

Executive Council Meeting

November 22, 2016

Minutes

Attendees

Drs. Fred Bearison (President), Erfan Albakri, Steve Barna, Eva Crooke, Rosemarie Garcia-Getting, Rebecca Johnson, Husain Nagamia, Jayant Rao, Anoop Reddy, Malcolm Root, and Michael Wasylik; also Mr. Bill Butler (Alliance President) and Ms. Cate Nall (medical student).

Others Present

Ms. Elke Lubin (HCMA Executive Assistant) and Ms. Debbie Zorian (HCMA Executive Director).

Call to Order

The meeting was called to order at 6:10PM by Dr. Fred Bearison, HCMA President.

Introductions

Dr. Fred Bearison introduced himself and asked for introductions.

Approval of Minutes

MOTION MADE AND CARRIED TO APPROVE THE MINUTES OF THE SEPTEMBER 20, 2016 EXECUTIVE COUNCIL MEETING, AS AMENDED, TO INCLUDE DR. REBECCA JOHNSON LISTED AS AN EXCUSED ABSENCE.

Excused Absences

The following Executive Council members and ex-officio members requested to be excused from the meeting: Drs. Michael Cromer, William Davison, Douglas Holt, Jose Jimenez, Charles Lockwood, David Lubin, Katherine Macoul, Anand Parekh, and Deborah Trehy.

HCMA Foundation Charity Golf Classic Report

Dr. Michael Wasylik, Foundation President, reported:

- The HCMA Foundation's 20th Charity Golf Classic was held October 13, 2016 at the Carrollwood Country Club. Previous tournaments have been held at TPC, this year was the first time it was held at Carrollwood Country Club.
- Net proceeds from the event equaled \$28,686.14, nearly \$5,000 more than last year.
- The golfer attendance was average. Dr. Wasylik is in hopes the attendance will increase for the next tournament.
- A survey was sent to the golfers we had email addresses for; 22 replies were received. More than half were satisfied with the new location and all responders indicated they would participate again if their schedules allowed. The survey also noted that Thursday was the best day for most.
- The 2017 HCMA Foundation Charity Golf Classic will also be held at the Carrollwood Country Club.

MCMS, Inc., Insurance Trust Health Plan ~ Hillsborough

Dr. Wasylik, Plan Trustee, reported:

- A meeting with representatives from Florida Blue, Barrett-Liner, and the plan's local agent will be held on December 7, 2016 at the HCMA office.
- The purpose of the meeting is to clarify the stability of the Plan and to determine how to move forward with a positive result.

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- Dr. Wasylik will provide an update at the next Council Meeting.

HILLPAC Board Meeting & FMA Election Report

In the absence of Dr. Madelyn Butler, HILLPAC President, Mr. Bill Butler, HILLPAC Board Member, reported:

- On October 19, 2016 the HILLPAC Board met to interview open-seat candidates in the races for HD#60, HD#70, and SD# 19.
- HILLPAC voted to support: Jackie Toledo (Republican/HD#60), Wengay Newton (Democrat/HD#70), and Darryl Rouson (Democrat/SD#19).
- HILLPAC and FMA PAC philosophy is to maintain support for incumbent candidates who have been supported in the past and who continue to be considered “friends of medicine.”
- FMA PAC endorsed candidates won 94% of their races. Of the 98 races FMA PAC was involved in, 92 won.
- Half of the body of the Senate is comprised of new senators.
- Florida legislators are sworn into office on November 22, 2016.

Membership Report

Debbie Zorian, Executive Director, reported:

- HCMA’s current membership count is 1,982; HCMA gained nineteen Active members since the previous report.
- Currently, there are 53 less ACTIVE members than last year; however, more members have paid their dues compared to last year at this time.
- A third dues notice will be mailed in January 2017.
- HCMA has had a presence at the following hospital medical staff meetings: Memorial Hospital (11/9/16), Tampa Community Hospital (11/16/16), and Florida Hospital (11/17/16). Many thanks to Drs. Michael Cromer and Alejandra Kalik for representing the HCMA. These efforts will continue.

