fax: 813/977-6593
284 Russell SOB
Washington, DC 20510
202/224-3041
Fax: 202/228-0285
Chief of Staff: Cesar Conda
<http://rubio.senate.gov/>

Rooney, Tom (R)
Congressional District 17
11345 Big Bend Rd.
Riverview, FL 33579
813/677-8646
Fax: 813/677-8698
221 Cannon HOB
Washington, DC 20515
202/225-5792
Fax: 202/225-3132
Chief of Staff: Brian Crawford
<http://rooney.house.gov/>

Ross, Dennis (R)
Congressional Dist. 15
170 Fitzgerald Rd., #1
Lakeland, FL 33813
863/644-8215
Fax: 863/648-0749
229 Cannon HOB
Washington, DC 20515
202/225-1252
Fax: 202/226-0585
Chief of Staff: Anthony Foti
<http://dennisross.house.gov/>

KNOW YOUR LEGISLATORS

FL Senators

Brandes, Jeff (R)
Senator Dist.22
3637 4th St., North, #101
St. Petersburg, FL 33704
727/552-2745
318 Senate Office Bldg.
404 S. Monroe St.
Tallahassee, FL 32399-1100
850/487-5022
Staff: Robert Combs, Chris Spencer, Trent Phillips
brandes.jeff.web@flsenate.gov

Galvano, Bill (R)
Senator Dist. 26
1023 Manatee Ave., W, #201
Bradenton FL 34205
941/741-3401
326 Senate Office Bldg.
404 S. Monroe St.
Tallahassee, FL 32399-1100
850/487-5026
Staff: Kathy Galea, Allie Mattice, Whitney Deem
galvano.bill.web@flsenate.gov

Joyner, Arthenia (D)
Senator Dist. 19
508 W. M.L.King Jr. Blvd., Ste C
Tampa, FL 33603-3402
813/233-4277
Fax: 813/233-4280
202 Senate Ofc. Bldg.
404 S. Monroe St.,
Tallahassee, FL 32399-1100
850/487-5019
Staff: Randi Rosete, Rosalie Smith, Cassandra Timothe
joyner.arthenia.web@flsenate.gov

FL House of Representatives

Cruz, Janet (D)
Representative Dist. 62
2221 N. Himes Ave., #B
Tampa, FL 33607-3139
813/673-4673
Fax: 813/673-4675
218 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5062
Staff: Erika Flores, Carlos Ramos
janet.cruz@myfloridahouse.gov

Lee, Tom (R)
Senator Dist. 24
915 Oakfield Dr. Suite D
Brandon, FL 33511
813/653-7061
418 Senate Office Bldg.
404 S. Monroe St.
Tallahassee, FL 32399-1100
850/487-5024
Staff: Audie Canney, Douglas Roberts
lee.tom.web@flsenate.gov

Legg, John (R)
Senator Dist. 17
262 Crystal Grove Blvd.
Lutz, FL 33548
813/909-9919
Fax: 888/263-3681
316 Senate Office Bldg.
404 S. Monroe St.
Tallahassee, FL 32399-1100
850/487-5017
Staff: Rich Reidy, Becky Zizzo, Jim Browne
legg.john.web@flsenate.gov

Grant, James (R)
Representative Dist. 64
12956 N. Dale Mabry Hwy.
Tampa, FL 33618-2806
813/265-6280
Fax: 813/265-6282
405 House Office Bldg.
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5064
Staff: Jacob Smith, Joshua Bent
james.grant@myfloridahouse.gov

KNOW YOUR LEGISLATORS

FL House of Representatives (continued)

Harrison, Shawn (R)
Representative Dist. 63
18136 Longwater Run Dr.
Tampa, FL 33647
1401 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5063
shawn.harrison@myfloridahouse.gov

Narain, Edwin (D)
Representative Dist. 61
2109 E. Palm Ave., #201
Tampa, FL 33605-3909
813/241-8024
Fax: 813/241-8027
300 House Office Bldg
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5061
Staff: Dewayne Mallory, Patricia Givens
ed.narain@myfloridahouse.gov

Raburn, Jake (R)
Representative Dist. 57
3618 Erindale Dr.
Valrico, FL 33596-6311
813/653-7097
Fax: 813/653-7099
1003 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5057
Staff: Taylor Ferguson, Mary LaFollette
jake.raburn@myfloridahouse.gov

