Dear all:

This will be the last MAG BOD Update for 2012. MAG has had another fantastic year with the support of all of you (physicians, county medical societies and specialty societies). We wanted to take this opportunity to summarize our top successes to demonstrate how MAG is providing value to the physicians and patients of Georgia. As always, past updates can be found at http://www.mag.org/resources/executive-directors-message, and please feel free to forward this email to others.

2012 Top Successes

- Second straight year of membership growth – 24% in 2 years in active members.
- 2012 new groups joining MAG include the following:
  - Georgia Emergency Medicine Specialists
  - Hughston Clinic
  - Longstreet Clinic
  - The Medical College of Georgia at Georgia Health Sciences University
  - Piedmont Physicians Group
- Achieved strategic financial goal in three years rather than the targeted five years as dictated by the MAG Strategic Plan.
- Filed a Motion to Intervene (along with the American Medical Association) in the AHIP v. Hudgens litigation addressing whether ERISA preempts Georgia’s Prompt Pay Law that was signed by Governor Nathan Deal in 2011.
- Successfully passed MAG’s number one legislative priority - the Physician Autonomy bill, which prevents a physician’s license from being tied to a public or private payer.
- Successfully opposed legislation that would have expanded pharmacists scope to act as primary health care providers by administering vaccines without prescription from a physician.
- Resolved third party payer issues for over 200 medical practices at an estimated savings of almost six million dollars. ($5,914,140.)
- Met with leadership of all major health plans to communicate MAG concerns and to seek some level of commitment to improve troublesome programs.
- Participated in the Medicaid Redesign Task Force and convened multiple interested stakeholders.
- Increased GAMPAC House of Delegates participation over 100% in 2012 from 2011.
- Implemented a new Association Multiple Employer 401k Profit Sharing Plan with Atlanta Capital Group.
- Redesigned MAG’s website, along with content upgrades, resulting in MAG receiving a national award for its website - MarCom award.
- Continued MAG’s House of Delegates success with increased attendance compared to previous years.
- Contracted new business agreements from ICD-10 software to DocBookMD. MAG endorsed products can be found at http://www.mag.org/resources/endorsed-products.
- Recognition in James Magazine as a top professional association.
- Added new MAG accredited CME providers to total over 40 organizations.
- Provided a CME activity on Electronic Health Records (Meaningful Use Stage 2 Requirements).
- MAG’s Committee on Correctional Medicine produced Standards for Small Jails to improve the healthcare of those incarcerated.

Congress and the SGR

There is a real chance the SGR cuts could go into effect January 1. Although we have been down this road before and Congress has provided a patch, there is a real threat an agreement may not be reached on the SGR and various other budget issues by January 1. We sent an alert earlier this week encouraging our members to contact Congress about the disastrous effects this may have on our nation’s seniors. The alert can be found at http://www.mag.org/news/articles/sgr-alert. Medicare payments may be initially withheld in the event a deal is reached after the new year. For physicians remaining in the Medicare program, please plan accordingly in the event payments are delayed. More information can be
Physicians’ Institute for Excellence in Medicine
The Physicians’ Institute (a nonprofit subsidiary of the Medical Association of Georgia) is participating in a national educational initiative called TEAM-A, The Evolution of Anticoagulation Management-Atrial Fibrillation, which is designed to prevent the incidence of cerebrovascular accidents in patients with atrial fibrillation. TEAM-A is producing an online educational activity in Atlanta on Sunday, January 13th, tentatively at the GA Tech Conference Center. They are looking for physician volunteers to participate in the production, which will have a national audience. A $500 honoraria is provided to each volunteer. For more information, please review the Attachment TEAM-A Audience Recruitment Email.

Blue Cross Blue Shield of Georgia
MAG representatives (Scott Bohlke, MD, Michael Greene, MD and Quentin Pirkle, MD) met with Blue Cross Blue Shield of Georgia to discuss their AIM initiative, which allows a member a choice in selecting “high quality and cost effective imaging services.” Blue Cross listened to our various concerns and plans to have a response to MAG after the holidays. Overall, it was a good meeting and Blue Cross’ President, Morgan Kendrick, was in attendance to further explore how MAG and Blue Cross can work better together in the future.

ICD-10
Please see the attached letter that organized medicine sent to the Department of Health and Human Services calling for a halt to the implementation of ICD-10.

Department of Third Party Payer
As noted in my last update, Cam Grayson, Director of Third Party Payer, is retiring from full time employment effective December 31. Susan Moore has accepted the position of Director of Third Party Payer and will begin with MAG on January 2. Susan has spent her career in the health care industry. Susan worked for over a decade with the Georgia Medical Care Foundation, and also worked on a project with the Georgia Hospital Association on emergency preparedness. We are very excited to have Susan join MAG and a more formal announcement will be forthcoming. Cam will remain with MAG on a part time basis to assist on individual payment claims and help Susan with the transition to the new position.

AMA Foundation
Brett Heimlich, medical student at the Medical College of Georgia, has been selected to receive the 2013 AMA Foundation Leadership Award. Over the last two years, Brett has worked closely with the Georgia Delegation to the AMA as the student representative. Brett has done an outstanding job and has earned this award. Congratulations to Brett for his achievement.

If you should have any questions, please do not hesitate to call.

Happy Holidays,

Donald

Donald J. Palmisano, Jr.
Executive Director/CEO
Medical Association of Georgia
1849 The Exchange
Suite 200
Atlanta, Georgia 30339
678-303-9290 (Phone)
678-303-3732 (Fax)
404-312-9030 (Mobile)

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