



TMAA NEWSLINE

ONE DESTINATION, MANY PATHWAYS

President's Message

I hope everyone is enjoying a wonderful holiday season.

The beginning of a new year may inspire reflections on past new year resolutions. I propose some thought for this new year to reconsider our goals in the areas of **membership**, **legislation** and **health promotion**.

- Let us continue to contact our former membership and encourage them to renew by making personal contact. Also, seek new members.
- With the able assistance from our professional lobbyists we continue to be very informed with pertinent legislation. I encourage each of you to continue being vigilant in your participation and acquisition of current and all new legislation.
- Furthermore, I hope you will review your personal health goals and make a resolution that in the upcoming year you will adopt at least one health promotion goal. Join a walking team and help with our campaign. Remember to get those petitions signed for our campaign against smoking in the movies.

As we reflect on our past resolutions, let us begin anew with motivation for improvement in those areas of membership, legislation, and health promotion. Don't forget your own personal and family health goals. I wish each of you health, happiness and prosperity in the new year 2009.

Please consider attending the upcoming 2009 Southern Regional Alliance Development Conference to be held in Atlanta, Ga February 5-7, 2009. For your convenience, we have two attachments (with this issue of our *Newsline*) which include all the information you will need. Please make plans to attend, encouraging your alliance friends to join you.

Darlene Vickers
President
dfvickers@yahoo.com

Late December Issue

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- **Hats Off to...**
- **AMA Advocacy**
- **Healthy Gifts**
- **Health Promotions**
- **Doctors' Day on the Hill**
- **Membership**
- **Apply for Free Alliance Publications**
- **Mark Your Calendar**

Contact Us

TMAA Website:
www.TMAAlliance.org

E-Mail:
TMAA@tma.medwire.org

Phone: 615-385-2100

Direct Line: 615-460-1651

1-800-659-1862

AMA Alliance Website:
www.amaalliance.org

Phone: 312-464-4470

Planning and Development

Dates to Remember:

- Jan. 22 Strategic Planning & TMAA 2009 Convention Planning Mtg. –Knoxville
- Feb. 5-7 Southern Reg. Alliance Dev. Conf.
- Feb.25 Drs.' Day on the Hill(Middle TN)
- March 1 Health Grant Requests due
- March9-11 AMAA Conf.& AMA Nat.(NAC)
- March 15 Dolores Chandra Award Nom. due
- March 25 Drs.' Day on the Hill (West TN)
- March 30 Doctors' Day
- March 31 Final Membership dues to AMAA
- April 3-5 TMA/TMAA Annual Mtg.
- April 22-Drs.' Day on the Hill (East TN)

At UPDATE 2008 there was a lengthy discussion of how the TMAA structured its meetings. The Planning and Development Committee was charged with looking into re-vamping our meetings with an emphasis on more personalized training for county alliance officers. In order to accomplish this task and implement it for the 2009 Convention in April a meeting will be held on **Thursday, January 22**

9:30 a.m. – 2:00 p.m.

RiverSound Clubhouse,

1900 River Sound Dr., Knoxville, TN 37922 All

officers and board members are requested to attend this important meeting. RSVP to Judy at the TMAA office at (615) 385-2100, ext. 151 by **January 19.**

Sarah Higgins

Immediate Past President

Chair, Planning and Development



HATS OFF TO.....

On December 2 the West TN Consolidated Medical Society and Alliance had a holiday party at the Jackson Country Club. All physicians from West Tennessee were invited. Two children of Medical Society members provided them with their entertainment: Henry Lui played piano and KC Misulis was their DJ. Using their homegrown talent was part of their goal to support physician families. They had great food and music. They raised \$350 for Women's Resource and Rape Assistance Program (WRAP) by holding a silent auction. Happy holidays from all of us at the West TN Consolidated Medical Society.

YOUR AMA ADVOCACY AT WORK

AMA President Nancy Nielson met with the official nominee for the Secretary of the Department of Health and Human Services former Senator Tom Daschle to outline the AMA priorities for health system reform. The AMA Advocacy team has been providing feedback to various healthcare initiatives including those of Senator Edward Kennedy and Senate Finance Committee Chair Max Baucus. The 111th Congress will have 15 physicians serving.

The AMA has produced a flyer to assist physicians in the process of Medicare e-prescribing incentive payments.

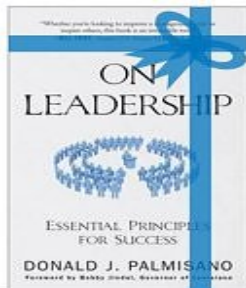
The AMA Advocacy Resource Center has been working to regulate the rental network PPO market.

The AMA Advocacy Team is working with the Centers for Medicare and Medicaid Services (CMS) to alter the 30 day retroactive date that physicians can bill Medicare. "Currently, upon enrollment in the Medicare program a physician may retroactively bill the program for up to 27 months. Given all the current problems with the enrollment system, including procedural delays extending well beyond 30 days. The AMA will continue to urge CMS to withdraw this provision."

