

November, 2011 Issue

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Contact Us

TMAA Website:
www.TMAAlliance.org

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TMAA@tnmed.org

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

President: Barbara Blanton

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barbarablanton@aol.com

AMA Alliance Website:
www.amaalliance.org

Phone: 312-464-4470

Dates to Remember:**2012**

Jan. 13 – 15 Southern Regional Alliance Annual Meeting--- Greenville SC

President's Message

As we approach the Thanksgiving season this year, it should remind us to be thankful and grateful for all our blessings. Our families are one of the greatest blessings we have and we must remember to tell each member of our families how much they mean to us. Part of being thankful comes from within our hearts but we should let our friends and families know that they are at the center of our Thanksgiving at this time of year.

We should also be thankful for this great country and the opportunities it has given us to both thrive and to serve as we work to promote the good health and wellbeing of our fellow citizens. Let us never lose sight of the fact that this is a great privilege given to us by our God and our Country and we must never do less than our best as we promote these causes.

I want to personally express my thanks for the many friends I have been privileged to know and work with in the alliance and I am very proud to be a member of an organization that dedicates itself to the many causes in which we are involved.

On October 25th I was pleased to be invited to attend "FASHIONDRAMA 2011" in Knoxville as a guest of Karen Brown, President of KAMAAlliance. Also, I wish to thank Beth Thomas who served as my hostess. I was impressed with this huge community wide event and was impressed with the work of the FASHIONDRAMA committee.

The Southern Medical Association/Alliance meeting was held at the Williamsburg Lodge, Williamsburg, VA, November 3-5th. As SMAA Councilor, it was my privilege to represent the TMAAlliance at the SMAAlliance meeting in Williamsburg, VA, and to report on the activities of our state alliance. Dr. Nancy Swikert, President of SMAA donated an amethyst-diamond ring to the raffle and I was the lucky winner! Dr. Donald Swikert, had the winning raffle ticket for a trip to Hawaii!

The keynote speaker of the SMA/SMAA Opening Session was Dr. William C. Roberts, Executive Director of the Baylor Cardiovascular Institute of Baylor University Medical Center in Dallas, TX. He serves as Editor-in-Chief of the American Journal of Cardiology. He has written over 1,150 articles on cardiovascular disease and his research



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



focuses on morphologic aspects of cardiovascular disease. I also enjoyed a seminar by Dr. Jan N. Basile, Professor of Medicine at the Seinsheimer Cardiovascular Health Program Division of General Internal Medicine, Medical University of South Carolina, Charleston, SC. He spoke on Hypertension.

Emma Borders, AMAA President installed the incoming SMAA President, Rose Kuplesky. Both presidents are from Louisiana! I have invited Rose to the TMAA State Convention in April.

On November 9th, I attended a meeting of the Tennessee Obesity Taskforce in Jackson, TN. The next scheduled meeting of this Task Force is in January and will be in Nashville. I was surprised to find that there are numerous organizations already involved in developing a “Tennessee Statewide Nutrition and Physical Activity Plan.” TOT developed a plan---Eat Well, Play More Tennessee---and this is for anyone who wants to help reduce the burden of obesity in Tennessee--policymakers, local and state planners, health care providers, educational systems, employers and communities. Implementation of *Eat Well, Play More Tennessee*, a long-term, comprehensive state plan, along with its evaluation components, will provide the tools necessary to address these concerns.”

If you have not already read the “Special Feature” article by Dr. Charles E. Leonard, in the *Tennessee Medicine* Journal of the Tennessee Medical Association, I urge you to do so. The title of his article is “Erosion” and it reminded me of something that I read some time ago (Distaff - January 1985): Yesterday doctors practiced medicine in a free and independent manner. Today they practice with restrictions and liability pressures. Tomorrow they MAY practice with total government control.

A special thank you to everyone who participated in the AMA Alliance Grassroots request to contact your US Senators and Congressmen. As you know, if the SGR (Sustainable Growth Rate) legislation is not repealed, Physician’s will automatically receive a 30% reduction in payments on January 1, 2012. It is still not too late to call your congressmen. The Physician’s Grassroots Website is www.ama-assn.org/grassroots, and the phone number is 1-800-833-6354.

