Dear all:

This will be the last MAG BOD Update for 2014. As always, my past updates can be found at [http://www.mag.org/resources/executive-directors-message](http://www.mag.org/resources/executive-directors-message) and I would encourage you to pass this update onto others. Here is a list of a few of our successes in 2014:

- *James Magazine* named MAG the number 2 Top Trade/Business Association in Georgia and Marcus Downs a Rising Star for 2014;
- A fourth straight year of membership growth – MAG’s membership is up 35% since 2011;
- A fifth straight year of an operating surplus that allowed MAG to pay off the mortgage at 1849 The Exchange thirteen years early;
- A fourth straight year of significant growth in the MAG House of Delegates – the policy making body of MAG;
- Significant movement on establishing the first Medical Reserve Corps in the United States (House of Delegates Action);
- Successful Town Hall Forums on issues important to patients and physicians funded by the Georgia Medical Care Foundation - [http://www.mag.org/resources/town-hall](http://www.mag.org/resources/town-hall);
- Up to date coverage on the Ebola outbreak and worked closely with the Department of Public Health on providing up to date resources for physicians - [http://www.mag.org/news/articles/ebola-resources](http://www.mag.org/news/articles/ebola-resources);
- Worked closely with Commissioner of Insurance Ralph Hudgens on rescinding the Blue Cross Blue Shield “Amendment” that was received by nearly 6,000 physicians;
- A leading advocate for groundbreaking legislation that received national attention in 2014, including a bill that will provide health insurance for individuals who need oral chemotherapy;
- Began due diligence on the MAG Premier Connect health information exchange with the assistance of MagMutual;
- Multiple radio interviews on TopDocs discussing MAG, Think About It, and International Medical Graduates;
- The MAG Foundation Think About It Campaign distributed over 1,000,000 copies of the prescription drug abuse prevention piece to patients through Walgreens, CVS, Kroger, Kaiser Permanente, Children’s Healthcare of Atlanta, Phoebe Putney Health System, Walmart and various independent pharmacies;
- The Physicians’ Institute for Excellence in Medicine (PIEM) has been awarded its second year-long grant to deliver education focusing on extended-release and long-acting opioid pain medications;
- National attention given to MAG on our success bringing all physicians to the table regardless of specialty, geography and employment option - [http://www.medscape.com/viewarticle/830152](http://www.medscape.com/viewarticle/830152);
- Worked closely with Georgia State University Law School on developing an early disclosure model for medical malpractice claims;
Bob Addleton, PIEM Executive Vice-President, has been elected Vice President and President-Elect of the national organization, Alliance for Continuing Education for the Health Professions (ACEHP) and was recognized by the Georgia Academy of Family Physicians’ President’s Award for championing family medicine, quality improvement and leadership development for physicians;

- Multiple letters to our congressional delegation advocating on issues such as repeal the SGR and ICD-10, narrow networks in the health insurance exchange, the Sunshine Act, and recovery audit contractors;
- Aggressively engaged in the 2014 election cycle with great success;
- Further growth in our Summer Legislative Seminar which was held at Jekyll Island;
- Filed a number of amicus briefs to support physicians and added a number of legal resources that are available to its members on an exclusive basis on its www.mag.org website, including its “Model Medical Staff Bylaws,” articles that were written for MAG’s Journal, a physician’s retirement guide, and a Patient Protection and Affordable Care Act provisions and timeline summary;
- Completed a pilot study with the Georgia Hospital Association on Physician Engagement in Solutions that Promote Care Coordination, Reduce Harm and Improve Health Outcomes in Georgia; and
- Conducted an Economic Impact Study that analyzes the physician’s economic impact (private practice and employed) in a community.

With this, MAG will conclude a successful 2014. We want to thank all of you for your part in the accomplishments above. The results speak of our teamwork and your patients are better off for it.

Thank you.

Happy Holidays and Happy New Year.

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)

The leading voice for the medical profession in Georgia...every physician in every specialty.