



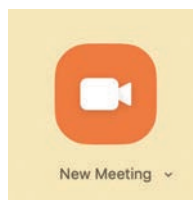
What's Inside



186th House of Delegates Recap

A rundown of our new leadership and other highlights from the annual meeting.

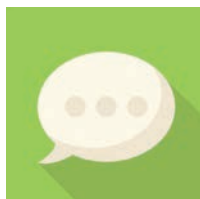
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New Member Orientation

Get an inside look at the different topics we'll cover during our soon-to-launch new member program.

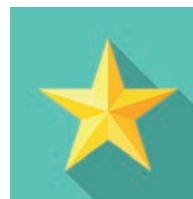
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Ambassador Physicians

We invite you to join us in recruiting new members by being a TMA Ambassador.

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Employee Spotlight

A TMA employee reflects on the past 20 years on our advocacy team.

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FROM the PRESIDENT

Those who know me can attest to my love for youth sports. Although not a great athlete myself, I cheered and supported our four children as they became good athletes in their chosen sports. Even coached them at times through the years. Eventually my love for their sports culminated, in a way, with a "Volunteer of the Year" award from the Tennessee AAU. Now I follow my grandchildren as they develop their skills for various sports.

Sports share many parallels with our beloved TMA. Each year, our TMA is charged with building our best team possible for defeating viable opponents and continuing our winning record. Often, our opponents are better funded than we are, which can make our mission very tough.

Take the nurses' lobby for independent practice, for example. Among their national boosters is the Robert Wood Johnson Foundation, one of the wealthiest funders in America. Whether from cash or in-kind support, the strength nurses gain from such a powerful backer is undeniable.

For our part, TMA is part of a coalition of ten medical specialty societies and the Tennessee Osteopathic Association called the **Coalition for Collaborative Care (CCC)**. Working with the CCC in the recent 2021 legislative session, our TMA defeated the bill that would have allowed APRN independent practice and amended a PA independent practice bill to merely create a semi-autonomous board that has no power to increase scope of practice.

During my year as your TMA President, I've prioritized the fight against independent practice by mid-level practitioners because it's a matter of



patient safety and sustainability of our profession. I'm very focused on recruiting physician TMA members to help us. If you're interested in such legislative matters, please get in touch with me or with Julie Griffin who oversees legislative affairs for our TMA (Julie.Griffin@tnmed.org).

I'm prioritizing two other agendas for the upcoming year: (1) strengthening working relations between our TMA and its component societies, especially our Metros, and (2) increasing communications and engagement with specialty medical societies across the state.

Each of these situations are unique, but similar. In sporting terms, I'll be helping us focus on the fundamentals of recruiting, maintaining consistency, and building teamwork across the state. As a physician-led organization, the lifeblood of our TMA is our membership. I ask all members who have the time and influence to please reach out to me personally about ways you can help.

President@tnmed.org

A handwritten signature in black ink that reads "Ronald H. Kirkland MD". The signature is written in a cursive, slightly slanted style.

Ronald Kirkland, MD | 2021-2022 President

Formula for Increasing Membership Relies on Ambassador Physicians

The recruitment team has identified an opportunity in our new member acquisition strategy, and we're **asking members to help solve it.**

Through many cycles of recruitment campaigns, we've seen it confirmed time and again: Regardless of how concise or creative our membership initiatives, the single greatest influence on a joining member is another member who asked or invited them to join.

Our anecdotal survey falls right in line with major sales research that shows **84% of B2B buyers start the purchasing process with a referral.** That same research shows peer recommendations influence more than 90% of all business buying decisions.

In member-based organizations like TMA, personal connections are often more influential than price discounts or other sales and marketing efforts. Establishing early engagement and helping physicians identify with respected peers is often the difference between joining or not.

So here is where we're asking members to help us:

If you are willing to "adopt" a handful of prospective members in your region and reach out to them with pre-determined talking points in coordination with TMA staff, then we want to hear from you.

To contribute some of your time and personality to our recruitment program, please email Christy.Reeves@tnmed.org.

Additional research indicates peer-influenced memberships will have long-ranging positive impact on TMA. Members of less than eight years duration are heavily influenced by the positive relationships of their peers within an organization and are more likely to stay, research shows. They are also more likely to donate, which is particularly important for the lobbying initiatives of IMPACT, TMA's political PAC.

No doubt that COVID-19 has taught us markets shift, needs change and what worked for business previously may not necessary be what will fuel our future. Being able to partner with our most evangelistic members on this endeavor can benefit TMA far into the future.

New Member Orientations to Bridge First Steps

Last issue we mentioned that our recruitment team would soon launch an onboarding program to help new members immediately feel the benefits of membership.

