



TMAA NEWSLINE

THE ALLIANCE
SERVING ON BEHALF OF MEDICINE

President's Message

Dear TMAA Friends,

Summer has been busy for the TMAA! Last week I attended the Tennessee Medical Association (TMA) Board Meeting. I was briefed on their Strategic Plan (impressive) and included in an advocacy brainstorming session. I was able to report to them that the state Screen Out! project is in progress. The TMA gave the TMA Alliance \$2500 last year to promote Screen Out! in Tennessee. The Alliance voted at our April convention to add \$2500 to this project. Screen Out! is the American Medical Association Alliance (AMAA) movement to get tobacco out of youth-rated films. Online ads were placed in the following newspapers:

The Commercial Appeal (Memphis)

www.commercialappeal.com

The Jackson Sun (Jackson) www.JacksonTN.gannett.com

The Tennessean (Nashville) www.tennessean.com

The Knoxville News-Sentinel (Knoxville)

www.knoxnews.com

The Johnson City Press (Johnson City/Kingsport)

www.johnsoncitypress.com

The Chattanooga Times Free Press (Chattanooga)

www.timesfreepress.com

The Kingsport Medical Society is interested in putting this information in two Kingsport papers and we will work together. The online project was suggested last spring by TMAA Past President and AMAA Past Health Promotion Chair and current AMAA Director Sue Vegors. Thank you!!

UPDATE 2009 nears. September 13 and 14 in Murfreesboro, TN is the place to be for fun, networking, and information to make your year a success. Chairs Katie Jordan and Vickie Eastham from the Rutherford County/Stones River Alliance and Rinah Hamburger and Susan Kirkwood-Koenig from the Nashville Medical Association Alliance have diligently worked

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Contact Us

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www.TMAAlliance.org

E-Mail:
TMAA@tnmed.org

Phone: 615-385-2100

Direct Line: 615-460-1651

1-800-659-1862

AMA Alliance Website:

www.amaalliance.org

Phone: 312-464-4470

Dates to Remember:

SEPT 13-14 UPDATE 2009

Murfreesboro

SEPT 15 TMA COMM.ON
LEGISLATION

this summer to provide an event that will give you the tools to guide your alliance to another successful year. Registration forms are now on line and will also be mailed to your home. Don Alexander, Russ Miller, and others from the TMA will join us for dinner on Sunday evening to share highlights of the TMA Strategic Plan. Mike Todd from the Tennessee Medical Foundation will also join us for dinner. Our speaker on Monday is nationally known. Cynthia D'Amour (www.LazyLeaderRoadShow.com) will present a two hour program - "The Lazy Leader Transforms America - One Volunteer at a Time." Cynthia has been a much sought after speaker for both volunteer and business groups for several years. She has waived her speaking fee to travel to several cities in the fall to present this program. Her only request is that her two hour talk is open to other volunteer groups and we are working towards this end. She is providing \$79 worth of info packets to be given to each person in attendance. Even though the two hour talk will be open to other groups, UPDATE is still very much a TMAA event as you will see from our agenda. UPDATE 2009 is worth the drive to Murfreesboro! Thank you to President-Elect Gail Brabson for introducing us to this exciting speaker. See you there!

Robin Hutchins President
rhutch1029@gmail.com

Health Promotions

Screen Out! is entering Phase III of the year program. Petitions and organizational endorsements continue to be gathered. Additionally, this summer has seen a tremendous amount of work done to produce website advertisements for the major Tennessee newspapers, including those in Memphis, Jackson, Nashville, Chattanooga, Knoxville, and Johnson City. Plans are for the Screen Out! message to go live in early August.

