

COMMUNICATIONS DEPARTMENT

Special: 04.20

SUBJECT: Annual Report
SUBMITTED BY: Tom Kornegay, Director
REFERRED TO: Not Referred

1 Between January 1 and August 26, MAG’s website was viewed nearly 125,000 times. The website had
2 about almost 60,000 unique visitors during the first eight months of 2020, and more than 90 percent of
3 those were considered “new” (i.e., first time) visitors.
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5 MAG created a ‘COVID-19 Resources Center’ on its website. This includes physician resources, patient
6 resources, news, telehealth, financial/payer developments, physician resiliency, and breaking news. MAG
7 staff also worked with MAG’s Physician Resilience Task Force to create a ‘Physician Resilience Resources
8 Center.’
9

10 MAG is now being followed by more than 4,300 accounts on Twitter, which includes numerous state and
11 specialty medical societies. MAG has also increased its presence on Facebook with early 1,900 “followers.”
12 MAG Executive Director Donald J. Palmisano Jr. can be followed on Facebook, LinkedIn or on Twitter
13 using the handle @DPalmisanoMAG.
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15 MAG’s weekly *Georgia Pulse* media highlights report has more than 7,500 subscribers.
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17 The 1Q *Journal* included an article on the ACA “waivers” that the state of Georgia submitted to the federal
18 government to “extend and stabilize health insurance coverage for thousands of Georgians” (i.e., the
19 ‘Georgia Pathways’/1115 Waiver and the ‘Georgia Access’/1332 Waiver). The 2Q *Journal* included an
20 article on D.O.’s/osteopathic medicine. The 3Q *Journal* included a Q&A-style feature article that addressed
21 COVID-19 from numerous perspectives (i.e., a mix of MAG member physicians who represent a variety
22 of specialties and practice settings). And the 4Q *Journal* will address the 2020 virtual House of Delegates
23 meetings and MAG’s priorities for the 2021 state legislative session.
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25 MAG has produced its *e-News from MAG* newsletter once a month during 2020. It also produced its *e-
26 News from the Capitol* report on a weekly basis during the legislative session.
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28 MAG produced 48 episodes of its ‘Top Docs’ Facebook videocast show in the first eight months of the
29 year. Between downloads and live listeners, ‘Top Docs’ has now reached more than 1.6 million listeners
30 and viewers – which includes people in all 50 states and more than 80 countries. MAG has won three awards
31 for the show, including an American Association of Medical Society Executives *Profiles of Excellence
32 Award*, an American Society of Association Executives *Silver Award*, and a Health Information Resource
33 Center *Digital Health Award*. The show is now averaging 19,000 views on Facebook per episode. Go to
34 www.mag.org/topdocs for additional information and past episodes. MAG also aired a ‘Top Docs’ show
35 that was sponsored by Humana to promote MAG’s new health insurance plan.
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37 In 2020, MAG has distributed press releases addressing: an AMA report on opioid prescribing in the U.S.
38 and Georgia; an MAG/AMA physician survey on COVID-19; MAG’s call for the Georgia Senate Rules
39 Committee & full Senate to pass a tobacco tax increase; the MAG Foundation’s Georgia Physicians
40 Leadership Academy (GPLA); MAG’s call for legislators to pass a tort reform bill.

1 In 2020, MAG has distributed alerts addressing the ‘Top Docs’ show; membership renewals/reminders; a
2 number of webinars and conferences (and cancellations); Physicians’ Day at the Capitol; surprise medical
3 bills; the HOD meeting; MAG’s 401(k) Plan; MAG’s COVID-19 Resources Center and other COVID-19
4 news; HHS’ decision not to seek HIPPA non-compliance penalties for telehealth; DCH’s decision to waive
5 certain Medicaid telehealth/telemedicine policies; the need for MAG MRC ‘COVID-19 Response Team’
6 volunteers; numerous fundraisers/endorsements for candidates for the Georgia General Assembly; AMA’s
7 response to a CMS interim final rule related to COVID-19; MAG’s ‘Race, Equality & Justice’ Town Hall;
8 a SCOTUS ruling prohibiting discrimination against LGBTQ individuals; Splash Financial’s student loan
9 program; an AMA webinar on racism; a new MAG *Journal* physician “heroes” feature; a network
10 continuity bill; health insurers’ new take-it-or-leave-it contract terms; and the Georgia Drug Card.

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12 In 2020, MAG distributed surveys on pain management/treatment; PPE availability; the effects of COVID-
13 19 on medical practices (for DOI); the 2021 HOD venue; substance use disorders (on behalf of the Georgia
14 Department of Behavioral Health and Development Disabilities); GPLA graduates’ leadership roles; ‘non-
15 compete’ clauses and COVID-19 payer issues; and the need for a face mask/covering requirement.

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17 Media inquiries in 2020 have included *Georgia Public Broadcasting* (number of health care workers in the
18 state), the *Atlanta Journal-Constitution* (PPE, COVID-19 testing, MAG Medical Aid Station, GCMB’s
19 proposed rule on medical school debt, legislation criminalizing medical care for transgender youth, VA
20 provider payments), the *Atlanta Business Chronicle* (COVID-19), *Georgia Health News* (APRN scope
21 expansion, PA/APRN legislative study committee, surprise billing), *Georgia Recorder* (COVID-19,
22 surprise billing), *CNN* (COVID-19), *Associated Press* (COVID-19/elective procedures), *Brunswick News*
23 (elective procedures), *WRDW/Augusta* (COVID-19 legal liability), the *Georgia Voice* (correctional
24 medicine), *MedPage Today* (COVID-19), *The Washington Post* (COVID-19), the *Daily Report* (COVID-
25 19), *WSB Radio* (COVID-19, flu vaccinations), *WSB-TV* (COVID-19), *WXIA TV* (COVID-19/PPE),
26 *11Alive* (COVID-19/MAG MRC), *WABE Radio* (vaping illnesses, MAG’s legislative priorities), *The*
27 *Capitol Forum* (Centene/WellCare/DOJ), *Insight into Diversity Magazine* (H.B. 481 “heartbeat” abortion
28 bill), *Modern Healthcare* (Walmart primary care clinic in Dallas, Georgia), *Capitol Beat* (surprise billing),
29 and *The Wall Street Journal* (COVID-19).

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31 MAG President Andrew Reisman, M.D., wrote an op-ed that addressed the need for tort reform in Georgia
32 that was posted on *Georgia Health News’* website.

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