Our goal is to help members maximize the ROI on their membership as quickly as possible, so we're offering one-hour group Zoom calls with member leaders and TMA staff to explain our more valuable member benefits and describe how to actively engage in the organization.

The sessions also allow new members to meet one another in a small group virtual setting. Some topics we'll cover:

- A run down of how the business and governance of TMA helps our members practice better medicine;
- The best ways to engage with leadership, committees, and other members, and build your TMA community;
- Where to access key content on TMA's website;
- An snapshot of regular TMA communications and how to sign up for your desired distribution(s);
- A brief overview of organizational structure, including how the Board of Trustees is working hard for you;
- Key contacts to answer your questions, including TMA staff and Component Medical Society staff;
- Rundown of valuable member benefits;
- Easy ways to plug in, including descriptions and dates of our major annual events.



New Member Orientations will be held at the beginning of every month at two separate times during the day, giving attendees opportunities to fit the meeting into their busy schedule. Upon registering for the orientation, attendees can complete a brief questionnaire, if they wish, to ensure the conversation is best tailored to their interests.

If you know of a fellow physician who should be a TMA member or would be interested in exploring a group deal, simply provide their name and contact information on this form: tinyurl.com/TMArefer.

TMA Highlights New Corporate Partner & Longtime Program

TMA is pleased to announce a new corporate partnership has begun with **Pulse4Pulse**, which offers groundbreaking tests to identify early signs of disease progression in an



asymptomatic patient. Their state-of-the-art mobile medical equipment provides autonomic, vascular and cardio risk assessment testing.

Pulse4Pulse will train medical staff to perform the tests or will provide a fully-trained technician to administer the test if a practice does not have adequate staff to do so. Test results are provided to the physician to review and determine the best course of treatment for the patient, resulting in improved patient care and outcomes. There is zero start-up cost to the physician/practice and an increased revenue opportunity to the practice.

For more information, visit pulse4pulse.com/tma or email info@pulse4pulse.com. Be sure to mention that you are a TMA member.

Tennessee Medical Foundation

The **Tennessee Medical Foundation** administers the Physician's Health Program, started by TMA in 1978, and helps troubled physicians



suffering from chemical dependencies. TMF is focused on physicians, their families and hospitals through a wide range of programs addressing mental and emotional health issues.

You can support the foundation by donating online at e-tmf.org/support. For questions, call (615) 467-6411 or email info@e-tmf.org.



186th House of Delegates Infused with Energy

The Tennessee Medical Association assembled Saturday, May 22 for the official annual meeting of the 186th House of Delegates, the first in-person annual meeting in nearly two years due to ongoing postponements and uncertainties caused by COVID-19.

"How wonderful for us to gather again for the good of our TMA, the only organization in our state which effectively advocates for all Tennessee physicians and our patients," said **Dr. Ron Kirkland, MD, of Jackson**, who was officially installed as TMA president for 2021-2022.

In the end, 127 credentialed delegates outlasted the COVID pandemic and its impact on the traditional business meeting to navigate dozens of business issues with efficiency and relative patience. Business of the House included transitioning the TMA Board of Trustees to new leadership for the coming year:

James W. Cates, MD, will serve as Chairman of the TMA Board of Trustees. He is a Family Medicine Specialist in Cookeville, and a graduate of Meharry Medical College in Nashville.

O. Lee Berkenstock, MD, an Emergency and Family Medicine physician in Memphis, will serve as the Vice Chair. He graduated with honors from University of Tennessee College of Medicine.

Landon S. Combs, MD, a pediatrician in Gray, will serve as Secretary/Treasurer. He is a graduate of East Tennessee State University's Quillen School of Medicine.

Members also elected two members in good standing to lead the House of Delegates through 2021-2022 business:

John D. McCarley, MD, a nephrology specialist in Chattanooga, will serve as Speaker of the TMA House of Delegates. He is a graduate of University of Wisconsin School of Medicine and Public Health.

George R. "Trey" Lee, III, MD, a neurologist with sub-specialization in Neurophysiology will serve as Vice Speaker. Lee received his medical degree from the Medical College of Georgia School of Medicine.

In other business, **M. Kevin Smith, MD**, of Nashville, transitioned to Immediate Past President and **Edward Capparelli, MD**, of Jacksboro, to President Elect.

Warren McPherson, MD, of Murfreesboro and **Don Franklin, MD, of Chattanooga** received Outstanding Physician Awards, and the **Nashville Academy of Medicine** gained special recognition for their upcoming Bicentennial Anniversary.

Visit our summary of resolutions adopted, not adopted or referred to the TMA Board for action at [TNmed.org/HOD](https://www.tnmed.org/HOD). We've also posted photos at [tinyurl.com/HODpics](https://www.tinyurl.com/HODpics).

