



TMAA NEWSLINE

“Working together for a healthier Tennessee”

July, 2010 Issue

- President's Message
- UPDATE 2010 INFO
- IMPACT
- TMA Board Retreat
- AMAA Membership Benefits
- Share and Care – The Family of Medicine
- Share Your Business
- Is it your birthday?
- Historian Request
- Philanthropic Fund
- Thank You's
- Patients who email
- Mark Your Calendar

Contact Us

TMAA Website:
www.TMAAlliance.org

E-Mail:
TMAA@tnmed.org

Phone: 615-385-2100

Direct Line: 615-460-1651
1-800-659-1862

President: Gail Brabson

Cell: 865-414-5773

gbrabson@bellsouth.net

AMA Alliance Website:

www.amaalliance.org

Phone: 312-464-4470

President's Message

SUMMERTIME and the Alliance is Busy!

Hello State Alliance members,

I hope this newsletter finds all of you having a wonderful summer! As you can tell, the title of my article is a takeoff on the song “Summertime” from Porgy and Bess by George Gershwin. I wanted to rewrite the words to fit the alliance, but time didn’t permit. But the one line gives you an idea of where I was going. “**Summertime and the Alliance is Busy!**” There are always things to be done to get ready for the fall and coming Alliance year.

Just want to give you a few reminders of things to come that you definitely will want to put on your calendars. The next BIG state event for Alliance members will be the fall conference **UPDATE!** So mark your calendars for **SEPT 12-13th**. We are excited about this year’s event. West TN Consolidated Medical Assembly Alliance (WTCMAA) will serve as our host, and Sue Vegors from Jackson, TN will be the committee chair. We will be having the meeting in Knoxville and you will receive UPDATE information in just a few days by email and snail mail. I hope you will encourage your county officers and members to attend. We are planning the two days to include some shopping time, a fun dinner time on Sunday evening and great informative sessions on Monday.

The next event you need to mark on your calendar is the **AMAA 2010 Medical Families Summit in Chicago September 25 – 28, 2010**. The format has been changed to accommodate the entire family. The AMAA website will update the schedule the first week of August. Also, there are some cheaper airfares from Nashville to Chicago on Southwest Airlines worth checking out.

This year's conference recognizes that you are part of a medical family as well as a leader in your state or county. The summit is divided into two days (Saturday and Sunday) devoted to medical families (bring your spouse) and two days for leadership training (Sunday afternoon through Tuesday morning).

Help promote this summit to your medical family members and bring your leadership team and those who are interested in Alliance leadership at any level. Children are welcome. A child

Dates to Remember:

SEPT.12-13 TMAA UPDATE

2010-11 TMAA LEADERSHIP

Gail Brabson
Barbara Blanton
Vicki Eastham
Beth Kasper
Madeline Becker
Emily Shore
Dottie Pennington
Mona Copeland
Kalpana Gowda
Debra Liening
Deborah Hilgenhurst
Amy Sowell
Mary Ann Lovelace
Robin Hutchins
Darlene Vickers
Annelle Bond
Sharon Gerkin
Archives
Bylaws
Leanna Wright
(Jamie Singer)
(Amber Cesare)
Barbara Trautman
Marcia Young
Tad Lisella
Robert D. Kirkpatrick, MD

care service will be available. Details will be posted to the AMA Alliance Website the first week in August. The AMAA's website is: www.amaalliance.org.

The next note of encouragement I send is about **membership**. As I said in my acceptance speech, we cannot do the work of the other focus groups without members. I have recruited two more members since the last newsletter. How about you, have you gotten at least one new member since the spring? It is simple to ask if you run into a friend shopping, at a social event, or while out exercising. Or just make a phone call. I am sending you the challenge again. I know you can **"JUST DO IT"!**

I want to also encourage you to look at the **Primary Elections** coming up **August 5th**. There are several candidates running who are **"Friends of Medicine."** This is your opportunity to make a difference in how physicians can practice in the state of Tennessee and on the national level. We need a bigger voice in the Healthcare Reform. If you have questions about these candidates, you can contact Gary Zelizer or Julie Griffin at the **TMA office at 615-385-2100**. Make sure you are registered to vote and make your voice heard at the polls.

