

**End of Aug., 2011 Issue**

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- **Philanthropic Fund**
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**Contact Us**

TMAA Website:  
[www.TMAAlliance.org](http://www.TMAAlliance.org)

E-Mail:  
[TMAA@tnmed.org](mailto:TMAA@tnmed.org)

Phone: 615-385-2100

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

President: Barbara Blanton

Cell: 931-639-3289

[barbarablanton@aol.com](mailto:barbarablanton@aol.com)

AMA Alliance Website:

[www.amaalliance.org](http://www.amaalliance.org)

Phone: 312-464-4470

**Dates to Remember:**

Sept 11-12 TMAA UPDATE-

Knoxville

Sept 30-Oct 2 LDC

Chicago

Oct. 12 SAVE Day

# President's Message

Hello Everybody!

As President of TMAA it is a privilege to help plan the activities and agenda for UPDATE.

The major goal of UPDATE is to train county leaders.

- I have asked Sue Vegors to start us off on Sunday, September 11 with an alliance strategic planning presentation. When Jo Terry was president (2005-2006) the first stage of a strategic plan was completed at the September Update meeting in Murfreesboro. There were smaller meetings during the year and during Sue Vegors' year as president (2006-2007) the alliance continued to meet and add to the plan. Once again, Sue has been working and expanding the original plan and she is asking for your input at UPDATE in Knoxville.
- Mary C. Pankiewicz, organizing expert, will speak, Monday, September 12, 10:00-10:45. She will sign her book 10:45-11:00. According to information on her webpage, Mary *“will offer you quick tips and simple solutions for your organizing challenges.”* Also, on her webpage is the following comment: *“Hint: You only have time to read what is critical to your profession. Later never comes. My clients often have stacks and stacks of old reading material that is causing visual stress and mind clutter. Purge the old and use the following organizing one liner to prevent the stacks in the future.”* Organizing Success One-Liner: *“Stand and scan reading material and highlight key points.”*
- Each of the Focus Vice President's (AMA Foundation Vice President - Dottie Pennington, Health Promotions Vice President - Kalpana Gowda, Legislation Vice President - Deborah Hilgenhurst, and Membership Vice President - Robin Hutchins) will give a 25 minute seminar with about 5 minutes for questions.
- County Presidents and Committee Chairs will also give a short report.



**2011-12 TMAA LEADERSHIP**

- Barbara Blanton
- Beth Kasper
- Vicki Eastham
- Madeline Becker
- Ellen Evancho
- Dottie Pennington
- Susan Brown
- Kalpana Gowda
- Heidi Dulebohn
- Deborah Hilgenhurst
- Gail Brabson
- Robin Hutchins
- Emily Shore
- Sheila Herring
- Sue Vegors
- Sarah Higgins
- Beth Thomas
- Connie Stohler
- Annelle Bond
- Stephanie Adams
- Sharon Gerkin
- Debra Liening
- Kathy Patten
- Andrea Gaume
- Jo Terry
- Winfred Ruffner, Jr., MD

**2011-12 AMAA LEADERSHIP**

- Emma Borders
- Pat Hyer
- Jo Terry
- Sarah Sanders
- Rosemary Xavier, Director

- On Sunday evening, we will enjoy a program at the Silk Purse with a delicious meal prepared by members of the Knoxville Medical Association Alliance!

Don't forget the upcoming **Leadership Development Conference in Chicago September 30-October 2, 2011**. All County Presidents Elect are encouraged to attend this LDC.

Remember – “Our” theme this year.....  
Communicate, Educate and Participate!

*Barbara*



***HAVE YOU HEARD HOW EXCITING THE UPCOMING UPDATE 2011 IS GOING TO BE????***

***Beginning with our President Barbara leading our session.....***



to..