Delinquent Memberships Have Been Terminated

It's the tough part of the year when we part ways with members who have not responded to multiple requests to pay their membership dues.

Despite our best efforts to contact every member with a delinquent membership status, we typically have a couple hundred or so that leave us wondering. The extra phone calls, emails and staff coordination becomes a drain on

resources and time, which we'd rather spend in productive ways to benefit the greater membership.

If you already paid your renewal notice, we extend our heartfelt thanks.

This year, we gave all delinquent members through June 1 to renew their 2021-2022 membership. If you need help of any kind to renew, please contact Ann.Anderson@tnmed.org.

TMA Employee Marks 20-Year Anniversary

We talked to Yarnell Beatty about his role as Senior Vice President and General Counsel on the Advocacy Team.

1. What are you most proud of accomplishing during your time at the TMA? I'm most proud of the feedback I've received from former co-workers who have appreciated my mentorship. I had gracious co-workers take me under their wing when I was starting out, so I have tried to pay it forward. I am exceptionally proud of the teams I've led and the results we have achieved for our members. One example is the health insurance class action lawsuits of the mid-2000s. Many of the reforms gained by the lawsuits have been codified in state law. The tort reforms I played a small part in have remained and have saved our doctors countless millions in med mal premiums. On a personal note, I take great pride in the online Law Guide. When I arrived, TMA had a printed book but it was out-of-date by the time it rolled off the press. With it being online and searchable, we can keep it up to date. I appreciate Becky Morrissey for enhancing it over the years and tracking topics.

2. How has lobbying changed over your 20 years? Legislative sessions have turned from marathons into sprints. TMA now needs more "boots on the ground" down at the capitol to obtain intel and amendment documents. It is much harder to reach legislators during these shorter, more compact sessions. There are more committees and subcommittees, so there is less time in the day to make an appointment. Because of the configuration of the new building, catching legislators in the hallway is more difficult. Cell phones and texting allow our team to communicate better.

3. What is something we should know about IMPACT, TMA's PAC? Each decade, the importance of IMPACT

increases. Since we have an association of busy members, grassroots advocacy is hard to develop but legislators do look at PAC sizes. You want to be in the upper echelon so your lobbyists are more likely to gain access.

4. What are the biggest issues that organized medicine will need to contend with in the near future? You know they laugh at me when I speak to groups because I am technologically inept, but if practices don't get on board with technology, they will fall behind. The drive-by medical clinics and tele-clinics are growing. The generational relationship you had with your doctor is being replaced by convenience. Also, the whole issue of financing health care continues to be a factor in need of advocacy, from venture capital ownership of practices to more unaffordable health insurance.

5. Fun fact: Tell us something about your muscle car. I've always driven American. Totally dig Detroit steel. When Dodge made the decision to bring back the Challenger in 2008, I vowed to get one as soon as my boys grew out of the ball practice shuttle stage. Currently, I enjoy a two-tone red 2015 Dodge Challenger RT. It's "pimped up" a little with black Mazzi rims and an in-trunk subwoofer that can break glass like a diamond if the right band is playing. People who meet me find it hard to visualize me in that car; people who *really* know me can see me in no other.



IN MEMORIAM

We offer our prayers and deep gratitude for all passing members. Their positive impact on their patients and profession will last forever.

Henry Grady Arnold, Jr., MD, age 77, of the Knoxville Academy of Medicine on April 2, 2021.

Fred Goldner, Jr., MD, FACP, age 95, of the Nashville Academy of Medicine on April 3, 2021.

John Kelly Wright, MD, age 86, of the Nashville Academy of Medicine on April 6, 2021.

James L. Boerner, MD, age 69, of the Stones River Academy of Medicine on April 9, 2021.

Merrill Dennis Moore, Jr., MD, FACEP, age 87, of the Knoxville Academy of Medicine on April 12, 2021.

Minal Delwadia Hollowell, MD, age 43, of the Nashville Academy of Medicine on April 20, 2021.

William King Alexander, Sr., MD, age 92, of the Lakeway Medical Society on April 25, 2021.

James Calvin Hunt, MD, FACP, age 95, of the Memphis Medical Society on May 1, 2021.

W. Radford Smith, MD, age 91, of the Stones River Academy of Medicine on May 5, 2021.

Richard Bryan Bell, MD, age 83, of the Stones River Academy of Medicine on May 24, 2021.

IMPACT Chair Weighs In On Importance of Donating

IMPACT, the political action committee (PAC) established by TMA, supports candidates who understand the challenging issues facing medicine.



Dr. Newton Allen, MD, of Saint Thomas Medical Group is the IMPACT chair. He explains why IMPACT is crucial for ensuring physicians have a voice in policy decisions concerning medicine: the PAC helps keep TMA relevant on Capitol Hill year after year.

