



When you join CMA/HDNCMS, you hire a powerful professional staff to protect the viability of your practice. By protecting your practice from legal, legislative, and regulatory intrusions, your CMA/HDNCMS membership lets you focus on what's really important: your patients. Most members can get back more than the investment of their dues dollars in members-only discounts and services. Here are a few examples:

LEGAL, LEGISLATIVE AND REGULATORY ADVOCACY

CMA On-Call: CMA's Health Law Library has over 4,500 pages of up-to-date legal information on a variety of subjects of everyday importance to practicing physicians. Accessible to members at www.cmanet.org/cma-on-call or by calling 800.786.4262 or the Medical Society office.

Legal Services: CMA's legal department provides members with information and resources about laws and regulations that impact the practice of medicine. While CMA staff cannot provide physicians with individual legal advice, our health law information specialists, with the support of CMA legal counsel, will help you find legal information and resources on a multitude of health-law related issues.

Legislative Advocacy: CMA is distinguished by its political successes. Our lobbyists educate legislators about the impact proposed legislation has on patients' health and on the viability of physician practices in California. Local meetings with elected representatives are coordinated to discuss local legislative issues.

Medical and Regulatory Advocacy: CMA's Center for Medical and Regula-

tory policy provides research and analysis on a broad range of health policy issues that affect physicians and patient care. The center helps to improve physician impact on the development of health policy by identifying opportunities and advocating for the appointment of physician members external policy, advisory and oversight committees and boards, such as the Medical Board of California. The center is a dependable resource for materials and programs to educate member physicians on emerging policy and regulatory issues, such as health information technology. The center also advocates for physicians and their patients in the California regulatory process, by tracking, reviewing and advocating in behalf of physicians. This includes comment, requesting public hearings and organizing testimony.

MICRA: CMA works tirelessly to protect California's Medical Injury Compensation Reform Act (MICRA). MICRA saves each California physician an average of \$67,000/year in annual malpractice premiums. Some high-risk specialties save more than \$200,000.

PROFESSIONAL DEVELOPMENT

CME Tracking/Credentialing: CMA's Institute for Medical Quality certifies

well as which contract provisions are prohibited by California law.

PUBLICATIONS

CMA produces a number of publications to keep members up to date on the latest health care news and information affecting the practice of medicine in California. Subscribe to any of these newsletters online at www.cmanet.org/newsletters.

CMA Alert: CMA's bi-weekly e-newsletter provides up-to-date information on many issues of critical importance to California physicians.

CMA Reform Essentials: CMA Reform Essentials is a regular publication designed to provide readers with the latest developments of California's implementation of federal health care reform.

CMA Practice Resources (CPR): CMA's free monthly e-mail bulletin from CMA's Center for Economic Services. This bulletin is full of tips and tools to help physicians and their office staff improve practice efficiency and viability.

CMA's Press Clips: CMA's daily news roundup, provides a quick but meaningful overview of the day's health care news.

Locally we forward the CMA Alert, CMA Reform Essentials and CMA Practice Resources to your Office Managers to keep them informed as well.

HDNCMS publishes a monthly North Coast Physician, which includes local articles/opinions, local activities, etc. Members are encouraged to utilize the NCP to communicate with their colleagues. Local broadcast fax/e-mail communication with our member physicians and/or your Office Manag-

ers. Broadcast e-mail is also available to our members for their communications with local colleagues.

Locally, we closely track all physicians practicing in Humboldt and Del Norte Counties and work with CMA to keep state physician data up-to-date. A valuable tool for our members, their staff and others that work with the local medical community - the HDNCMS publishes an outstanding Pictorial Physician Membership Resource Directory that includes all physicians in Humboldt and Del Norte Counties; Group Practice list; Specialties Listing; Extensive Useful Numbers Section; Pharmacy List with fax and hours of operation; Advanced Practice Clinician list; etc. (membership discounts are available for additional copies). Our HDNCMS Residence Directory published annually is available only to our members.

INSURANCE

Medical, Workers' Comp, Life, Disability, Long-Term Care and More: CMA/HDNCMS has partnered with Marsh Affinity Group for our members to benefit from discounted rates on insurance products for solo, small, medium, and large groups. Marsh Affinity Group Services, 800.842.3761 or www.marshaffinity.com/assoc/cma.html.

Auto and Homeowners Insurance: Discounted auto and homeowners insurance for CMA members. Mercury Insurance Group, 888.637.2431 or www.mercuryinsurance.com/cma.