- ***our own Sue Vegors, telling us more at the Strategic Planning session***
- ***Committee Reports***
- ***VP Reports***
- ***KAMA Members will be preparing our delicious Sunday evening meal, September 11th***
- ***And the BEST seeing old friends and making new ones***



***Sunday evening, delicious dinner & fun at the famous Knoxville Silk Purse Shop.***



**You need to get  
on the phone.....  
call your friends,  
make your plans,  
to come.....**

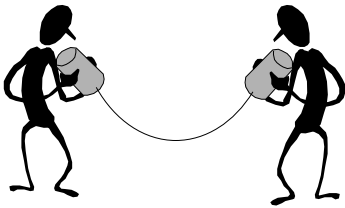


- **Monday ---- Mary Pankiewicz, will be our speaker at our Update conference. She will provide concrete solutions on how to tackle our paper stacks in the office. She enjoys teaching simple and smart organizing solutions to reduce stress and increase productivity. She is certified in Chronic Disorganization and is an ADD specialist In the conference session you will learn:**
  - How to Identify Your Organizing Personality
  - The CFO System
  - Desk Rescue
  - Procrastination Preventers

**After the session you will have an opportunity to purchase her book *You Can Be Clutter-free & Organized – Fast, Easy Organizing Solutions for Paper Piles and Your Office* and have it signed. (Visit her web site at [www.clutterfree.biz](http://www.clutterfree.biz) to sign up for her FREE e-tips (ezine).**

**SO YOU SEE - TMAA MEMBER –  
SUCH A BARGAIN  
FOR JUST  
REGISTRATION FEE \$50**

**Registration Form is attached. Make sure to complete and send in to TMAA Office asap. Hope you will join us in Knoxville.....**





## ***IMPACT***

**NOW IS THE TIME TO JOIN IMPACT!**

*What is IMPACT? IMPACT is a non-partisan, independent political action committee established by the Tennessee Medical Association aimed at the election and retention of pro-medicine candidates.*

*Alliance sustaining membership is \$100 or Alliance Capitol Hill Membership is \$250. You may mail your check to:*

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

*The new website for IMPACT is **www.tnimpact.com** where you can also contribute through a secure Paypal account.*

*Thank you for joining or renewing!*

***Sue Vegors, TMAA Representative to IMPACT Board of Directors***

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Coming together is a beginning.  
Keeping together is progress.  
Working together is success.

