

***THE
DCMS
RUNS
ON ...***

MEMBERSHIP

WELCOME TO THE DCMS!

TABLE OF CONTENTS

Duval County Medical Society History & Mission	3
DCMS Organizational Overview	
Leadership and Staff	4
DCMS Committees	5
2011 Events Calendar	6
Membership Benefits	7
Preferred Vendors	8
FPIC (Professional Liability Insurance)	
SunTrust Bank (Banking solutions)	
OptaComp (Worker's compensation insurance)	
Auto Solutions (Automobile leasing)	
Volunteer Opportunities	9
Jacksonville Sports Medicine Program	
Volunteers in Medicine - Jacksonville	
We Care Jacksonville	
DCMS Publications	10
<i>Northeast Florida Medicine</i> journal	
DCMS Annual Membership Directory	
Patient Resources	
DCMSonline	11
DCMS Alliance	12

MEMBERS ARE THE



OF DCMS

ABOUT THE DCMS

MISSION

The mission of the Duval County Medical Society (DCMS) is to promote the delivery of and access to high quality, ethical medical care for the community, and to serve as an advocate for physician members and their patients.

Founded in 1853, the DCMS is the oldest and most storied medical society in the State of Florida and serves as the voice for organized medicine in Duval County. Members of the DCMS were instrumental in forming the Florida Medical Association some 21 years (1874) later in Jacksonville.



The DCMS is a voluntary professional association of over 2,000 physicians (MD/DO) dedicated to the health of Jacksonville and the surrounding community. A non-profit organization governed by an elected board of directors, the Society accomplishes its mission with the support of its physician members, the DCMS Alliance (i.e., physician spouses), and partnerships throughout the community.

DCMS FOUNDATION

The mission of the DCMS Foundation (Academy of Medicine Jacksonville) is to conduct cultural and educational activities for the public and physicians for the improvement of the community's health.

The Academy of Medicine was established by the Duval County Medical Society in 1959 as a non-for-profit institute of scientific research and learning, dealing primarily with medical science. Fifty years later, the Academy changed its name to the DCMS Foundation, Academy of Medicine Jacksonville, to more appropriately match the relationship between the DCMS and its philanthropic arm. The Foundation has had a major impact on our region's health awareness through a variety of initiatives:



- The Jacksonville Health Education Program (JHEP)
- The founding and development of the Borland Medical Library
- Countywide polio and and rubella inoculation programs
- Financial and medical supply relief for international disaster victims
- Continuing medical education for physicians
- Partnering with the DCMS to produce the award-winning journal: *Northeast Florida Medicine*
- Support for the International Health Volunteers Organization (www.internationalhealthvolunteers.org)

The Foundation founded (and originally housed) the We Care Jacksonville program which has provided millions of dollars of free medical care to the homeless, working poor, underinsured and uninsured adults and children of the Jacksonville community.



DCMS LEADERSHIP

2011 BOARD OF DIRECTORS

Malcolm T. Foster, Jr., MD, President
Ashley Booth Norse, MD, President-Elect
Eli N. Lerner, MD, Vice President
Neel G. Karnani, MD, Vice President
Jeffrey H. Wachholz, MD, Secretary
Nathan P. Newman, MD, Treasurer
John W. Kilkenny, III, MD, Immediate Past President

Mohamed H. Antar, MD
Raed Assar, MD
Elizabeth Burns, MD
J. Bracken Burns, DO
Jeffrey M. Harris, MD
Mark L. Hudak, MD
Joan L. Huffman, MD, Editor
Sunil N. Joshi, MD

James J. Joyce, MD
Daniel Kantor, MD
Harry M. Koslowski, MD
Jesse P. McRae, MD
Jason D. Meier, MD
Mobeen H. Rathore, MD
Ronald J. Stephens, MD
David L. Wood, MD

DCMS PHYSICIANS WHO ARE FMA DELEGATES TO THE AMERICAN MEDICAL ASSOCIATION

W. Alan Harmon, MD, Delegate
Ashley Booth, MD, Alternate Delegate
John M. Montgomery, MD, Alternate Delegate
Thomas G. Peters, MD, Alternate Delegate

DCMS STAFF

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DCMS COMMITTEES

2011 DCMS COMMITTEES

The following list outlines current DCMS Committees and their charges. If you are interested in serving on any of these committees or learning more about their functions, complete the member interest form in the packet, or contact Patti Ruscito at admin@dcmsonline.org. Your time and talents are needed! It is only through strong member participation that the DCMS can have an effective voice in the local medical community.