Also, thank you to everybody who participated in the *Safe disposal of Drugs* project on October 29th. The Police Departments and Sheriffs across the state collected drugs that are no longer needed and legally disposed of them.

I enjoy reading all the local alliance newsletters and appreciate the presidents who correspond with me by email.

Reminder: The Southern Regional Alliance Annual Meeting will be held January 13-15, 2012 in Greenville, SC.

I wish everyone a Happy Thanksgiving.
Barbara



PUT YOUR ARMOR ON!

By Debbie Hilgenhurst

The physician's job has always been challenging, but now more than ever, the organized medicine landscape feels like a battle with bullets flying all around. Changes abound in the healthcare industry and physicians may feel the need for more back-up troops to endure the arduous challenge. The battlefield is steep, with many changes ahead. Commercial and government payers are flying around targeting provider groups, and CPT codes, prepared to drop the bomb of reimbursement cuts. Massive tanks continue to move in filled with the ammunition of regulation that is burdensome, lacks clarity and is costly to implement, manage and measure compliance. And the front lines are growing with increasing numbers of wounded, sick and injured that require immediate treatment. Physicians, carrying their heavy loads are providing medical care while the battleground is alive with activity all around.

It wasn't so long ago that physicians could completely focus on excellent treatment of patients, not how successful they or their provider partners were at negotiating agreements, managing length of stay, or absorbing the costs of uncompensated care. Physicians need strong and courageous allies as they navigate managed care relationships, HIPAA, Hi-Tech, medical homes, accountable care organizations, Medicare population growth, quality improvements, electronic medical records, and more.

Tennessee physicians do have a strong and courageous ally in the Tennessee Medical Association. The TMA Government Affairs Division professionals work diligently to promote public policy and legislation that is in the best interest of physician members and the general health of Tennesseans. As the healthcare landscape continues to transform, there is an urgent need for physicians, spouses, and business partners to support TMA and the TMA Alliance.

The TMA Alliance provides an opportunity for members to network with one another across the state to promote good health and support the family of medicine. It provides an opportunity for local chapters to rally behind the efforts of TMA as it represents the interests of our great Tennessee physician community.

TMA has worked across the state to gather input from the physician community, and is currently crafting positions for the 2012 legislative agenda. Strong voices and action from the TMA Alliance members will be needed on capitol hill as medicine moves through the many transitions ahead. One can no longer sit on the sidelines and hope that others will do the heavy lifting to protect the interest of medicine. So, TMA Alliance members, it is time to gather your battlefield armor and get involved with:

1. Contacting your legislators on matters identified by TMA. A list of elected officials may be found at www.TN.gov or www.tmaalliance.org.

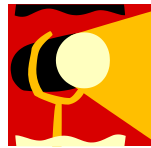




2. Participate in PITCH scheduled for March 30, 2012. This is an opportunity for our elected officials to see and hear the voice of medicine from physicians, practice administrators, clinicians, spouses and others from the medical community.
3. Join IMPACT, a non partisan independent political action committee. IMPACT supports policy makers and state legislators who are allies of organized medicine.
4. Support the American Medical Association and make sure that you and your physician spouse or partner supports national initiatives to protect organize medicine.

All strong warriors are needed to work toward a new healthcare system that ensures access to all who are sick, compensation for quality, improved outcomes, widespread use of electronic medical records, adoption of medical innovations and an adequate supply of well trained and qualified physicians. So put on your battlefield armor and take an active part to ensure the future healthcare landscape represents the interests of organized medicine.

(Deborah's article will appear in the January, 2012 issue of TMA *Tennessee Medicine*.)



SPOTLIGHT ON OUR MEMBER.....