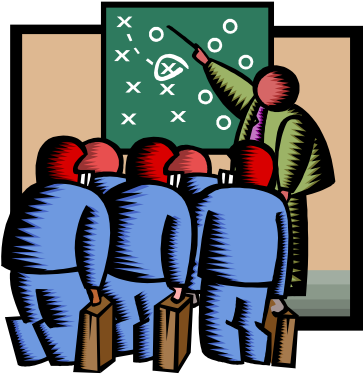
- Henry Ford



***BE A MEMBER ON OUR TEAM....***

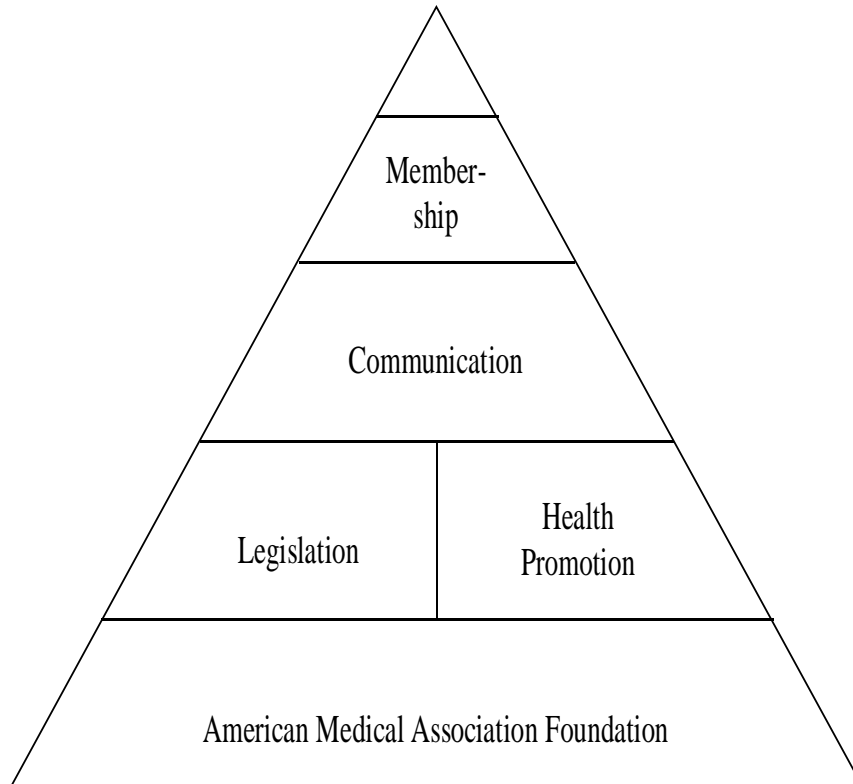


***BE A TEAM PLAYER.***



# Strategic Planning

Support the Family of Medicine

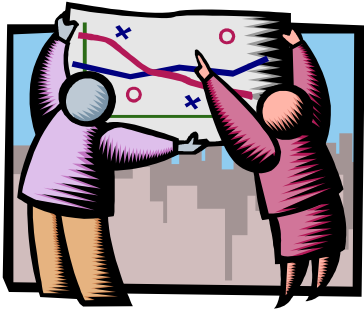


## Building Healthy Communities

In 2007 we created the pyramid. We created the philosophy that membership needed to be at the top of all we do to create a stronger organization. Please think about the questions below for discussion at Update 2011. If you are not able to attend, please send your response to TMAA office before the meeting.



**Let us know what you think...**



## WHAT IS YOUR VISION FOR TMAA??



### **Strategic Planning Questions**

We created the philosophy that membership needed to be at the top of all we do to create a stronger organization. Do you think that is still applicable today, or is communication a bigger part in what we do?

### **Membership**

Currently we have a total of 445 members. What should our short term goal be?

Long term goal? Our membership reflects 10% of the TMA membership, allowing for single and female members, what percentage would be reasonable?

Ideas for increasing membership?

### **Communication**

What would you like to see TMAA do to increase/improve its communication with members?

### **Legislation**

Every year the TMA legislation committee decides on what health issues and bills it is going to do for the upcoming legislative session. Would the TMAA membership want to be made aware of these and the rationale for supporting or not supporting? TMAA has a representative at that table.

Other than the *Legistat* (update on the legislative session), what you like to see TMAA do to help educate members? Realistically, how much information and in what form do you want to see about legislation?

### **Health Promotions**

Would you like to see a state wide Health Project?

Would you like to know more about the projects currently being done across the state? Nation?

### **AMAF**

Would you like to see TMAA become a part of the AMA Alliance Grassroots Honor Fund?

<http://www.ama-assn.org/ama/pub/about-ama/ama-foundation/endowment-gifts.page?>

Thanks for your participation.

**Sue Vegors**

**For  
excellent  
leadership  
training  
with an emphasis  
on  
membership,  
Join  
your  
fellow  
TMAA members  
at the  
AMAA  
Leadership  
Development  
Conference  
in Chicago  
September 30 –  
October 2, 2011.  
You  
won't  
be  
disappointed!**



*Mark Your Calendar*

***Leadership Development Conference (LDC)  
September 30 – October 2, 2011***

***Chicago Marriott Downtown ~  
Magnificent Mile***



*They have planned a shorter, more concise meeting schedule. The 2011 Alliance Leadership Development Conference will start at **8:00 a.m. Saturday (October 1<sup>st</sup>)** and will end Sunday afternoon by **3:30 p.m. (October 2<sup>nd</sup>)** -*

*With optional educational sessions on Friday afternoon (September 30<sup>th</sup>) and a welcome reception Friday evening for those who are in town early!*

*Discounted, Early Bird registration is on the Alliance website.*

*Single and Double rooms at the **Chicago Marriott Downtown Magnificent Mile** is available at the discounted rate of **\$239 per night**. Feel free to pair up with a friend to reduce costs!*

*Visit the AMA Alliance website at [www.amaalliance.org](http://www.amaalliance.org).*



FOCUS

**LEGISLATIVE UPDATE**

THIS

Dear TMAA Colleagues:

MONTH

The last legislative year was quite busy for TMA and very successful as well. This summary provides a review some of the key highlights of last year.