Thank you to each Alliance member across the state for your hard work for the Alliance. Together we are stronger, and now more than ever we need to be the support our physician spouses need. Have a great rest of the summer and watch your email and snail mail for more on UPDATE! You don't want to miss it!

Smiles,
Gail Brabson, TMAA President

Quote.....

"Health is universally acknowledged to be essentially necessary to the happiness and prosperity of society."

from the Tennessee Legislature's Charter of the
Tennessee Society of Medicine, 1830

MARK YOUR CALENDARS!

WHAT: **TMAA Fall UPDATE**
BASICS and BEYOND

WHEN: **SEPTEMBER 12-13, 2010**

WHERE: **KNOXVILLE, TN**



We are working hard to plan an awesome **UPDATE** meeting for our State Alliance members. Our theme will be **BASICS and BEYOND!** We have secured the hotel - Springhill Suites at Turkey Creek for \$99/night. This is the same rate we had in 2007 when **UPDATE** was in Knoxville. Our **deadline** for turning in room request is **August 12th**. You can turn in your reservation with Judy at the TMAA office by emailing her at TMAA@tnmed.org or call her at (615) 460-1651. The hotel is holding a block of rooms under my credit card and you will be required to pay for your room upon arrival.

We will be sending a letter within the week with more details for **UPDATE**, including schedule, speakers and dinner plans for Sunday night. We have even included shopping time. Just a few sneak peeks for our meeting. We will be having our own **"WHAT NOT TO WEAR"** on Sunday evening. You will need to bring one outfit that you question if you should wear it. We will have our own **Stacey London and Clinton Kelly** there to help us out, with a chance to shop after dinner on Sunday evening privately at a boutique. The meeting on Monday will aim at topics that can help you shape your alliance from membership to fundraising.

So call an Alliance friend and make your plans to attend. Our time together as Alliance members and sharing of ideas helps us grow our county Alliances as well as friendships that last a lifetime. We promise to make it worth your while for a short road trip that will be valuable and fun.

~Gail~

West TN Consolidated Medical Assembly Alliance
Sue Vegors: Chairperson

Independent Medicine's Political Action Committee-Tennessee (IMPACT)

IMPACT membership is not about partisan politics. In fact, party affiliation does not play a role in deciding who will or will not receive a contribution from **IMPACT**. The most important factors are whether the candidate supports pro-organized medicine issues, whether they serve on a committee that will take up physician issues or whether they are in minority or majority party leadership roles.

Membership in **IMPACT** provides a quick, effective way for us to make our collective voices heard in electing legislators that are "Friends of Medicine."

Please join those members listed below and become a member of **IMPACT**. Alliance members can become a sustaining member with a \$100 donation or a Capitol Hill Member with a \$250 donation. The new website for **IMPACT** is www.tnimpact.com. You may mail your check to:

IMPACT, 2301 21st Avenue South, Nashville, TN 37212. You may also contact the **IMPACT office at 615-460-1656.**

The **IMPACT** fiscal year is January – December. If a donation is received after Oct. 1st, it is applied to the upcoming year.

TMAA Members who have contributed to **IMPACT** as sustaining members are:

Burkley Allen	Johnnie D. Amonette
Nancy V. Bailey	Candice Kay Black
Jayne J. Brzezienski	Melissa DePersio
Valerie J. Dossett	Sharon Gerkin
Debbie Hilgenhurst	Robin Hutchins
Elizabeth Kasper	Andrea Kerlan
Sandra King	Gail Kirkpatrick
Debra Lienen	Cyndie McElroy
Susan R. McKissick	Sue Minch
Gerry Palmer	Melissa Portera
Deborah S. Scott	Brenda G. Seals
Swanee Sexton	Emily H. Shore
Kevin Shumaker	Barbara B. Trautman
Sue Vegors	Katherine Warren
Joyce White	Patricia H. White
Vanessa S. Young	

Capitol Hill Donors are:

Gail Brabson

Darlene Vickers

Tennessee Medical Association Board Retreat

The TMA Board Retreat was the weekend of July 16-18, 2010 in Kingsport, TN. The TMAA President has a position on the TMA Board so I attended the retreat. We met at the Marriott Meadowview Resort.