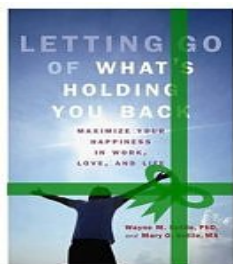
The AMA Advocacy Team has been hard at work to represent the interests of physicians. **Melissa Portera, VP, TMAA Legislation**

Consider these AMA Alliance Healthy Gifts!

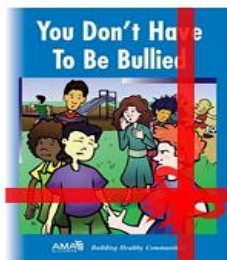
The Alliance offers many healthy products so you can add healthy gifts to your holiday shopping list this year. Get your family and friends on the right track for a healthy 2009. There is something for everyone in your life including:



For your spouse – who is a leader among many, a *personally signed* copy of Dr. Donald J. Palmisano's latest book, *On Leadership: Essential Principles for Success*, for the spouse who loves to cook, the *AMA Healthy Heart Cookbook*



For you and your spouse – who want to make the most out of life, Wayne and Mary Sotile's latest book, *Letting Go of What's Holding you Back*, or *The Medical Marriage*.



For the children or grandchildren – the *Hands are NOT for Hitting* t-shirts or the many Children's Activity Books including *Be a Winner: Shape Up for Life*, *Hands are NOT for Hitting* and *I Can Be Healthy*.

For the children and their classmates – the full set of Children's Activity Books to continue their 2009 school year off in a safe, healthy and encouraging way.

For your friends and other avid Alliance members – the Alliance hooded sweatshirt for those chilly days or the colorful caps that come in stone, green, dandelion or black. Help them show their support of the Alliance's mission of building healthy communities.

To see more gift ideas, visit the Alliance Web site at www.amaalliance.org and click **Online Shop**. Shop in the comfort of your own home. Order today by visiting our Web site or calling the Alliance office at 312-464-447 to place an order.



HEALTH PROMOTIONS

This year the TMA/TMAA Health Grant Guidelines have been revised and updated by the Philanthropic Board, chaired by Sue Vegors. Each Alliance has the opportunity to request grant monies that would assist them with local health projects. We hope that every Alliance will consider applying.

TMA Alliance Philanthropic Fund

Improving the health of Tennessee's communities by promoting health education and supporting community service efforts across the State in meeting health care needs.

TMA/TMAA Health Grant Guidelines

Purpose: Providing grant money to assist County Alliances with funding necessary for projects created by and/or implemented by Alliance members.

Objectives: Increase the TMA Alliance visibility in a positive and proactive way.

Help put the TMA Alliance mission into action by providing information or service of value to your community.

Eligibility: County Alliances and Members-at-Large. Members-at-large need to have been members of TMAA for 2 years.

Fund restrictions: These grants are not to be used as a conduit for funds from the TMA/TMAA to other projects that do not have active alliance participation.

Grant requirements

- Submit grant by deadline date of March 1, for 2009.
- Submit Grant on TMAA Health Grant Request Form, attaching additional information **if** needed to explain the project.
- TMA and TMAA must be recognized as supporters of the project, either in a verbal presentation at the time of the project or in writing in materials printed for the project.
- TMA should be sent a thank you note upon completion of the project. Send note to current TMA President and Executive Director.
- A written report or display board is to be presented to TMAA at the next annual meeting.
- Any unused funds should be returned to TMAA

WORKSHEET FOR COMPLETING HEALTH GRANT REQUESTS

In order to help you provide the most information in the smallest space, the following suggestions are offered to aid you in completion of the TMA/TMAA Health Grant Request form.

Alliance: List your group and any other group involved in this project.

Project Name: Please give the complete name of the project that will be used in all publicity associated with project; i.e., The Hamilton County Health House, The West Tennessee Consolidated Teen Health Workshop, The Knoxville Serenity Shelter.

Number of Alliance Members involved: Actual number.

Number of Participants: Targeted group and estimated number of Attendees.

Brief project description: Please tell us about this project as if you were telling someone who never heard of it. Using outline or other brief descriptions, please tell us what exactly you will be doing during the duration of your health project; i.e., *We will be going to the shelter once a week and providing parenting classes for the homeless women and children who are in the shelter. We will use the money to buy snacks and a small book for each child to keep. We will be doing this on a weekly basis for nine months.* **OR** *We will use this grant money as part of our Teen Health Workshop budget. We will serve _____ students and teachers for a one-day workshop with _____ speakers serving _____ school systems. Lunch will be provided.*

Estimated budget outline: This is extremely important. We want to know both what you expect your total budget for the project to be **and** what part of it you expect to fund with this grant. A well thought-out budget can be the factor which decides which project will be granted the most funds. For example, if you are going to fund snacks at the parenting class and give each child a book to take home, give the price of the books and snacks that you expect to provide. Include the napkins, the drinks, etc. This budget will not only help you think through your own plans carefully, it will demonstrate that you have done so. It will help both the grantee and the grantor in knowing that you have “done your homework” and have planned appropriately. Write down the budget in financial form; i.e., Income and Expenditures. Under income, list all sources from which you expect to make money, including any money paid by the persons or agency being served. Under expenses or expenditures, list all the items you have thought of that will cost money. Since the TMA/TMAA rarely funds total project costs, tell us how you will cover your expenses and carry out your project with partial funding from the TMAA

We request \$ _____ from the TMA/TMAA.
Insert the actual amount of money you would like to have this year.