FINANCIAL SERVICES

Merchant Services/Payroll Services/Check Management: CMA members receive exclusive discounts and a three-year

rate guarantee on Heartland Payment System's suite of financial services, which includes credit card processing, payroll processing, and check management. To contact Heartland's 24/7/365 live customer service team call 866.941.1477 or visit www.heartlandpaymentsystems.com.

Medical School Debt Management: GL Advisor is a financial advisory firm that specializes in helping physicians effectively manage their medical school debt and other financial matters. Members receive a \$50 discount on 12 months of service. A coupon code is required to access this discount. Get your code at www.cmanet.org/benefits or call 800.786.4262.

Wells Fargo Advisors: Enjoy access to our new partner, Wells Fargo Advisors, LLC, for financial advice and guidance from medical school through retirement. Dedicated regional advisors are available to address your financial needs. Learn more about these services and special CMA member benefits at www.cmanet.org/wells.

OTHER SUPPLIES AND RESOURCES

California Emergency Driving Emblem. Receive your first California physician emergency driving emblem free of charge, and any additional emblems at a discount.

Car Rentals: Save up to 25% on car rentals for business or personal travel. Members-only coupon codes are required to access this benefit. Get your code at www.cmanet.org/benefits or call 800.786.4262.

CMA Physician Confidential Line: A free, 24-hour phone service for physicians, dentists, medical students, residents

and their families and colleagues who may have an alcohol or other chemical dependence or mental/behavioral problem. Completely confidential. Using it will not result in any form of disciplinary action or referral to any disciplinary body. Call: (650) 756-7787. **Locally, the HDNCMS Physician Well-Being Committee, a non-disciplinary committee, works with our local hospitals in helping to fulfill their requirements to have a medical staff committee to deal with possible impairment issues.**

Disaster Preparedness. The local medical society works with the Public Health Officer and the county's Disaster Preparedness Committee to help close the gaps between the county-wide Disaster Plan and local physicians.

Epocrates: CMA members get a discount on all Epocrates mobile and online products. Save 30% on subscriptions to Epocrates products such as the #1 rated Epocrates Essentials. Epocrates provides point-of-care access (via mobile devices and the web) to information on drugs, diseases and diagnostics. www.cmanet.org/benefits.

Magazine Subscriptions: 50% off subscriptions to hundreds of popular magazines, with a best price match guarantee. Subscription Services Inc., www.buymags.com/cma or 800.289.6247.

MedicAlert: MedicAlert is a nonprofit foundation with over 50 years of lifesaving experience identifying and providing vital medical information to emergency personnel for over 4 million members worldwide. CMA members and their patients save \$10 on new adult enrollments and \$2.95 on Kid Smart Enrollments. MedicAlert, www.medicalert.org/cma or 800.253.7880.

Patient/Physician complaint mediation. **Through the local Public Service and Medical Ethics Committee, member physicians can refer their patients and/or patients can request help in mediating a complaint regarding a member physician and/or his/her office staff.**

Professional Liability: As one of the founding medical societies for NORCAL Mutual Insurance Company, most members use HDNCMS Sponsored: NORCAL for their professional liability insurance coverage. NORCAP Council serves as an advisory body to NORCAL with local physician representation. Loss prevention discounts are available to members that participate in the Medical Quality Review Committee and other local peer review activities. Discounts are also available for on-line CME at www.norcalmutual.com <http://www.norcalmutualinsurance.com>.

Public Health. The local medical society works closely with the Public Health Officers in Humboldt and Del Norte in liaison and communication between public health

and physicians on local public health issues.

Security Prescriptions: Get 15% off tamper-resistant security prescription pads and printer paper. RX Security, www.rxsecurity.com/cma.php.

Staples: Save up to 80% on office supplies and equipment from Staples, Inc. Visit www.cmanet.org/benefits to access the members-only discount link.

ADDITIONAL LOCAL BENEFITS:

- DocBookMD
- Notary Services
- Office Networking
- PreMed & Medical Student Liaison
- Social Events/ Spouse & Community Outreach
- Physician Community Health Walk
-and more

For more information on any of these benefits, visit the CMA website at www.cmanet.org/benefits or contact CMA's member help center at (800) 786-4262 or memberservice@cmanet.org OR contact your local Medical Society at (707) 442-2367, hdncms@sbcglobal.net

ENGAGEMENT IN HEALTHCARE ISSUES. Be a part of the solution! Become involved in any of the broad spectrum of opportunities both HDNCMS and CMA afford their member physicians, including joining a HDNCMS or CMA committee or becoming a physician leader.

**CONTACT HDNCMS TODAY
(707) 442-2367 * hdncms@sbcglobal.net**