BEALS'/SHAHIN AWARDS COMMITTEE The Beals'/Shahin Awards Committee reviews entries by DCMS members of medical articles they have published in the past year and determines the winner of the annual Beals' Award. The committee also reviews articles written by physicians training in Duval County to determine the winners of the annual G. Shahin Awards.

BIOTERRORISM, DISASTER RESPONSE AND HOMELAND SECURITY COMMITTEE This committee works with the Disaster Planning Office of the Duval County Health Department, City of Jacksonville Emergency Preparedness Division, Naval Hospital Jacksonville, FSCJ and other organizations to help coordinate physician assistance during a natural, biological, chemical or nuclear disaster.

BYLAWS COMMITTEE The Bylaws Committee is responsible for reviewing the DCMS Bylaws and recommending proposed changes to the Bylaws to the Board, who in turn recommends the changes to the DCMS Membership for ratification.

HEALTH INFORMATION TECHNOLOGY (HIT) COMMITTEE The Health Information Technology Committee is responsible for implementing strategies for educating physicians regarding the evolution and adoption of health technologies which can increase efficiency and improve patient care.

JOURNAL & COMMUNICATIONS COMMITTEE The Journal and Communications Committee serves as the editorial board of *Northeast Florida Medicine*, a medical journal published by the DCMS Foundation on behalf of the Medical Societies of Duval, Clay, Nassau, Putnam and St. Johns Counties. The committee also oversees the production of the Duval County Medical Society *Membership Directory*. The committee secures CME credit for scientific articles published in the journal, when appropriate.

JUDICIAL COMMITTEE The Judicial Committee serves a two-fold purpose: (1) It is responsible for study and action on all alleged misconduct and ethical offenses involving DCMS members; and (2) it is responsible for reviewing and facilitating the settlement of misunderstandings and complaints filed against DCMS members by their patients. The Committee's role in reviewing patient complaints is to facilitate the settlement of misunderstandings in hope of preventing the complaint to proceed to litigation or Board of Medicine review. This service is provided to all DCMS members as a membership benefit.

MEMBERSHIP COMMITTEE The Membership Committee is responsible for recruitment, follow-up and retention of members.

NORTHEAST FLORIDA LEGISLATIVE COMMITTEE The Northeast Florida Legislative Committee is responsible for evaluating and advising the DCMS on legislative issues and maintaining strong relationships with local legislative delegations.

SPORTS MEDICINE COMMITTEE The Sports Medicine Committee is responsible for coordinating health screenings for public Middle and High School student athletes; coordinating the team physicians' program; and serving as liaison between the DCMS and the Jacksonville Sports Medicine Program.



CALENDAR OF EVENTS

2011 CALENDAR

February 3 - 6	FMA PAC Board Meeting / FMA Board of Governors Meeting, Tampa Renaissance
February - TBD	Good Ole Time Reunion
March 8	Florida Legislative Session begins
March 30	Doctors' Day
April 3-4	AMA Leadership Visit - Peter Carmel, MD, AMA President-Elect
April 4	DCMS General Membership Meeting, honoring AMA President-Elect Peter Carmel, MD
May 6	Florida Legislative Session ends
May 14-16	FMA Spring Board of Governors and Council Meetings, The Don Cesar, St. Petersburg
May 25	DCMS Celebrates our 158th Birthday!
June 18-22	AMA Annual Meeting, Chicago, IL
July 28-31	FMA/FMAA Annual Meeting, Disney's Contemporary Resort, Orlando, FL
August - TBD	JSMP Sports Medicine Preparticipation Screenings for Student Athletes
August	Beals and Shahin Research Award Submission deadline
September -TBD	DCMS/Navy General Membership Meeting
October 13 - 16	FMA Fall Board of Governors and Council Meetings, Conrad, Miami
November 12-15	AMA Interim Meeting, San Diego, CA
November - TBD	DCMS 2011 Annual Meeting

DCMS BOARD/COMMITTEE MEETINGS

DCMS Board of Directors, DCMS Headquarters - Generally meets first Monday of every month, 6:00 pm

DCMS Journal and Communications Committee, DCMS Headquarters, Generally meets first Thursday of even numbered months, 7:30 am

Other Committees meet when called by chair

BENEFITS OF BEING A MEMBER OF THE HOUSE OF MEDICINE

The House of Medicine can be defined as having three major parts: first is the foundation upon which the House is built — the Duval County Medical Society; second are the walls which help to protect us — the Florida Medical Association; and third is the roof which holds us all together — the American Medical Association. This “house” represents your rights and interests to practice medicine in a climate of freedom — whether it is in the legislature, the courts, or the regulatory agencies. However, the effectiveness of the “house” depends on you and your participation and support. A brief highlight of the various types of direct, educational, and community services available through the DCMS follows.