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The most significant victory for TMA this past year was the successful passage of tort reform. Deemed “The Tennessee Civil Justice Act of 2011”, this legislation puts parameters around medical malpractice lawsuits, which will ultimately reduce medical liability insurance rates. Effective October, 1, non-economic damages such as “pain and suffering” will be capped at \$750,000, or in catastrophic cases, there will be a \$1MM limit.

There were two key bills designed to protect Tennessee patients in the area of Pain Management with one passing and another to be reviewed over the summer. TMA successfully passed legislation to regulate pain clinics. There has been a proliferation of “pill mills” in Tennessee, sites that prescribe pain medicine without a thorough work up of the patient, or attempt to find the source of the patient’s pain. Effective January 1, state certification and regulation will be required for pain clinics treating high numbers of patients with narcotics. The law also prohibits a cash-only payment policy, with the exception of patient co-pays.

Do you know who your provider is? Beginning in January 2012, all healthcare providers will be required to identify their credentials, so patients know what type of provider is treating them. All MDs, DOs, nurse practitioners, PAs, psychologists and other professionals must wear identification with a photo and professional title, spelled out. Or, they may elect to provide the patient a handout with such information.

TMA is gearing up for another dynamic year, as there are so many pressing demands in the medical profession. Thanks TMA for your efforts in protecting the practice of medicine in the state of Tennessee.

**Debbie Hilgenhurst**  
Vice President, Legislation

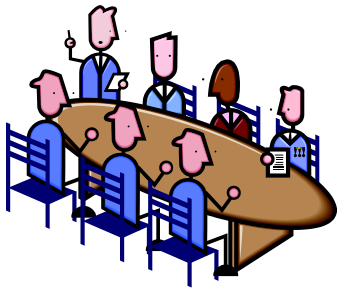


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Join us. We need you.

If not a member of an alliance, be a Member-At-Large.

Be heard.



**TENNESSEE MEDICAL ASSOCIATION ALLIANCE  
Membership-at-Large Form**

Please send this application with your check for \$80.00\* payable to **TMAA** to:

TMAA  
P.O. Box 120909  
2301 21<sup>st</sup> Avenue South  
Nashville, TN 37212-4934

NAME \_\_\_\_\_  
SPOUSE'S NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
COUNTY \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
EMAIL \_\_\_\_\_

\* Your \$80.00 pays for dues in AMAA and in TMAA.

Please check any applicable areas:

- I am interested in being a dues-paying member only.  
 I am interested in attending state meetings.  
 I am interested in starting an organized alliance in my county.

If you have any questions, please feel free to contact the TMAA office at the following:

Phone: (615) 460-1651

Fax: (615) 312-1962

1-800-659-1862

Email: [tmaa@tnmed.org](mailto:tmaa@tnmed.org)

Or you may contact President Barbara Blanton at:

Phone: 931-684-6761 E-mail: [barbarablanton@aol.com](mailto:barbarablanton@aol.com)

We appreciate your continued membership in the Tn. Medical Association Alliance

**WE NEED A HISTORIAN**



*Still looking for that special someone with artistic magic in their fingers...Know them who loves to scrapbook?? We need them. She/he gathers our photos or interesting articles about local alliance and its members that would be included in this year's TMAA scrapbook and consolidates it into a wonderful scrapbook for us to view at 2012 Annual Meeting. Give us that special call.*

*We are waiting to hear from you....Thanks. Barbara and Judy*



## IS IT YOUR BIRTHDAY?



*The TMAA wants to wish our Alliance members a HAPPY Birthday when it's your special day. 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 [barbarablanton@aol.com](mailto:barbarablanton@aol.com) and Judy Ginsberg our executive assistant at [HTMAA@tnmed.org](mailto:HTMAA@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.*