First, I want to assure you that the physicians on the TMA Board and TMA staff understand the importance of their work for the physicians of Tennessee. There is a diverse representation of physicians from across the state on the board. If your spouse is not a member of the TMA, I urge you to encourage them to become a member. They can contact the **TMA office at 615-385-2100** or visit their website at **www.tnmed.org**

Some of the **benefits of being a TMA member** include legislative advocacy, legal advice, discounts on insurance services including workman's comp, and group purchasing on medical and office supplies. As a result of the legislative advocacy there has been a 66% decrease in malpractice law suits this past year which has resulted in a greater than 20% reduction in medical liability premiums.

The dues to be a TMA member:

- Medical Students and Residents are exempt from paying dues
- Physicians in their 1st or 2nd year of practice \$242.50/yr
- Full time Physician \$485.00/yr
- Retired Physician under the age of 65 \$242.50/yr

Even if you take the full price of \$485 and divide that by 365 days/year, the cost is only \$1.33 per day to be a member. And for that price they receive a lot of benefits.

One of the highlights of the TMA Board retreat for me was seeing the Strategic Plan and seeing how much progress has been made since they started it. Dr. B.W. Ruffner, TMA President suggested that the TMA Board add an objective that would reflect not only making Tennessee a healthier state for physicians to practice in, but also to add some incentives to encourage the citizens of Tennessee healthier. He discussed this in reference to the latest report of Tennessee being the third fattest state in the nation.

I was pleased to give a report to the TMA board from the TMA Alliance. The points I gave were as follows:

1.) TMAA was recognized at the AMAF reception in Chicago at convention for being the largest donor to the AMAF again for the 35th year in a row. The three Alliance members who attended the reception were Jo Terry, Sue Vegors, and Sarah Higgins.

2.) AMAA passed a new by-law change to be more inclusive and support ALL medical families. This will include domestic partners for medical students, residents, and physicians. I asked that they refer to the article written by Jo Terry, AMAA Director, coming out in the August issue of the TN Medicine Magazine.

3.) I discussed the dues increase for the AMAA and the incentive to get a \$10 refund for each additional member joining AMAA

July 1, 2010 - June 30, 2011. This total must exceed the total number of AMAA memberships from the state at the end of June 2010. This money would be given back to the state Alliance to be spent at their discretion.

4.) I suggested that the TMAA would like to have a closer working relationship with the TMA and to support the issues of the TMA. My opinion is that we (the Alliance) could help encourage physicians to join the TMA and in turn they could encourage their members to encourage their spouses to join TMAA. I asked how many of the board members present had spouses that are Alliance members and there were only a few.

5.) I suggested that if the TMA does do something to promote a healthier TN, having the TMAA partner with them could possibly double the manpower to make it happen.

It would be impossible to sum up the entire board retreat in one newsletter article. I always come away from any meeting I attend with learning something new that I can use in the Alliance and any other organization I work with. The camaraderie with the board members, their spouses and families at the dinners reminds me we are ALL in *"the family of medicine."*

Respectfully submitted,

Gail Brabson TMAA President

The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not.

-Mark Twain

AMAA Announces New Membership Benefits!

The AMAA announced at the Convention in June some of the new benefits for Alliance membership! The big announcement was the discount from **Sears** on appliances, exercise equipment, outdoor equipment, televisions and more.

AMA Alliance members also save on travel, car rental, Bally's fitness centers, and more. These savings provide added value that can more than offset membership dues in the Alliance network at the state, county and national level.

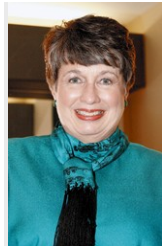
Check it out - Just go to the amaalliance.org and click on Membership Benefits on the left column. Are you eligible for AMA Alliance membership? Are you a current member? E-mail the AMAA at julie.ziegler@ama-assn.org or contact your county alliance. You may also contact Mary Ann Lovelace at lovelaceclan@chartertn.net our state membership chair.

Share and Care - The Family of Medicine

We were notified *Tribute To Women*, the YWCA's signature event honoring outstanding women in East Tennessee, will be on Thursday, Aug. 19. This year, the 26th for the event, the honorees are being announced in advance rather than at the event in an effort to highlight their work and accomplishments.