Peer to Peer Networking/Physician Referral Provides referrals for patients and physicians from over 2,000 physician members within Duval County. Physicians are randomly selected (usually three) according to the needs of the person from the general public requesting a referral. Furthermore, the DCMS manages nearly 400 Clay, Nassau, Putnam and St. Johns County Medical Society physician members in Northeast Florida, creating an even stronger voice for medicine.

Advocacy in Action Maintains strong relationships with the local legislative delegation and the Florida Medical Association to shape pro-medicine legislation and prevent bills detrimental to the practice of medicine (e.g., independent practice of medicine by allied health professionals).

Community Involvement Represents the interests of medicine in all community projects concerning the well-being of Duval County residents (e.g., Healthy Start, Uninsured Coalition, Partnership for a Healthier Duval, School Health Advisory Council, Environmental Health Board, etc.).

Continuing Medical Education The DCMS, in cooperation with the FMA and AMA, conducts a variety of workshops and seminars, on an “as needed” basis. These include workshops on starting a medical practice, financial planning for retirement, health information technology, bio-terrorism, workers compensation and managed care. DCMS publishes the only peer-reviewed county medical society journal in the state, *Northeast Florida Medicine*, and provides complimentary continuing medical education (CME) credit opportunities to DCMS members. Nonmembers pay a \$50 fee for CME credit.

Practice Management Resources Actively addresses the expansion of Health Information Technology (eRx and EMR/EHR) in NEFL. Provides support for questions or complaints against private or public insurance.

Communication Serves as a liaison to local media outlets with ongoing public relations efforts to ensure balanced stories are reported regarding physicians and their practices. Publishes a comprehensive *DCMS Membership Directory* annually with expanded member information, local resources and practice management support information. The directory has long been considered a “wealth of information”. Distributes “*News You Need to Know*” emails and broadcast faxes to members on topics of interest to members and practice administrators.

Business Partners / Preferred Vendors Has developed relationships and offers discounted services with quality service vendors including FPIC (professional liability insurance), SunTrust, OptaComp (Workers’ Compensation), Auto Solutions, and more (see page 7 in this packet for details).

DCMS Employment Connection DCMS has partnered with Job Target to help you identify candidates for positions in your practice or for you to locate available positions in Jacksonville.

Volunteer Health Care Services Supports recruitment of physicians to provide care for the uninsured and working poor through WeCare Jacksonville, Volunteers in Medicine, and other organizations. Assists the Jacksonville Sports Medicine Program recruit physicians to provide complimentary pre-participation sports physicals to junior and senior high student athletes, and provides back-up support at a variety of local sports endeavors, including volunteer Team Physicians. Information about volunteer medical organizations is included on page 9 of this packet.

Medical Library Support The DCMS has long supported the University of Florida Health Science Center Library, the Borland Library, through donations. DCMS members have complete access to the Borland Library system.

DCMS PREFERRED VENDORS

FIRST PROFESSIONALS INSURANCE COMPANY

www.firstprofessionals.com



By being a member of the DCMS, FPIC insured physicians are eligible for a 5% program discount. After taking advantage of the program discount, participants may also access claims free discounts for even greater savings of over 25%. Interested physicians should contact Shelly Hakes, Director of Society Relations, First Professionals, Hakes@fpic.com, (904) 360-3294 or 800-741-3742, ext 3294). Please be sure to identify yourself as a DCMS member!

SUNTRUST BANK

www.suntrust.com

As a busy medical professional and member of the DCMS or surrounding county medical society, we know that you maintain a demanding schedule. At SunTrust, they also understand that your time is limited. That's why the DCMS has developed a relationship with SunTrust to serve our medical community. Whether you need personal banking services or services for your practice, contact Jennifer Gardell, Medical Client Advisor, SunTrust Wealth Management Services, Inc. at (904) 632-2665.