Raulerson, Dan (R)
Representative Dist. 58
110 W. Reynolds St., #204
Plant City, FL 33563
813/757-9110
Fax: 813/757-9109
1102 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5058
Staff: Amber Smith, Robyn Bryant
dan.raulerson@myfloridahouse.gov

Rouson, Darryl (D)
Representative Dist. 70
535 Central Ave., #312
St. Petersburg, FL 33701-3703
727/552-3200
212 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5070
Staff: Leila Wilson, Tennille Moore,
Jason Holloway
darryl.rouson@myfloridahouse.gov

Spano, Ross (R)
Representative Dist. 59
10101 Bloomingdale Ave.
Riverview, FL 33578
813/744-6256
Fax: 813/744-6258
1102 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5059
Staff: Matthew Yost, Gloria Perez
ross.spano@myfloridahouse.gov

Young, Dana (R)
Representative Dist. 60
2909 W. Bay to Bay Blvd., #202
Tampa, FL 33629-8175
813-835-2270
Fax: 813-835-2272
322 The Capitol
402 S. Monroe St.
Tallahassee, FL 32399-1300
850/717-5060
Staff: Melonie Hoyt, Sydney Ridley
dana.young@myfloridahouse.gov

2015 Florida Legislative Session
March 3rd – May 1st
Be Doctor of the Day!
Please call Takeshia Stokes at the
Florida Office of Legislative Services
(850) 717-0301 for more
information on how to volunteer.



Attention Health Care Workers

Join us in April 2015 for an amazing medical mission in

India

APRIL 20 – MAY 4, 2015

India is struggling with a *lack of access to health care and more diabetics than any other country in the world*. With this in mind, a dedicated group of volunteer medical professionals will be traveling to Nagercoil, Tamil Nadu in Southern India to provide free healthcare services.



Services to be provided:

- General Medical Care
- Medications
- Diabetes Screening and Treatment
- Basic Lab Tests and Microscopy
- Nutritional and Lifestyle Education

We need your help to make this happen

We need internal medicine, family practice, pediatric, and emergency room doctors
Physicians who are retired and have outpatient clinical skills are encouraged to apply

Applications are being accepted now through **March 20, 2015**
Apply early as space is limited

Contact Kathryn Kepes. MD, MBA at kkepes@yahoo.com for more information and application

Our website is continuously being updated:
www.projectstarfishindia.org



Please tell the advertiser you saw it in the *HCMA Bulletin!*

Roux - Some NOLA in Tampa

Most people I know love New Orleans food. And a lot of us miss the Café Creole that was in Ybor City. It was the only really Creole-Cajun place around. So it is with delight that Roux opened. With a typical NOLA menu and typical NOLA décor it makes one feel they have flown across the Gulf.

Obviously care was taken to make this eatery authentically like New Orleans. With the dark cozy feeling, the absinthe posters, the great looking bar area and the lamps, it looks and feels like you are not in Tampa, but in Cajun country. When you walk in you can almost taste the spicy juicy wonders that await.

It all looks great. But if you don't want to read about the bad part, you might want to skip the next two paragraphs and go on to the following one.

The service----wow. Our wait staff pretty much didn't know anything. Starting with the wine, our waiter obviously had never heard of the "Pouilly-Fuisse" that was on his own menu. Then he brought the white wine, never offered us a taste, never chilled it and never poured it again for us. He didn't know what some of the ingredients were on the menu and thought one of us ordered a lobster entrée when it was the lobster bisque. We had to ask for water refills. He apparently failed to record one of the entrée orders (the first one ordered I might add) and only had it started in the kitchen when the others were served. This entree finally arrived as the rest of us were just finishing ours. I guess he thought one of us was not eating

The one who served the food was not better. When one of our guests asked a question, there was a curt reply from her: "I don't know. I'm not your waiter. Ask them. I'll see if I can find them." Wow. I'm sure someone will think we should have tried going another time to give them more of a chance, but after an experience like this, one waits awhile before going back. And even if the employees are new, they shouldn't be this bad--the management has to take a lot of the blame. For Pete's sake, TRAIN THEM before you put them on the floor!