*Everything you wanted to know about our **Andrea Gaume**, President NAMA 2010 & 2011 and did not know to ask....*

REALTOR, Licensed in TN since 2006
Accredited Buyer's Representative
Prudential Fine Homes International Specialist
Prudential Electronic Certified Agent & Certified in Relocation Destination Services
HUD Approved, Trained in Short Sales and Foreclosures

- **Company Sales Leader: 1st Quarter 2010, Top Ten for the year**
- **Company Top Ten in Sales so far in 2011**

Education: Bachelor of Science Degree, The University of West Florida, Pensacola; Master of Arts Degree, The Ohio State University, Columbus
Highest Military Rank: Commander, US Navy Reserve, MSC; Retired 2006
Military Designation: Aerospace Physiologist and Materials

If you want to see the true measure of a man, watch how he treats his inferiors.



Management

Leadership Training: Naval Officer Leadership School, New Port, RI; Camp LeJeune, NC; Flight Surgeon Training, Schools Command, NAS Pensacola, FL

Birth Place: Pensacola, Florida

Professional Experience: Instructor, Berea College, Berea, KY; Assistant Professor, The University of West Florida, Pensacola

Military Duty Stations: NAS Pensacola, FL; NAS Belchase, LA; NAS North Island, Coronado, CA; Bureau of Medicine and Surgery, Washington, DC; NAS Miramar, CA; Camp Pendelton, CA; Camp Lejeune, NC; NAS Jacksonville, FL; USS Ranger II
Flight Experience: T34C and T47, Saufley Field and NAS Pensacola

Volunteer Activities: Nashville Academy of Medicine Alliance President 2010 and 2011, Tennessee Medical Association Alliance, Philanthropy; Nashville Academy of Medicine Executive Board Member (Guest); Lakemont Drive Beautification Coordinator 2002-present; Greek Orthodox Church Festival Volunteer

Area of Interest: Antiques; Gardening; Salt and fresh water fishing; College basketball; Olympic Swimming and Diving; Golf; Foreign Films; Broadway Theatre; International Travel

Latest International Travels: Crete, Greece

Prior International Travels: Holland, Belgium, France, Germany, Switzerland, Austria, Italy, the former Yugoslavia, former East Germany, Poland, former USSR, Denmark, Finland, Sweden, Canada, Mexico, Aruba, and Bonaire, Lesser Antillies

Fishing: Latest catch: Small shark, Intercoastal Waterway, Pensacola, FL

Movies: All time favorite movie: "A Few Good Men"

Best Foreign Film: "The Red Violin"

Places I have lived in the past: Pensacola, FL; Berea, KY; Navarre Beach, FL; Rancho Palos Verdes, CA

Now..... you know....How lucky we are to have HER AS ONE OF US AND 'OURS'!!





2011 AMAF Sharing Card

AMAF REPORT

This is an exciting time of the year for all alliances involved in the Sharing Card, the largest fundraiser for the AMA Foundation, the philanthropic arm of the AMA. Requests have been mailed out and donations are coming in from all over the state. I am encouraging all Alliances to offer extra copies of the Sharing Card for holiday use and for general correspondence since the printer has stated he will be able to reproduce as many as we need. Thank you to all the county chairs for their hard work in producing the final rendition of the card for each of their alliances. It is a wonderful way for the family of medicine to keep in touch with each other as well as support medical education and promote community health programs. I look forward to seeing our own card each year as I am sure each of you do. And thank you to each of you who contribute so faithfully and so generously to this cause each year.

Dottie Pennington, AMAF VP

Medicine Under Attack

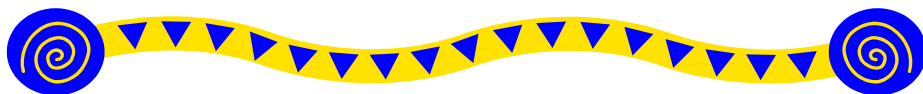
TMAA colleagues, we must all take action as the latest update from the AMA is sour. The supercommittee failure to reach agreement on deficit reduction also means there was no action taken to repeal the flawed SGR formula that determines physician reimbursement for Medicare patients. Effective January 1, physicians are scheduled to take a 27 percent fee reduction on patients who are by nature, older, medically complex and expensive to care for.