Nominees are nominated in one of eight categories: Arts, Business, Government, Education, Human Services, Racial Justice, Science & Technology and Outstanding Youth. All nominations are reviewed by qualified out-of-state judges with no strong ties to East Tennessee. Judges look for nominations that show high achievement in career or in a volunteer capacity and nominations that show a strong impact in the community.

We are proud to announce our own **Jo Terry** as being one of the **nominees**,



Terry

HUMAN SERVICE: JO WILLOUGHBY TERRY

Jo Terry, a registered nurse, was executive director of the Community Coalition on Family Violence and helped establish the Knoxville Family Justice Center. A lay leader at Church Street United Methodist Church, she has sung in the choir for 30 years. She serves on the National Health Collaborative on Violence and Abuse, and discusses her passion - preventing family violence - on Community TV's Fourth Circuit Court series. She and husband Dr. Bill Terry have three daughters, one son-in-law and one grandson.

Share a favorite childhood memory.

Countless hours playing dolls with my best childhood friend.

What's a parent's most important role?

Loving their children unconditionally while modeling moral values and faith.

Why do you enjoy doing what you do?

My work with the medical alliance, and especially in the field of family violence, has allowed me to interact with a variety of people and sometimes to influence their lives. It has brought fulfillment and a sense that I have done what I was supposed to do.

Who is your role model/hero?

My mother, Christine Tinsley Willoughby, was my role model. She was a loving wife and mother, thoughtful friend and a gracious hostess. She encouraged me, loved me without reservation and rejoiced in my achievements.

My living hero is my friend, Susan Owen, who has faithfully devoted herself to the care and rehabilitation of her daughter, Caroline, from traumatic brain injury. There is no greater love than what Susan, and her husband, David, live daily.

Your philosophy of life?

Philippians 4:4-9 NRSV "Rejoice in the Lord always ... Let your gentleness be known to everyone. ... Do not worry about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all understanding, will guard your hearts and your minds in Christ Jesus. ... Whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is pleasing, whatever is commendable, think about these things."

What is the best advice you ever received, and who gave it?

When I was six and terrified before a dance recital, my daddy jokingly told me not to be scared, that everyone puts their pants on one leg at a time. His advice has helped calm me before public events for over 50 years!

What's changed most about the family and our culture during your career?

The biggest change must be the demanding schedules that have families going in all directions, infringing on daily time spent at the dinner table and relaxing with each other.

If you could give young couples one piece of advice, what would it be?

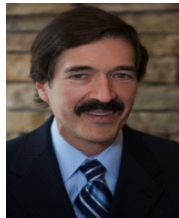
Listen to your partner, think before speaking and be loving and kind in what you say.

What are you most proud of?

Our children. Bill and I have been blessed to have three wonderful, healthy daughters who have grown into fine young women.

What's on your "bucket list"?

More travel with my husband, Bill, and on a daily basis to be a thoughtful friend.



Dr. Graf Hilgenhurst, M.D.

We have exciting news to share with you: Dr. Hilgenhurst was chosen as national faculty member for the International Spine Intervention Society (ISIS)!

Dr. Graf Hilgenhurst M.D., board-certified in Pain Management and Anesthesiology and owner of **Precision Pain Care**, was one of two physicians in the nation to be chosen this year by the **International Spine Intervention Society (ISIS)** as a faculty member. Physicians were required to submit X-ray images of pain management procedures they perform. Next they were observed performing these procedures. Finally, they were judged in their teaching abilities. In his role as faculty member, Dr. Hilgenhurst will teach other physicians to perform these procedures at continuing education conferences across the United States.

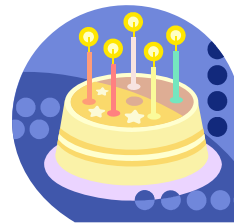
ISIS is a prestigious association of physicians dedicated to the treatment of spinal pain. Dr. Hilgenhurst said: "I am honored to have been chosen to be an ISIS instructor. It was quite a rigorous process. You have to be board certified just to belong to ISIS. There are a lot of people out there calling themselves pain specialists and doing injections, but not all of them are qualified. As an ISIS instructor, I can say that not only have I taken the courses ... I also teach the courses! I think it's important for patients to understand the qualifications of their doctors."