*August birthdays: Myrtianne Downs (2nd), Una McCreary & Vicki McGowan (4<sup>th</sup>), Sarah Poret (8<sup>th</sup>), Kathy Hill (9<sup>th</sup>), Libby McGowan (11<sup>th</sup>), Nora Lee (14<sup>th</sup>), Annette Clemons (15<sup>th</sup>), Jennifer Hopland (16<sup>th</sup>), Ann Cupp (18), Catherine Gunter (20<sup>th</sup>), Erma Budd (21<sup>st</sup>), Beth Peterson (22<sup>nd</sup>), Barbara Trautman (24<sup>th</sup>), Beth Kasper (28<sup>th</sup>), and Peggy McQueen (29<sup>th</sup>).*

## Share and Care - The Family of Medicine

*Dr. Dennis Stohler, husband of Connie Stohler, fell and broke his hip. Hope you are recuperating nicely and back on the road to recovery.*



*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](mailto:tmaa@tnmed.org).*

Go from



To



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### AMAF Sharing Card

We have been in Tennessee for ten years now and I never stop being amazed with the awesome natural beauty of north east Tennessee. Fortunately, there are also nature photographers who feel that awe and are able to capture that beauty on film with incredible skill. One such photographer, Harold Ross Jr, produced the image that will be on our AMAF sharing card this year. Harold is the son of Dr. Harold Ross and his wife, Alida, a long time member of the WUJ Medical Alliance. The image is of the Roan Mountain Balds, Roan Mountain, TN, after a heavy snowfall. This image may seem out of character as we swelter in 90 degree heat, but the sharing card is sent out in December to serve as a holiday greeting card for local physicians. The name of each physician who makes a donation is printed in the card and these same physicians will receive the card.

I look forward to distributing the card at Update to each of the local AMAF chairpersons. They will need each of us to help them in generating funds for this drive to support medical education scholarships, local health promotions projects, and general foundation support. We can do that by making sure that each physician in the counties represented by our local alliance is on the mailing list to request donations.

See you in September,  
Dottie Pennington, AMAF VP

### 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. Ellen Evancho, Asst. Treasurer  
2330 Craig Cove Road  
Knoxville, TN 37919

**AMAA Member Benefits!**

Log on to the AMAA website <http://www.amaalliance.org> and take advantage of the benefits for your membership as an AMAA member. Those companies that AMAA has partnered with are: Sears Commercial, Bally Fitness, Consultants Paul Amundsen & Associates,



**HEALTHeCareers**



**Hertz Rental Cars**



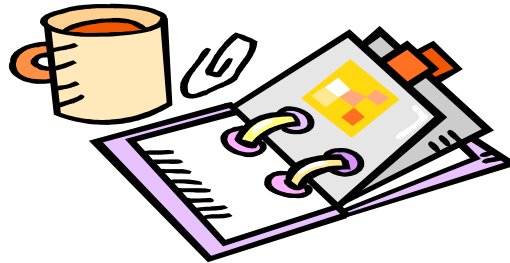
**Avalon Waterways**



**Amazon.com**



**The Amazon.com generates a rebate for the AMAA.**



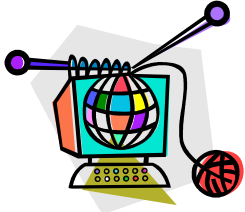
**MARK YOUR CALENDAR**

**Sept 11-12 TMAA UPDATE-Knoxville**

**Sept 30 –**

**Oct 2 LDC – Chicago**

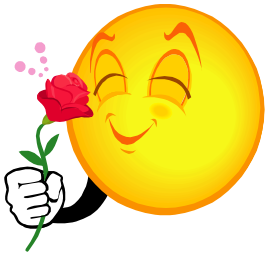
**Oct. 12 SAVE Day**



*New and Improved Website.....*

*If you have not visited this recently, you have a treat in store..... [www.tmaalliance.org](http://www.tmaalliance.org)*

- ***Kathy Lariviere** of Three Rivers Promotions has worked with us and has done an outstanding job. Thanks so much to you Kathy for your expertise.*
- ***Jonathan Horowitz** for getting us to this level and keeping us on track.*



*To Everyone Working With TMAA ..... We Are So Proud  
YOU Are Part Of Us.*



***YOU** Help Make It All Happen.*

*Many Thanks.*

*Barbara & Judy*

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