If the medical practice you are associated with treats Medicare patients, this will ultimately impact your family income, if Congress allows these cuts to move forward. We must appeal to Democratic and Republican leaders to TAKE ACTION NOW! Doctors must make a decision by December 31 as to whether or not they wish to continue to accept Medicare patients into their practices. To get involved and contact Congress, visit this link:

<http://capwiz.com/ama/issues/alert/?alertid=53132696>

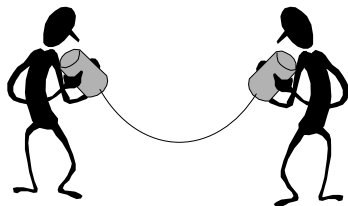
Everyone's help is needed. Take action! Make sure your physician and associated staff take action! Physicians must be compensated fairly for the complex, difficult and tiring work they perform.

By Deborah Hilgenhurst, Legislation VP

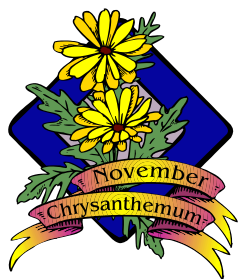




Call a Friend....



And make plans to attend.
You will not regret it.



MARK YOUR CALENDARS

Southern Regional Medical Alliance Conference LEADERSHIP 101

January 13-15, 2012

Courtyard Marriott
Greenville, SC

Registration Deadline is December 12, 2011

For more information you can log onto the
South Carolina Medical Association website at
www.scmmedical.org/content/alliance

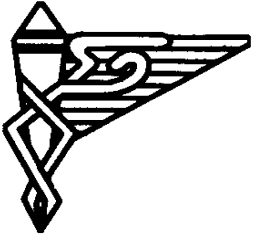
or contact Cathy Boland 1-800-327-1021 for more information.

If you have a hard time getting to the AMAA meetings in Chicago,
this meeting offers a chance to learn and meet Alliance members
from the Southern region.

Gratitude unlocks the fullness of life. It turns what we have into
enough, and more. It turns denial into acceptance, chaos to
order, confusion to clarity. It can turn a meal into a feast, a
house into a home, a stranger into a friend. Gratitude makes
sense of our past, brings peace for today and creates a vision
for tomorrow. ~Melody Beattie

HOLIDAY SHARING CARD

Please be sure to make a donation to the AMAF through the
Sharing Card. You probably have already been contacted by your
AMAF County Chair person. Let's help make TN the largest donor
again this year.



Knoxville Academy of Medicine Alliance

I value the friend who for me finds time on his calendar, but I cherish the friend who for me does not consult his calendar.

Robert Brault

The quote above really sums up how I felt at the conclusion of Fashiondrama 2011. So many members of Knoxville Academy of Medicine Alliance (KAMA) worked diligently to make this year's event spectacular and this would not have happened without these wonderful KAMA friends. Fashiondrama, our major fundraiser of the year was held on October 25th at Cherokee Country Club in Knoxville Tennessee. Fashiondrama is our fundraiser for health initiatives. Our money helps support nursing scholarships for eight area college and university nursing programs, also it helps fund KAMA sponsored programs including SAVE (Stop America's Violence Everywhere), Healthline (Community health television), and First Hand (Meals for Ronald McDonald House). We also support Community Health and Education Organizations including the Family Justice Center, Knoxville Area Project Access, Interfaith Health Clinic, Hope Resource Center, Joshua Resource Center, Knox County Health Department, Family Fitness Challenge and Free Medical Clinic of America.

In addition to being able to have a successful fundraiser, we were delighted to have TMAA President Barbara Blanton as our guest! (See picture below) KAMA would like to wish everyone in Tennessee a Blessed Holiday Season, and a Happy and Healthy New Year!