The food however was generally good and authentic. As for starters, the turtle soup was rich, dark and flavorful, and stocked full of meat, so much so it was more of a stew. Special-of-the-day lobster bisque was creamy, thick and slightly spicy. The best appetizer was the char-grilled oyster plate. The oysters were grilled to perfection with a great tasting coat of Parmesan, Romano and butter. A Mirliton and green apple salad came Julianned with some Manchego cheese. More like a slaw, it was just okay. The crab beignets, battered in Abita beer were more like hush puppies and the crab could hardly be tasted. At the very bottom of the appetizer list were the "duck confit" spring rolls. Each of us attempted to find a speck of duck or even a hint of duck taste, but failed. They were vegetable spring rolls, period.

For entrees, the Praline-panned Redfish was good with a good tasting coating, but it was not the wonderful delicacy of tender savory morsels New Orleans serves. It was somewhat tough. Although I didn't ask, I would be surprised if it was fresh and never frozen. Likewise, the Trout Meuniere was just "okay". The Crawfish Monique with shaved botargo roe, Southern Louisiana Tasso pork and angel hair was good and the flavors blended well. The shrimp and grits (actually a large prawn and grits) with a Creole cream cheese grit cake and Tasso ham was good, but not as great as it sounded.

We had a small baked Alaska for dessert. It was okay—a sliver of red velvet cake on the bottom with ice cream and meringue. It appeared to be machine made. We would have asked our wait staff if it was made in house but they probably would not have known anyway!

So I still long for a good NOLA restaurant in the Bay area. Maybe we'll try it again when the memory of the failed service fades and perhaps you will go before we go again and have a great experience. As for us, fortunately six days after this writing, we are flying to New Orleans for the real thing and great food.

I can't wait.




(continued)

Restaurant Review



Taste Bud

SUMMARY:

	CUISINE 	AMBIENCE 	SERVICE 
PLUSES + + +	<ul style="list-style-type: none"> Authentic NOLA offerings. 	<ul style="list-style-type: none"> A lively representation of a New Orleans restaurant, especially the bar. 	<ul style="list-style-type: none"> The only good thing I could say is that they smiled and apologized a lot.
MINUSES - - -	<ul style="list-style-type: none"> Very variable in quality of the plates needing one to pick and choose 	<ul style="list-style-type: none"> The Absinthe Room is very loud. Part of the waiter's problem might have been that it was so loud he had to lean over and have us shout 	<ul style="list-style-type: none"> See above. Too many things for this tiny box.

Roux, 4205 South MacDill Avenue, 813-443-5255, rouxtampa.com

Restaurants are rated from one to five stethoscopes.



**Questions
 about your
 membership?
 We have the
 answers...
 813-253-0471**

**TRANSFORMING CANCER CARE
 THROUGH PARTNERSHIP**

For nearly 30 years, we have worked in collaboration with referring physicians to advance treatments, offering patients a better quality of life and better outcomes. Together, we're transforming cancer care and finding cures.

TO REFER A PATIENT, CALL **1-888-MOFFITT**
 OR VISIT **REFER2MOFFITT.com**



A Comprehensive Cancer Center Designated by the National Cancer Institute





Please tell the advertiser you saw it in the *HCMA Bulletin!*

Blessed New Year 2015!!

The following is a list of contributors to our most important fundraising event of the year "Holiday Sharing 2014." These donations to the HCMA Alliance Foundation benefit the Evelyn Shaver Fund. Thanks to your contributions we will be able to continue our efforts to encourage and financially support future healthcare providers in our County.

We would also like to acknowledge our donors who went above and beyond the suggested donation. Thank you for your generosity!!

Donations received after December 21st will be acknowledged in the March/April edition of *The Bulletin*.

Evelyn Fund Donors 2014

Joseph J. Hirschfeld, MD
Carole & Glenn Hooper
Ashely Maru, MD
Ed & Marian Shafii
Stephen J. Szabo, MD, PA
Karen E. Wells, MD Plastic Surgery

Members have contributed \$100 or more

Dr. & Mrs. Israel Crespo
Barry & Lili Kaufmann
Michael & Dr. Rebecca Kelly



**Alliance
News**



Alliance News
HCMA Alliance
<http://www.hcma.net/HCMA-Alliance/>

The HCMA Alliance Would Like to Contact You!

The new Alliance, which is open to physicians, medical students, and their families, would like to add you to their database. Please email Elke at the HCMA (ELubin@hcma.net) with your permission to provide your home address and email address to the HCMA Alliance. For more information about the HCMA Alliance, please visit their web page: <http://www.hcma.net/HCMA-Alliance/>

STAY INFORMED...