Signed: _____,

County President and the County Health Promotion Chair

Please look at the grant request for the deadline date.

To receive your approved Grant funds, you must submit a **written request** to the TMAA treasurer once you are ready to begin your project. Don't hesitate to call the TMAA Health Promotions Chair, the TMAA President or Judy Ginsberg in the TMAA office - 800-659-1862 - if you have any questions.

**TMA/TMAA HEALTH
GRANT REQUEST**

ALLIANCE NAME: _____

PROJECT NAME: _____

NUMBER OF ALLIANCE MEMBERS INVOLVED: _____

NUMBER OF PARTICIPANTS: _____

BRIEF PROJECT DESCRIPTION: *Can be attached to Grant Request*

ESTIMATED BUDGET OUTLINE: *Can be attached to Grant Request*

AMOUNT REQUESTED FROM TMA/TMAA: _____

SIGNED: _____
COUNTY PRESIDENT and COUNTY HEALTH PROMOTIONS CHAIR

Please return this to:

Sharon Gerkin, TMAA Health Promotions Chairman
2300 Lakemoor Drive
Knoxville, TN 37920

The above Guidelines, Worksheet for completing the Health Grant Requests and the Grant Request Form can also be downloaded and printed by going to our website at www.TMAAlliance.org ., go to Health Promotion.

Each Health Promotion Contact will also be receiving a paper copy in the mail. The Grant Request may be mailed to me, Sharon W. Gerkin (address on form) or emailed to me with attachment at sgerkinot@aol.com

Please note the deadline is March 1, 2009.

Sharon W. Gerkin, TMAA VP, Health Promotions

DOCTORS' DAY ON THE HILL



The dates have been set for Doctors' Day on the Hill.

Middle TN.....Wednesday, February 25

West TNWednesday, March 25

East TNWednesday, April 22

So please mark your calendars accordingly. We need your support in attending this very important event.

Membership in your county alliance, the TMA Alliance, and the AMA Alliance makes a difference in the health and well-being of your community. Share the work of your alliance with physician spouses who are not members. I believe every physician spouse can benefit from alliance membership in the local, state, and national alliance. Medicine is changing. Be a part of that change. Our communities and the family of medicine needs **YOU**.

Robin Hutchins, VP, Membership

Apply for Free Alliance Publications



The AMA Alliance Health Promotions Committee is offering mini-grants of 100 copies of our children's activity books ***I Can Be Safe*** and ***I Can Be***. All members who know of a project, school or community group that would benefit from the books are encouraged to apply.

Please complete the application link below and return it via e-mail, regular mail fax. ***Please note, that although the books will be granted to your Alliance, we ask that your group pay for the shipping costs. The maximum amount of books that can be acquired is four packs total. Send Applications to:***

Jennifer West
515 North State Street, 9th Floor
Chicago, IL 60654
Phone: 312.464.4498
Email: jennifer.west@ama-assn.org
Fax: 312.464.5020 ...To print out a grant application go to www.amaalliance.org/site/files

I CAN BE...



AMERICAN MEDICAL ASSOCIATION ALLIANCE

CARE TO SHARE??

We want to hear about your amazing health project reports, member moments, or alliance highlights!! Submit your articles to the TMAA office at:

TMAA
2301 21st Avenue South, P. O. Box 120909,
Nashville, TN 37212

or e-mail to TMAA@tma.medwire.org

MARK YOUR CALENDAR



- JAN. 22 TMAA Strategic Planning and TMAA Initial Meeting for 2009 Annual Convention – Knoxville, TN
RiverSound Clubhouse – 9:30 A.M. – 2:00 P.M.
1900 River Sound Drive 37922
- FEB. 5-7 Southern Regional Alliance Development Conference – Atlanta, Ga
(see attachments)
- FEB. 25 Doctors' Day on the Hill for **Middle TN**
- MARCH 1 Health Grant Requests due
- MARCH 9-11 AMAA Conf. & AMA Nat. (NAC) – Winter Session, Washington, DC
- MARCH 15 Deadline for Dolores Chandra Award Nomination
- MARCH 15 Final Membership dues to TMAA Office
- MARCH 25 Doctors' Day on the Hill for **West TN**
- MARCH 30 Doctors' Day
- MARCH 31 Final membership dues to AMAA
- APRIL 3-5 TMA/TMAA ANNUAL MEETING, AIRPORT MARRIOTT, NASHVILLE**
- APRIL 22 Doctors' Day on the Hill for **East TN**