Health Grants approved at the annual TMAA Conference in April are as follows:

- Chattanooga/Hamilton County "Hands are not for Hitting"
- Kingsport "School Nurses Emergency Tool Kit"
- Knox County "TENNderCARE Family Health Fair"
- Nashville "Fight a Fever"
- Washington County-Unicoi-Johnson County "The Road to Wellness"
- Beth Kasper (MAL) "Meals at Brandon Hill Youth Heritage Garden"
- TMAA State Project "Screen Out! Online Newspaper Advertisement"

The Health Promotions tab on the TMAA website is currently being updated, including the health grant request forms and payment request forms.

If you have completed your health grant project, please plan to share your success at UPDATE 2009 on September 13-14. We want to acknowledge and celebrate your hard work! If it will be completed later in the year, please share with us at the annual meeting April 9-11, 2010.

Shawna Dittrich
VP Health Promotions

2009-2010 Proposed Bylaw Changes

The following are proposed Bylaw Changes which will be placed on our UPDATE 2009 agenda we will vote on. Please review and become familiar with.

- I. Article 3.3.2(h).
In the second year following term of office, assume chair of the Board of Managers of the TMAA Philanthropic Fund.
Proposed:
Eliminate this and combine with the President's year Immediately following office.
- II. Article 3.3.5 Treasurer
Proposed:
Add a requirement that the Treasurer is responsible for the timely filing of all required tax forms. This can be by making sure an Accountant has the appropriate paperwork to prepare the forms and following through by making sure the forms are timely filed.
- III. Article 6.1.2 Finance
Shall be composed of the immediate past treasurer, who is the chairperson, the treasurer, the assistant treasurer, and a past state president, appointed by the chairperson, in consultation with the president.
Proposed: Remove the immediate past treasurer and make the treasurer the chairperson.

Submitted by,
Sarah Higgins
TMAA Executive Past President

As I reflect on this past year, the Tennessee Medical Association Alliance (TMAA) had many achievements in health promotion, legislation, scholarship fundraising and other areas.

The year began with a very educational and motivational Fall Update meeting on September 7 and 8, 2008 in Chattanooga, Tennessee. A national speaker, Sarah Sanders, from the American Medical Association Alliance (AMA) presented a program on "Improving Membership". There were workshops on legislation, medical research and scholarship fundraising, health promotion projects and leadership training.

The holiday-sharing cards were given to the membership for distribution across the state to the various Alliances. This project of the American Medical Association Foundation raised funds for medical research and scholarships for medical and nursing schools. Tennessee finished first among all the states in its efforts. We have accomplished this for 34 years consecutively. We are so proud of this achievement.

Petitions from corporations, agencies and individuals were collected. The national Screen Out! project is for the purpose of stopping tobacco advertising influences in PG rated movies seen by many children and adolescents. Several other health promotion projects across the state were supported by grants totaling almost \$12,000. Alliances receiving grants were in Chattanooga, Knoxville, Nashville, and Washington-Unicoi-Johnson City. These grants were presented at the Annual Convention of the Tennessee Medical Association Alliance, TMAA, in April 2008.

Members were kept informed about the many changes in relation to health care legislation throughout the year. Many physicians, their representatives and Alliance members attended PITCH (Doctors Day on the Hill) in Nashville in March. Different dates were used for the three regions of Tennessee – West, Middle, and East.

Although our membership declined again this year, a sincere effort was made to personally contact each member and keep them informed of meetings and other calendar events. Communication efforts were increased by an electronic monthly newsletter and the Volunteer Voice publication was sent by regular mail. Robin Hutchins, President Elect, and I traveled to most of the Alliances across the state throughout the year. We attended meetings on leadership by the AMAA in Chicago, in October; in Washington, D. C. in March; a Southern Medical Association (SMAA) in Atlanta in February, and the Annual American Medical Association Alliance in Chicago in June.

Thanks to all the Alliance members and especially the officers who worked so diligently to make this past year so successful.

Darlene Vickers,
TMAA Past President

Legislation: YOU NEED TO BE INVOLVED!

We know that ALL eyes are on Washington right now concerning Health Care Reform.