UPDATE YOUR EMAIL ADDRESS!

The HCMA emails important updates that may affect your practice, seminar and dinner meeting information, CME listings, and much more! Do not be left out!

To insure you receive all up to date information, confirm your email address with us. Contact Kay Mills, HCMA Membership Coordinator, or KMills@hcma.net to update your email address or to add your practice manager to our email database!



IN MEMORIAM

It is with much sadness that we report the following member of our medical family has passed away...

Hazel Green Kreitzer, mother of HCMA member **Dr. Stephen Kreitzer**, age 100, of Tampa passed away, December 20, 2014. Mrs. Kreitzer was born in New York and came to Tampa two years ago from Plantation, Florida where she had resided for over 30 years. She was preceded in death by her beloved husband, Herman. Survivors include her sons and daughters-in-law, Dr. Stephen & Laura Kreitzer, Michael & Martha Kreitzer, her daughter, Laura Faich, seven grandchildren and three great grandchildren. Memorial contributions may be made to Congregation Rodeph Sholom or Weinberg Village. Condolences may be expressed online at segalfuneralhome.com.

Our heartfelt condolences go out to the family and friends of Dr. Kreitzer.



Medical student earns Bulls game ball for leading national AMA students

Accolades took the form of a basketball when HCMA medical student member, William Pearce, was presented with the USF Bulls' game ball Dec. 15 during a timeout for the Bulls taking on Georgia Southern in the Sun Dome.

Mr. Pearce, a third-year medical student in the USF Health Morsani College of Medicine, was presented with the ball – autographed by Bulls basketball coach Orlando Antigua – because of his national efforts to improve medical education and health care, for representing USF in the national spotlight, and, most recently, for being elected chair of the Medical Student Section of the American Medical Association (AMA), presiding over more than 50,000 fellow students from across the country. He takes the helm June of 2015.

On center court, Pearce was presented with the game ball by Barry Clements, deputy director of USF Athletics, and Joann Strobbe, associate vice president and chief financial officer for USF Health and associate dean for Business Affairs and Technology for the USF Health Morsani College of Medicine.

In earning the game ball, Pearce comfortably shifted the focus from him to the bigger picture.

“Getting the game ball means I have the support of one of the best universities in the country, as well as physicians, mentors, and friends in the Tampa community,” he said. “With that, I doubt there’s much that we can’t accomplish.”

Pearce has spent the better part of the past two years taking the national stage to promote and advocate for issues affecting medicine, meeting with elected officials and pushing the concerns of medical students into the national conversation.

Read the entire article by visiting:

<http://hscweb3.hsc.usf.edu/blog/2014/12/16/medical-student-earns-bulls-game-ball-leading-national-ama-students/>

FOR SALE OR LEASE

Office(s) for Sale or Lease. 13801 B. B. Downs Blvd (adjacent to Fl Hosp/USF area) suites 102, 103 total of 2700 sq ft. Sale \$400K or lease \$3500/mon. Individual sale or lease of units will be considered. Call 813 431-9328.

FOR LEASE

Office space, 1,500 square feet, is available on Tuesdays, Thursdays, Fridays and Saturdays. Three treatment rooms, physician office, large reception area on Gunn Hwy, Citrus Park. Contact Dona, 813/971-9743 ext 109.

FOR SALE

5200 SF Retail Center, Apollo Beach. 4 miles from new St Joes. Fully occupied producing \$40,000 gross. Own building with income from tenants. Hi traffic area. 400k. 304-614-6135.

FREE PRACTICE

DOCTOR RETIRING – TRANSFERRING HIS PRACTICE! Lease his office. A good income for either GYN or family practice. This is a very good opportunity to start a new practice or increase your own. Call Norma for details: 813-879-2778.

**Classified
Ads**

**CLASSIFIED ADS:
\$10 per line.
Call 813.253.0471**

MEDICAL OFFICE FOR LEASE



Special Lease Rate!

- 5,000 SF Divisible
- Alternate 19 Frontage
- No CAM Charges
- First Floor
- Handicap Accessible
- Renovated Building
- Flexible Terms
- Great Frontage

ARCADE PROFESSIONAL CENTER

210 South Pinellas Avenue, Tarpon Springs, FL

KRAUSS ORGANIZATION
Commercial Real Estate Services • Since 1952
711 North Sherrill Street, Tampa, FL 33609-1109

PAUL PELUSO (727) 638-9559
BILL CLAYTON (813) 841-1329



Where is this??