OPTACOMP

www.optacomp.com



OptaComp is a single source solution for comprehensive worker's compensation management. As a FMA / DCMS preferred vendor, OptaComp provide an exclusive program that pays dividends to its participants ... up to 24.8% dividend return! Small to mid size medical practices would not normally qualify for dividend return plans due to their premium size; however, OptaComp offers all DCMS members the program based on the society's combined premiums and loss ratio. Contact Christy Drawdy, OptaComp Account Executive, at (904) 308-3930 or Christy.Drawdy@bcbsfl.com.

AUTO SOLUTIONS

www.autosolutionsjax.com

National Auto Lease has been serving DCMS members and their families since 1998. While providing professional and courteous service, National Auto Lease will also save you time and money on your vehicle purchase. They work with all makes and models, new or used, and have leasing or financing options. National Auto Lease is affiliated with Sabiston McCabe Auto Solutions. View their inventory online or call Clint Swinehart at (904) 992-9111.



MEDICAL VOLUNTEER OPPORTUNITIES

LOCAL MEDICAL VOLUNTEER OPPORTUNITIES

Northeast Florida has a network of organizations which provide healthcare services to Jacksonville's medically underserved. These groups depend on the committed volunteer support of physicians and other healthcare professionals to meet the needs of the uninsured, working poor, and homeless in our community. Here is a thumbnail sketch of these organizations and contact information. Complete the member interest form or contact the organization directly to get involved.

JACKSONVILLE SPORTS MEDICINE PROGRAM (JSMP)

JSMP coordinates free pre-participation athletic screenings for student athletes in Duval County. JSMP provides this service in conjunction with the Duval County Medical Society through which various physicians donate their time. We are providing a service that these youth, most of which are from homes with limited means, would not be able to receive otherwise. JSMP also arranges on-site medical services for athletes during high school sporting events. Volunteer members of the DCMS provide team physician coverage for designated senior high school sports events such as football.



Robert Sefcik, Executive Director
Phone: (904) 202-4332
Website: www.jaxsmp.com

VOLUNTEERS IN MEDICINE - JACKSONVILLE

The Volunteers in Medicine Jax (VIM-Jax) Clinic is a volunteer run medical clinic improving the health of the Greater Jacksonville community by providing free outpatient medical services to the working uninsured. The VIM-Jax Clinic serves the needs of patients that come to receive medical care as well as the needs of volunteers who require a well-organized, safe, and rewarding environment in which to volunteer. Physician, nurse and non-medical volunteers provide routine non-emergency medical services to our working uninsured who have no medical insurance and no place to go for routine medical care.



Catie Wallace, Volunteer Coordinator
Phone: (904) 399-2766
Website: www.vim-jax.org

WE CARE JACKSONVILLE

The WE CARE Jacksonville network is a non-profit organization which began as a grass roots coalition of physicians, nurses, dentist, hospitals, public health facilities, other allied health professionals, clerical personnel, and local church groups. Together they bring desperately needed primary and specialty care to those who need it most - the non-insured, the homeless, and medically underserved people of Jacksonville. The WE CARE program provides free medical treatment (and when necessary, hospitalization) to Duval County persons in need of these services. If a patient requires medical evaluation/treatment beyond the scope of what the clinic can provide, a referral is made to an appropriate WE CARE participating specialist.



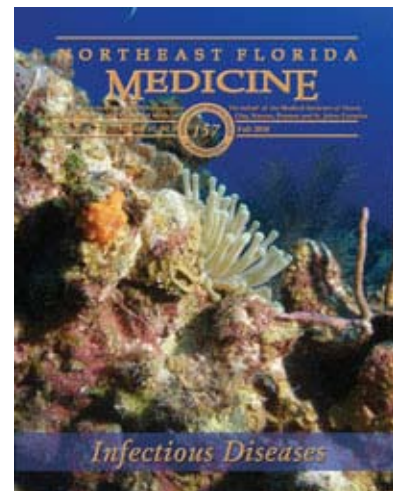
Sue Nussbaum, MD, Executive Director
Phone: (904) 253-1640
www.WeCareJacksonville.org

DCMS PUBLICATIONS

NORTHEAST FLORIDA MEDICINE (NEFM)

The DCMS is pleased to publish the only county medical society, peer reviewed, scientific medical journal in Florida. NEFM reaches a highly focused audience of physicians (MDs and DOs) and other healthcare professionals across the region and state. Published by the DCMS Foundation on behalf of the county medical societies in Duval, Clay, Nassau, Putnam and St. Johns counties, it has a print distribution of over 2,400.

The journal is also available world-wide via the DCMS website: www.dcmsonline.org, receiving over 100,000 hits monthly. In 2010, NEFM began publishing a digital version which includes all pages (including advertising) using *Issuu You Publish*, flip-page technology.