As our legislators work together to put the legislative bills and packages together, we need to make our voices heard with the legislators that we voted into office to represent us. Do you know who your Representative or Congressman is? Use the website: www.house.gov/house/MemberWWW.html to find your Representative or www.senate.gov/general/contact.../senators_cfm.cfm to find your Senator.

These websites make it easy to write to them via email.

We cannot expect our representatives to read our minds. They need to hear the real life situations about patient access and reimbursements for the physicians. Let them know the status of your spouse's malpractice costs as well.

We should pay attention to the stand the AMA takes on many of these bills that are brought before legislation. We may not always agree with it, but we should be educated on their stand. Get signed up to receive the updates from the AMA by going to: <http://www.patientsactionnetwork.com/index.aspx> or this website at: <http://www.ama-assn.org/grassroots>.

I encourage you to become a member of IMPACT (Independent Medicine's Political Action Tennessee).

You can join for as little as \$100. Go to www.medwire.org click on **member** in the blue bar, and then click **legislation**, then click **IMPACT**. Encourage your spouse to join as well!

The actions that will be taken for Health Care Reform will happen with our without you. Be educated in the process and let your voices and opinions be heard. YOU CAN MAKE A DIFFERENCE!

Respectfully submitted,
Gail Brabson, VP Legislation

TMA COMMITTEE ON LEGISLATION

IMPORTANT MESSAGE WE HAVE BEEN REQUESTED TO PASS ON FROM DIRECTOR GARY ZELIZER, TMA GOVERNMENT AFFAIRS.

This year, the TMA Committee on Legislation would like to change things up and give you and our members an increased opportunity to help craft our legislative package for 2010. We would like to build on a very successful 2009 session.

As such, the committee will hold a **90-minute statewide interactive videoconference on Tuesday evening, September 15th beginning at 6:00 EDT/5:00 CDT**. We are currently identifying sites in the following cities where members can participate:

- Memphis
- Jackson

- Nashville
- Cookeville
- Chattanooga
- Knoxville
- Johnson City/Kingsport area

Once specific sites are determined, we will forward that information to you but, at this time, we would hope that you could forward this information now to the members of your component medical society to ask them to mark this program on their calendars. A few CMS presidents have even mentioned that they were strongly considering piggybacking a CMS meeting with the videoconference. Should you choose this avenue and need additional space before or after the videoconference at one of these seven sites, please let us know as soon as possible.

We anticipate at least one member of the Legislative Committee or a TMAA staff member attending the videoconference at each of the seven sites. Although no final decisions will be made on which issues will be addressed legislatively that night, we want to give our members the chance to tell the committee what concerns them the most. Please don't let this opportunity pass.

We appreciate your willingness to help spread the word.

Charles W. White, Jr., Chairman
Committee on Legislation

TMAA PHILANTHROPIC FUND

The Board of Directors of the TMAA established this fund in January, 2006. The fund may receive tax-deductible contributions for the qualifying projects of the Fund and for sponsoring activities to raise monies to be used exclusively for charitable, scientific, safety and literary or educational purposes.

The fund oversees the consideration and distribution of Health Promotions Grants and AMA Foundation funds.

Memorial or Honorary Gifts may be made to the TMAA Philanthropic Fund.

Please include the following information:

1. Name of the deceased or honoree.
2. Name and address of the family receiving the acknowledgment.
3. Your (donor) name and address.

Send your check to:

Mrs. Beth Kasper, Asst. Treasurer
TMAA Philanthropic Fund
3307 Seven Mile Ferry Road
Clarksville, TN 37040

Acknowledgments will be sent to the family of the deceased or honoree and to the donor.

MARK YOUR CALENDAR



- SEPT. 13-14 2009 TMAA UPDATE – Murfreesboro, TN
More information thru e-mail & 'snail' mail early next week
- SEPT. 15 TMA Committee on Legislation
90-Minute Statewide Interactive Video-Conference
(6:00 EDT/5:00 CDT) – See more info above