"IMPACT is of superlative importance to organized medicine because that is how we make our presence felt," says Allen. "Organized medicine is considered at the state capitol to be the first or second most influential lobbying organization multiple years running. That requires friends and networks years in the making."

Allen points out that advocating for physician's issues is a never-ending process: "We may be on top today, but we could be down tomorrow. We have to continue to



protect the world of medicine," he says. "The members of the state house and state senate shuffle in and out according to the election cycle.

"We have new people who arrive and don't know anything about organized medicine or our issues," Dr. Allen said. "We have new members of the state house. We have new issues that come up."

Dr. Allen cites the 2008 tort reform as a major victory for Tennessee physicians and an example of IMPACT's influence: "Every physician in the state of Tennessee that has been practicing since 2007 has saved anywhere from \$70,000-\$550,000 because of tort reform alone," he states.

To see more information about tort reform savings, see our webpage at TNmed.org/TortReformROI.


To ensure IMPACT can remain strong and successful next session for physicians, please consider making a contribution at TNmed.org/IMPACT.

RESULTS IN

10 Minutes

ACCURACY

98%



COVID-19

IgG/IgM Rapid Test Kit

- ✓ Easy operation for Medical Professionals
- ✓ Works with whole blood, serum, and plasma
- ✓ Tests for 2 antibodies simultaneously
- ✓ No special equipment
- ✓ Instant field screening

The 11:11 COVID Project offers COVID-19 IgG/IgM Rapid Test kits that provide results 10-minutes. It is an instant point-of-care test device for the qualitative detection of IgG and IgM antibodies specific to 2019-nCoV in human whole blood, serum or plasma specimens. FDA EUA Approved.



www.TNmed.org/RapidTest

Contact
(989) 450-8800
info@1111covidproject.com

Legal Briefs

Federal Practice Guidelines for Administration of Buprenorphine

Signed by HHS Secretary Xavier Becerra, the **Practice Guidelines for the Administration of Buprenorphine for Treating Opioid Use Disorder** exempt eligible physicians, physician assistants, nurse practitioners, clinical nurse specialists, certified registered nurse anesthetists and certified nurse midwives from federal certification requirements related to training, counseling and other ancillary services that are part of the process for obtaining a waiver to treat up to 30 patients with buprenorphine. Visit [hhs.gov](https://www.hhs.gov) for the full press release.

Opioid Resource Center

In 2018, the TN General Assembly passed comprehensive legislation to address the state's opioid abuse epidemic. TMA's **Opioid Resource Center** can assist members in complying with opioid prescription requirements in Tennessee. Our resources include a one-page Prescriber Guide, a template Informed Consent to Receive Opioid Therapy form, downloadable office posters for patients and employees, and a pocket card for patients that explains the requirements of the law.

Doctor Shopping Guide

If a prescriber has actual knowledge that a patient has knowingly, willfully and with an intent to deceive, obtained or has attempted to obtain a controlled substance or one with similar therapeutic use within the previous 30 days from another prescriber the patient must be reported. See our Law Guide topic **Doctor Shopping Guidance** for all the reporting requirements and how to report.

Healthy Workplace Act

The Healthy Workplace Act addresses immunity from liability for employers who adopt a workplace abusive conduct prevention policy. This **Law Guide topic** includes a link to a model policy created by the state of Tennessee.

Professional Privilege Tax Was Due June 1

Tennessee law requires all physicians with an active license from the BME or BOE to pay a professional privilege tax annually. This is only a courtesy reminder to all our members. TMA has no record of whether you paid the tax or if your license is retired.



Leadership Lab in 2022

January through July

Develop essential leadership skills you need for physician-led, team-based healthcare environments.

tinyurl.com/TMAingram



Member Retirement Plan

Did you know that as a member of TMA, you, your partners and staff are eligible to participate in TMA's 401(k) Multiple Employer Member Retirement Plan? The program offers a number of key benefits for you and your practice, including:

- Substantial savings on program administrative fees
- Elimination of an annual audit requirement and reduce fiduciary responsibility of physicians in the practice
- Safe harbor provisions to allow greater contribution limits
- Complete flexibility in plan design and profit sharing
- Assistance from certified investment specialists

For more info, contact
Kevin Rainwater

866.893.4103

krainger@acgwealth.com



701 Bradford Avenue
Nashville, TN 37204

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Move forward with us at
www.svmic.com

When a problem occurs, you need a proactive partner that can navigate unforeseen challenges and help you solve the tough legal issues that come with practicing medicine. In our collaborative claims process, our in-house attorneys and our roster of local defense attorneys help you – our valued members – to be ready for what lies ahead.

We have your
back,
so you can move
forward.