DCMS MEMBERSHIP DIRECTORY

The DCMS Membership Directory is a comprehensive resource guide which includes physician listings for Duval Clay, Nassau, Putnam and St. Johns Counties (2,500+ members). The DCMS contracts with Heritage Publishing to produce the directory. Those interested in advertising should contact Heritage Publishing at 296-1304 for assistance.

A Membership Directory is included in this new member packet, as well as a form to order additional copies for your practice.

PATIENT RESOURCES

The DCMS has also produced two patient giveaways that are available for members to distribute to their patients. The first item is a write-on magnet (pictured at right) which includes space for patients to record physician names and phone numbers. The second resource is a Medication Record which allows patients to keep track of their prescription information and emergency contact numbers. The full page form folds down to easily fit into a wallet or purse.

Helping physicians help their patients

My Physicians: _____ Phone: _____

The Duval County Medical Society has served local physicians and this community since 1853.

These items are available in batches of 50, with a limit of three per practice. There is no charge for DCMS members. If you are interested, email Marigrace Doran at mdoran@dcmsonline.org.

WHAT YOU CAN FIND ON OUR WEBSITE

The DCMS website (**www.dcmsonline.org**) has a wealth of information that can assist you in your practice. Take time to explore the site and see all that it has to offer. Here are a few highlights:

MEMBERSHIP MENU

- Member Websites - if your practice has web presence, we want to include it on our Member Websites page! Potential patients use that section of our website to research practices and their physicians. Email your website information to Marigrace Doran, Webmaster, at mdoran@dcmsonline.org.
- Direct links to our Preferred Vendors (see page 7 for details) and DCMS Employment Connection.

NEWS AND CALENDAR MENU

- News You Need to Know - An archive of our email newsletter with timely news and pertinent information for your practice.
- Calendar of Events - Our website calendar includes DCMS, FMA, AMA and local CME meetings and events with direct links when available.

NEFM JOURNAL MENU

- *Northeast Florida Medicine* - Each issue of NEFM Journal is included on our website, with an archive dating back over 10 years. The journal's medical feature articles are heavily indexed on internet search engines. In 2010 we added flip-page technology for the journal, which allows for the entire publication to be viewed in an easily accessible format.
- CME Articles - Each issue of the journal publishes a CME article, including those topics required for relicensure (Prevention of Medical Errors, Domestic Violence, HIV). You can easily submit your CME answers online. There is no charge for members, while nonmembers pay a \$50 fee.

ADVOCACY MENU

- The advocacy section includes legislative, legal and ethical articles and position papers, and contact information for state and federal elected representatives.

PRACTICE MANAGEMENT MENU

- CME / Relicensure Requirements - all the information you need to renew your license.
- 10 Laws and Rules Physicians Should Know
- Florida Board of Medicine information
- EMR / HIT Resources - Links to EMR vendors, self-assessment tools for practices, implementation guidelines, and more!
- Frequently asked questions / phone numbers / websites
- What you need to know about Opening, Relocating or Closing your Practice

Local information for local physicians ... www.dcmsonline.org

WHAT IS THE DCMS ALLIANCE?

The Duval County Medical Society Alliance, established in 1929, is a volunteer and support organization for spouses (or those who have been spouses) of physicians.



Who should join?

We invite medical spouses (or those who have been spouses), that is, wives, husbands, widows, divorcees, and physician-in-training spouses.

Why should YOUR spouse join?

- ◆ We care about our physicians.
- ◆ We care about our local community's health.
- ◆ We have fun and find great friendships.
- ◆ We network with each other and with others in the state (FMAA) and nation (AMAA).

WHAT DOES THE ALLIANCE DO?

Alliance members

advocate for legislation

that will bring

favorable change

to the medical

community.

Alliance members **participate** in quarterly gatherings called "**Lunch & Learn**". Topics have included: Breast Cancer Awareness, Bone Health and Fitness, Heart Disease/Health, Stress Management and much more.

Alliance members **coordinate fund-raising efforts** for local health and community projects.

Alliance members **communicate with each other** through email, periodic mailings and our phone tree. Our web address is www.dcmsonline.org/alliance.aspx. We can also be reached through the DCMS office at 355-6561 or the membership committee.

For more information about joining the DCMS Alliance visit their webpage:

www.dcmsonline.org/alliance.aspx

or complete the appropriate section on the Member Involvement Form to have the alliance send membership information to your spouse.