

FOUNDED IN 1949 BY
Jack C. Hughston, MD
1917-2004



Frederick Flandry, MD, FACS, FAAOS, FAOA, FACSM
Sports Medicine, Traumatology,
Adult Reconstructive and General Orthopaedics

MAIN OFFICE
6262 Veterans Parkway
Columbus, Georgia 31909
P.O. Box 9517
Columbus, Georgia 31908
(706) 324-6661
Toll Free (800) 331-2910
www.hughston.com

September 1, 2020

To All Delegates and Alternate Delegates to the 2020 MAG HOD, Directors, and Officers:

I am writing to announce and put forward my intention to run for the office of MAG President-Elect at the 2020 HOD. The COVID-19 pandemic has made this an unusual year... Under normal circumstances, the twelve months prior to the HOD would yield numerous opportunities for social interaction and vetting. I had planned to visit as many component society meetings as possible to give ample opportunities for you to know me better. However, 2020 proved to be an anomaly. In the absence of being meet with you in person, I wanted to share with you my background, leadership experience, assessment of MAG, my proposed goals, and agenda for my proposed Presidential year.

Background:

I was born and raised in Houston Texas, in the shadow of the Texas Medical Center at a time when Michael DeBakey and Denton Cooley were making cardiovascular history. From my earliest recollections, I knew that I wanted to be a physician. I attended Tulane University and worked with a tumor cell biology lab. My projects involved studying the emergence of immunoglobulins in the fetal opossum and creating time lapse photo documentation of the growth of amphibian tumors as a research methodology.

During the summer breaks, I worked as a news photographer for the NBC affiliate in Houston. I graduated with honors and was given early acceptance to Tulane's School of Medicine. In medical school, I achieved AOA and graduated in the top 15 percent of my class. I entered Tulane's Orthopaedic Surgery residency because it afforded the opportunity to travel to top centers in the US and to train under undisputed leaders of that time. One of those leaders, Jack Hughston, asked me to take a fellowship in Orthopaedic Sports Medicine under him, and subsequently to become his partner. This cemented my move to Georgia. After entering private practice, I continued to do biannual sabbaticals gaining further expertise in arthroscopy, traumatology, pelvic surgery, arthroplasty, deformity correction, Ilizarov methods, and hip arthroscopic impingement surgery.

I am double board certified with my most recent recertification in 2019, and I have been an oral board examiner for the ABOS for the past 15 years. Besides the AAOS, I am a fellow of the ACS, AOA, and ACSM. I am a member of 18 medical and sub-specialty societies, hold a faculty appointment from Tulane School of Medicine, and have served as faculty for the past 30 years in my institution's residency and

fellowship programs. I have published over 30 scientific articles, reviews, and book chapters, founded and edited a quarterly health information newsletter, and have given over 100 podium and lab presentations nationally and internationally.

Honors:

I have been inducted into the athletic hall of fame by Georgia Southwestern State University for my 30 years of service to the care of university athletic injuries. I was honored by the Mayor of Columbus Georgia for my service to improving the lives of individuals with Orthopaedic disabilities. I have been recognized by the country of Columbia S.A. for my educational efforts to improve musculoskeletal care in their county. Most recently, I was honored as Sports Medicine Physician of the Year by the Georgia chapter of the SEATA for 30 years of service to high school athletic healthcare.

Organized Medicine Experience:

I joined MAG and my county society in 1987 when I entered private practice and have been a continuous member for 33 years. I attended my first HOD in 1989 as an alternate delegate from Muscogee County MS and as a member of the YPS section. I have served on the MAG BOD for two terms separated by a decade. Most recently, I became Vice-Chair of the Board of Directors in 2015 and Chairman of the Board of Directors in 2018. I am also a past president of the Muscogee County Medical Society, the Southern Orthopaedic Association and the Clinical Orthopaedic Society.

My positions and core values:

I feel that in choosing your future president, you should have insight into a candidate's core values and positions. The following represent mine:

I believe that our profession is the most honorable and altruistic of all professions and that our members place the needs of those in our charge above all other considerations. I believe that we are committed to excellence in the delivery of care and also to a lifelong pursuit of the acquisition and application of knowledge. We scrutinize and apply principals of scientific validation to new therapeutic modalities and treatment algorithms.

I believe that we, as physicians, have the responsibility to advocate on the behalf of our patients to influence laws, regulations, and credentialing as they pertain to healthcare such that the litmus test will always be: "Does a new regulatory position inure to our patient's optimum benefit, safety, and protection."

I believe in the preservation of the independent practice of medicine; while acknowledging that employment models are an inescapable reality, and the best practice model for some. I believe; however, that despite an individual's practice model, physicians should be free to make the best treatment decisions for their patients unencumbered by political, employment, practice, or economic pressures.

Current State of MAG:

Our association is in a state of evolution. The leadership that dominated MAG for decades has largely retired. An association that previously struggled financially is now on a sound fiscal footing. A once robust group of component medical societies are, with few exceptions, dysfunctional. Roughly half of our membership are now in employment models and do not own their practices. A new generation of physicians place a relatively greater emphasis on the pursuit of personal interests over participation in professional organizations and networking with colleagues.

Strengths:

MAG (and its subsidiaries) is financially healthy. Under the steady leadership of our recent past presidents, EC's, boards, and our executive director, the last decade has seen our association evolve from financially challenged to fiscally sound. We acquired and paid off our building. We developed a practice of generating annual operating surpluses which allowed us to retire any significant debt and build an asset base sufficient to cover at least a year of operating expenses.