President’s Report

Dr. Fred Bearison reported:

- Nominations are needed for Annual Election of Officers & Representatives. Dr. Bearison asked Council members to speak with HCMA member colleagues to identify those interested in serving. Nominations to specific seats will be determined by the Nominating Committee on February 21st. He emphasized to only nominate members who have already agreed to be nominated.
- HCMA Membership Dinner Meeting will be held on TUESDAY, February 7th, back downstairs from the Centre Club at the Westshore Grand (formerly the InterContinental Hotel). The decision was made to move back to the hotel due to the lack of space available to accommodate our needs at the Centre Club. The HCMA will email speaker information and details as they come available. Dr. Bearison encouraged the Council members to attend.
- The New Member Ambassador Program has been lacking in follow-up. HCMA staff assigns new members to HCMA leaders (Ambassadors) and requests follow-up on their contacts. HCMA staff is not receiving replies from Ambassadors as to the status of their contact with new members. Dr.

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Bearison requested Ambassadors to contact their new members in a timely manner. Ambassadors are asked to please copy Kay at the HCMA in order for her to keep track of communication efforts.

- It was suggested that an email be sent to all Ambassadors to determine if they are still interested in serving and if so, the importance of follow-up.
- It was suggested that a new member reception be held again, if possible.
- HCMA staff will coordinate Ambassador/New Member meetings at HCMA dinner events.

Executive Director's Report

Ms. Zorian reported:

- The Member Appreciation Reception was held September 22, 2016 at the Palma Ceia Country Club. The reception was underwritten by HCMA Benefit Provider, The Legatus Group. The Legatus Group representatives were non-intrusive and did not create a marketing event of the reception. Ms. Zorian reported she was disappointed in the low turnout among members.
- The HCMA held four seminars in 2016. The seminar topics included telemedicine, media training, MIPS, and the legalities of building a referral base; none of which were well attended. Ms. Zorian is going to suggest at the 2017 Leadership Retreat that seminars be eliminated going forward..
- ProAssurance (PRA) renewed their Benefit Provider agreement in September for one year. PRA's monetary contribution is considerable. A planning session with PRA representatives was held on November 15, 2016. Ms. Zorian agreed with PRA that the relationship needs to be rejuvenated. Strategic planning sessions with PRA will continue.
- Ms. Zorian implored Council members to be receptive to a meeting with BPs, specifically PRA; to become educated about their products and to serve as an advocate for them.
- Dr. Raj Nalluri has extended his lease of HCMA office space for six months, through June 30th, which gives Ms. Zorian time to include funds in the budget for needed repairs prior to renting again. She asked Council members to notify her if they hear of anyone needing office space: 800 sf, three offices, storage, reception area, private entrance, and restroom for \$950/month.

Medical Student Update

Ms. Cate Nall, medical student representative, reported:

- Ms. Nall expressed gratitude, on behalf of the medical student contingency, for the HCMA's continued support.
- The medical students' desire is to meet physicians and have the value of organized medicine explained from their point of view.
- Medical student elections will be held in January for February appointments. A new medical student representative for the Executive Council will be appointed at that time.
- A medical student scholarship reminder will be sent to students, as Ms. Nall is aware the deadline is fast approaching.
- Dr. Bearison thanked Ms. Nall for her service to the HCMA and medical students.

Alliance Report

Mr. Bill Butler, HCMA Alliance President, reported:

- New membership efforts will be in place after the first of the year.
- Mr. Butler will meet with Ms. Zorian concerning Alliance membership ideas.

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Correspondence

Correspondence was available for information only. No action was necessary.

Other Business

- Ms. Zorian reported that she and Dr. Bearison met with physicians in the Brandon office of Florida Cancer Specialists. She is optimistic that those physicians will join the HCMA.
- Ms. Zorian announced the 2017 HCMA Legislator/Legislative Assistant Luncheon will be held February 1, 2017 at the Centre Club. She feels the legislator and assistant attendance will be better than last year as a very early 2016 Session no doubt affected attendance at the December 2015 luncheon.
- HCMA staff was asked to contact Dr. Trehy for an update on the EPA ruling for water quality.
- Dr. Rosemarie Garcia-Getting informed the Council that it was her specialty society that encouraged her to join the HCMA.

Adjournment

There being no further business, the meeting was adjourned at 7:10PM.