Dr. Graf Hilgenhurst is a board-certified Anesthesiologist and Pain Management specialist. His practice, Precision Pain Care, is located in Smyrna, TN. His wife is Debbie Hilgenhurst.

Once again if you have family news to share, please let us know. We need to be there for one another to share and care about our medical families. Just e-mail articles, pictures to Judy at tmaa@tnmed.org

Alliance Members Share Your Businesses Hello Alliance Members

Do you have a business you own or work at that you would like to share with the Alliance? Everyone always likes connections, I know I do. Maybe you sell Mary Kay, Tupperware, Thirty One, Longaberger baskets, or have a business you want others to know about. Let's share those with all our State Alliance Members. Let's put our thinking caps on. Are you in Real Estate, Interior Design, or an artist? If we share this information, we might boost someone's sales, or give referrals that help in a lot of ways. Please send me your information so we can put it on Newline. It's free advertisement for you and a great way to learn of others talents!



IS IT YOUR BIRTHDAY?

Who doesn't like feeling special on their birthday? I don't know of anyone who doesn't want to be acknowledged on their birthday. It's a very special day for a very special person. That's why I am asking for the county presidents and county membership chairs to send us a list of your member's birthdates if you have them. If you don't have a birthday list, it is time to make one. We only want the month and day, who is counting years anyway? You can email it to me at gbrabson@bellsouth.net and Judy Ginsberg our administrative assistant at TMAA@tnmed.org or snail mail is still accepted at: TMAA

P O Box 120909

Nashville, TN 37212-0909

This way we can send email or snail mail BIRTHDAY WISHES to all our TMA Alliance members. We want all our Alliance members to be wished a **HAPPY BIRTHDAY** on your special day.



HELP THE HISTORIAN

Please remember to send me any photos or interesting articles about your local alliance and its members that you would like included in this year's TMAA scrapbook!

Sharon Gerkin

2300 Lakemoor Drive

Knoxville 37920 or email at sgerkinot@aol.com

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. This is a great way to honor someone in a special way.

Please include the following information:

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

Send your check to:

Mrs. Madeline Becker, Asst. Treasurer
123 Chestnut Ridge Drive
Jonesborough, TN 37659

THANK YOU

Note received from Susan Todd, AMAA President 2010-11

Dear Robin and all the Tennessee delegates:

What a wonderful surprise to find such a beautiful book on Tennessee on my doorstep. Such lovely pictures from the dogwoods to Union Station in Nashville!

I will treasure the book and the alliance friends from the great state of Tennessee.

*Fondly,
Susan*

What a lovely and special gift you gave to me last week!! The ice cream cake was such a treat for all of the staff; we enjoyed every bite.

It has been a good 10-year term with TMA and TMAA. What a pleasure to know and work with each of you. Blessings to each of you as you continue to do your community work.

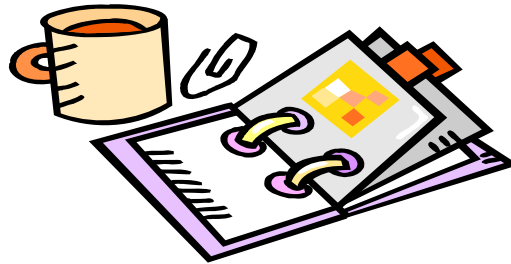
God bless.

Esther Vandenberghe

Esther worked as TMA receptionist for ten years.

Patients who email their doctors are healthier

Patients who take advantage of secure patient-physician email options offered by their doctor are more likely to experience healthy outcomes according to a recent study published in the journal Health Affairs. Click [here](#) to read more. Or copy and paste this in your web browser:
<http://consumer.healthday.com/Article.asp?AID=640912>



MARK YOUR CALENDAR

- August 11** Summer Finance Meeting @ TMA bldg 10 am
- August 18** Deadline for articles for *TMAA Newsline*
- Sept 12-13** TMAA Fall UPDATE Meeting – Knoxville, TN
- Sept. 25-28** AMAA 2010 Medical Families Summit (formerly LDC) – Chicago
- Sept. 28** KAMA (Knoxville Academy of Medicine Alliance) FASHIONDRAMA