The first two HCMA members to guess the location of this photo will be recognized in the next issue of *The Bulletin* and, best of all, will win a gift certificate! Contact Elke Lubin at the HCMA with your guess: 813.253.0471 or ELubin@hcma.net. Sorry, only one winner per household.

The Card Shop

Service Ads - Business Cards size...The perfect advertising opportunity for companies such as your favorite transcriptionist, electrician, plumber, A/C repairman, automotive repair shop, lawn maintenance business, restaurant, or office cleaning crew. Contact Elke Lubin, Managing Editor, at 813/253-0471, to find out how to place a business card ad.

ABISA
Specializing in Solo and Small Group
Practice Management

Nick Hernandez, MBA, FACHE
CEO
2808 Duncan Tree Circle
Valrico, FL 33594

813-486-6449
nhernandez@abisallc.com
www.abisallc.com

KATHLEEN "KELLY" WHITELOCK
Sales Manager

Parthenon West

Web Design, Maintenance and Hosting

P.O. Box 2526
Lutz, FL 33548

Ph: (813) 909-4822
www.parthenonwest.net

Alterations
by Tereza Garrett



A perfect fit. Every time!

(813) 546-0168
3302 West Cypress Street
Suite 107
Tampa, Florida 33607

PROASSURANCE.
Treated Fairly

Barbara Daugherty
Account Executive
863.324.2650 direct
800.222.5115
863.325.8042 fax
863.258.6661 cell
bdaugherty@proassurance.com

ProAssurance Companies
254 Santa Rosa Drive
Winter Haven, FL 33884



INDEX OF ADVERTISERS

Please support YOUR advertisers!

Tell them you saw their ad in *The Bulletin!*

★ indicates HCMA Benefit Provider!

Abisa/Practice Management	Card Shop
Alterations by Tereza Garrett	Card Shop
Arcade Professional Center.....	33
★The Bank of Tampa	Inside Front Cover
★Cherry Bekaert/CPAs	12
★First Citrus Bank	Inside Back Cover
★FL Healthcare Law Firm	9
Moffitt Cancer Center	30

The Original Autohaus	6
Parthenon West/Web Design	Card Shop
★ProAssurance/MedMal	Back Cover & Card Shop
Project Starfish/India Mission	28
Rose Radiology	16
★ Transworld Systems/Profit Recovery	10
★Ultimate Medical Academy	3

Card Shop..... 34

We Specialize In the Heartbeat Of Your Practice

HCMA
BENEFIT
PROVIDER

The relationships we have with our clients are the foundation of our business. As a Benefit Provider to the Hillsborough County Medical Association, we are proud to deliver a concierge suite of banking products and services customized to the life cycle of your practice.

Whether you are just beginning, considering expansion or planning your exit strategy, we stand ready to meet the demands of your busy practice. We offer HCMA members:

- No Monthly Maintenance Fee on Premier Business Checking
- Preferred Pricing on ACH Origination Services (Payroll and Vendor/Client Payments)
- Preferred Pricing on Remote Deposit Capture and Courier Services
- Complimentary Financial Performance Reports

*We Invite You to Call
or Visit Any of Our
Convenient Branches*

Brandon

1314 Oakfield Dr.
813.864.0929

Carrollwood

10824 N. Dale Mabry Hwy.
813.926.2848

Citrus Park

138520 Sheldon Rd.
813.926.5588

Kennedy

4302 W. Kennedy Blvd.
813.422.6625

South Tampa

4240 Henderson Blvd.
813.287.0992

Have Dinner on Us!

When you sign up for direct deposit or bill pay, we'll welcome you with a \$100 Ruth's Chris Steakhouse Gift Certificate.

You must mention this ad at the time of account being opened. Gift card will be delivered within 2 weeks of account opening. This offer applies to any new relationship opened with new money not currently on deposit or loans with First Citrus Bank, no exceptions. One gift per customer. Maximum gift value is \$100. Available with personal and/or business deposit accounts.

First Citrus  Bank

firstcitrus.com

When you need it.



HCMA
BENEFIT
PROVIDER

Medical professional liability insurance specialists
providing a single-source solution | ProAssurance.com

Exclusively endorsed by



 **PROASSURANCE**
Treated Fairly

Please tell the advertiser you saw it in the *HCMA Bulletin!*