Karen Brown, KAMA President



Fashiondrama Team 2011

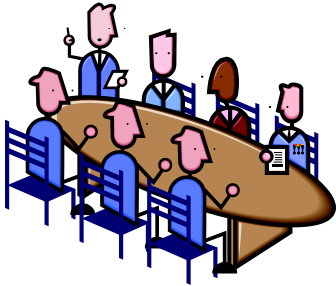
L to R: Susan Brown, Connie Rist, Karen Brown, Jenny Bushkell, Sheila Barnett, Michelle Bishop, Susan Haydek, and Debbie Kerns. Not pictured: Tina Hatcher, Cindy Gash and Kim Davis.



'Being happy doesn't mean that everything is perfect. It means that you've decided to look beyond the imperfections.'

Unknown Author

**WE
NEED
YOUR HELP!**



**THIS
IS
YOUR
TIME
TO MAKE
A
DIFFERENCE....**

**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 21st 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

Or you may contact President Barbara Blanton at:

Phone: 931-684-6761 E-mail: barbarablanton@aol.com

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



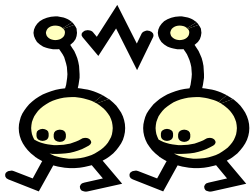
**JOIN US TODAY..... WE NEED YOU FOR 'THE'
MISSING PIECE OF OUR PUZZLE!!!**

Celebration



Congratulations

To Bill and Emily Shore on their upcoming 50th Wedding Anniversary December 18, 2011. We wish you many happy, healthy years together with all your family and friends.



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 and Judy Ginsberg our executive assistant at 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.

November birthdays: Shanthi Girish (1st), Margie Fry, Dawn Fullagar, & Melba Goulding (4th), Hannah Harris (5th), Kathryn Hall (10th), Cecile Huddleston (12th), Amber Cesare (15th), Rae Grosserode (19th), Marla Merrick (21st), Michele King & Katrena Floyd (24th), Susan G. Lane (25th), and Martha Vandiver (27th).

Share and Care - The Family of Medicine

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.





TMA CEO Don Alexander Honored with AMA Award

The American Medical Association (AMA) on November 14 presented Donald H. Alexander, MPH, with the Medical Executive Lifetime Achievement Award in honor of his contributions to the medical profession.

Alexander is the chief executive of the Tennessee Medical Association (TMA), where he has worked for more than 35 years. The award was presented at the AMA's semi-annual policy making meeting in New Orleans.

Alexander will be retiring as CEO of the TMA in late 2012 and will be succeeded by Executive Vice President Russ Miller



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



We all need to support **IMPACT!** Please visit the IMPACT Website at www.tnimpact.com to make a contribution or send a check for \$300 sustaining or \$1,000 for Capitol Hill Club today. Membership forms available from me, and I would be happy to talk to anyone about IMPACT!

Sue Vegors, TMAA Representative to IMPACT Board of Directors



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



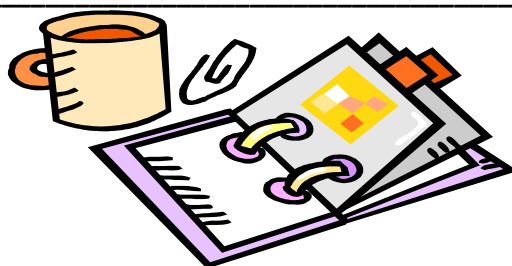
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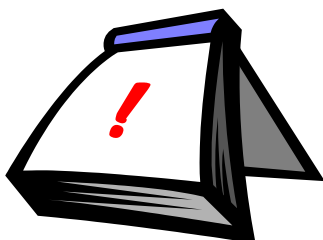
Amazon.com



The Amazon.com generates a rebate for the AMAA.



MARK YOUR CALENDAR



Nov. 24 Happy  Day!!

LOOKING AHEAD.....2012

Jan. 13 – 15 Southern Regional Alliance Annual Meeting
Greenville SC

www.scmcdical.org/content/alliance (More details in this Newsline)

Once again Stu and I want to thank each of you for the amazing \$\$\$ tree TMAA gave us during this trying time. It is times like this when we realize how blessed we are to have friends like you.

At this Thanksgiving season, we are thankful for these friendships we have made and appreciate the many cards, calls and meals you have sent our way. You are an amazing dedicated group.

Thanks