MAG is a solid advocate for patients and is regarded by Georgia lawmakers as the voice of medicine in our state. We continue to place more physicians into our state legislature and have seen several serve terms in the US congress. We have a solid record of legislative performance in protecting threats to scope of practice and onerous regulations. We have promoted initiatives, such as distracted driving, which have improved the health and well-being of all Georgia citizens.

MAG is endowed with a competent and seasoned staff. Our association staff is a talented group of professionals led by a director whose tireless energy, insightful strategies and fiscal responsibility has been integral to a decade of success. By any measure we have the leading state medical society in the nation.

MAG MRC, a legacy accomplishment of past president Harvey; has in its short existence, become a valuable component of disaster response in our state. Our MRC was the first MRC to be a component of a state medical society, has largely self-funded, and has become the prototype for others to emulate.

Challenges:

Financial:

During my first year as your Board Chairman, Donald Palmisano and I conducted a "threat analysis" with contingencies to address any of the identified threats should they be realized. This has been, and needs to be, an ongoing and dynamic process. In fact, two of the threats we identified: the loss of our building tenant and the loss of the decades old support of MAG Mutual have in fact occurred. Combined, these represented a significant percentage of our annual revenue.

Membership:

Our strength in advocacy is predicated on our ranks representing the vast majority of Georgia physicians. As the old adage suggests, "there is power in numbers." At the time I entered in to practice, membership in county and state medical societies was a given, and was sought after; but over the years, county medical societies experienced declining membership

numbers. MAG has been successful in growing membership to the highest numbers we have ever had. However, membership can be fragile with a loss at any point.

Dysfunctional component societies

We have an association which in so many ways is predicated on active and robust component medical societies, yet the vast majority of such are either dysfunctional or non-functional.

Diversity

The MAG of the era I entered practice was a perceived as an “old white male” and rather closed society, where even a young white male like myself had difficulty envisioning a pathway that would lead to the ability to be able to participate in governance, and even less so for our diverse members. This was turn off for many who truncated their participation if not their membership. This hurt MAG in the loss of contributions from many talented diverse members and from a decline in our membership rolls and dues revenue. While our House of Delegates has become more diverse over the last ten years, we have so much more to accomplish.

My agenda as your president:

Secure our financial position:

We have enjoyed a decade of financial prosperity; eliminating debt, building assets, and providing a reserve which was critical in weathering the recent pandemic where that reserve spared us from the need to scale back any of our programs. Yet prosperity is fleeting; and as I outlined above, certain elements of our ongoing threat analysis have in fact been realized. Be assured that we were prepared for these contingencies and are already well in process of implementing strategies that will not only replace these lost revenue line items, but hopefully put MAG in an even stronger financial position. My vision is to develop a variety of alternate revenue sources for MAG which will ease our reliance on dues revenue and build a lasting endowment designed to ultimately make us as threat proof as possible, ensuring that we are financially unencumbered in accomplishing our mission.

Increase membership:

We have to find new and imaginative ways to make MAG relevant to young physicians, which I believe includes engaging them in platforms more of their generation and less of ours. We have to determine a strategy to instill a sense of the importance of MAG’s advocacy efforts and instill a sense of responsibility to be involved in our employed model members. We have to convey to ALL Georgia physicians, that participation in organized medicine is the optimal model to allow us to advocate for our patients and our ability to deliver the highest standard of care while protecting them from the unscrupulous providers. I will continue to support MAG’s efforts to secure large group and employed categorical membership efforts, but at the same time, I will seek to find ways to transition our organization from the “MAG of old” which lacks sufficient appeal to probably half of current Georgia physicians, to a more relevant “contemporary MAG” that envisions new means of engagement and relevance to all Georgia physicians. I look with hope to the day when all Georgia physicians will again be possessed of a passionate desire to be

members of MAG and possessed of the sense of responsibility to be active participants in organized medicine.

Resurrect our component societies:

In recent years we have undertaken novel efforts, with some degree of success, to stand up shuttered component medical societies. I will continue to support these efforts and seek to find and implement innovative solutions that lead to the reengineering and invigoration of our component medical societies.

Foster diversity:

I want our society to be age, gender, and ethnically blind. I want us to value the individual for their individual attributes rather than their physical appearance or identity choice. I want us to seek opportunities to reach out in mentoring programs to our young ethnic minority and non-male gender members. I want our society to be inclusive. We have formed a diversity task force headed by incoming President Lisa Perry-Gilkes. The committee has broad ethnic, gender, and age representation and I would look forward in my year to implementing initiatives that spring from that task force report.

Why I seek this office:

I apologize for the length of this announcement letter, but I wanted to convey the depth of my analysis, motivation and preparation to seek the office. This outline serves for me, if elected, as a blueprint for my presidential year. I believe my background, core value and beliefs, leadership experience, endorsements (listed below), and proposed agenda, position me to be an asset to this association as your President. I ask only your due consideration in allowing me to serve as your 2022 President and I will pledge my full and unwavering dedication to the execution of the responsibilities of this Honorable office. Thanking you in advance for your consideration, I remain,

Respectfully yours,



Fred Flandry, MD, FACS, FAAOS, FAOA, FACSM

Endorsements:

My candidacy carries the endorsement of past MAG presidents William Clark, Joy Maxey, John Antalis, Scott Bolke, William Silver, Manoj Shah, John Harvey, Frank McDonald, Rutledge Forney, current president Andrew Reisman, and president-elect Lisa Perry-Gilkes, all who have worked closely with me in MAG and know me well. I also have the support of the Muscogee County Medical Society.