



LOCAL MEMBER BENEFITS

When you join CMA/HDNCMS, you hire a powerful professional staff to *protect the viability of your practice, to support your mission of providing quality patient care, and to connect you to local, state, and national leadership.*

- By protecting your practice from legal, legislative, and regulatory intrusions, your CMA/HDNCMS membership lets you focus on what's really important: your patients.
- It is the role of the County Medical Society to help promote grass root efforts and have a “voice” in how proposed legislation, policies, procedures, regulations, etc affect physicians on the North Coast.
- Your CMA/HDNCMS elected representatives help carry that “voice” to our Legislators and other elected officials. We encourage our members to get involved at all levels.

The Humboldt-Del Norte County Medical Society is **YOU** - this is **YOUR** Organization.

In addition to the local committees and their role, other local benefits include:

- **Actively affect Health Care Policy in California...** and beyond: Monthly review of proposed resolutions to CMA. Delegates and Alternative Delegates present the resolutions and assist with our county society taking official policy positions and providing testimony as needed.
- **Represent Humboldt County Physician interests:** Participate as representatives for the CMA on state and national commissions and committees.
 - » Monthly Board Meetings
 - » House of Delegates
 - » Council Representation: Medical Services, Legislation, Ethical, Legal, and Judicial Affairs, Health Profession and Quality of Care, Science and Public Health, Membership, Governance and Bylaws
 - » Subcommittee Representation: Continuing Medical Education, Health Information Technology, Medical Board of California, Medi-Cal, Medicare, Professional Liability, Physician Wellness, Worker's Comp
- **Engage Legislators and Elected Officials:** Your HDNCMS board schedules regular meetings with local legislators, supervisors and other elected officials.
- **Accreditation of Local CME:** HDNCMS accredits local educational programs for CME in addition to identifying educational content gaps.
- **Supports Physician Well Being:** Through the Physician Well Being Committee local physicians organize formal and informal support for physicians
- **Networking Opportunities:** There are many scheduled events for physicians and their spouses to network and socialize to create a positive medical community, including:

- » *Friday PM Rounds*
- » *Women in Medicine Socials*
- » *Spouse Socials*
- » *Welcome Wagon*
- » *Confidential Physician Residence Directory*
- » *Annual Gala*

- ***Physician Recruitment & Retention Resources:*** One aspect of the official business meetings and the social events is to help share resources to effectively recruit and retain our physicians in the community.
- ***Future Physician Scholarship Program:*** This newly created scholarship fund is meant to help support the pipeline of Humboldt County future physicians. Administered through the Humboldt Area Foundation, the HDNCMS is helping to sustain our future medical care.
- ***Risk Management Seminars:*** HDNCMS has strategic connections to our medical insurers to facilitate mitigating risks occurring during the practice of medicine.
- ***Annual Physician Membership Resource Directory:*** This very helpful annual publication is locally known as THE go to book for physician office contact & specialty information. This publication lists all of the medical providers in the county, including Advanced Practice Clinicians and frequently used phone numbers.
- ***Mediation Services for Patient Complaints:*** HDNCMS can act as a local intermediary for patient complaints.
- ***DocBookMD:*** Your electronic Physician Directory
- ***The North Coast Physician:*** This monthly publication is YOUR newsletter to help communicate with your colleagues and stay updated with local and statewide medical affairs.
- ***Humboldt State University PreMedical Society:*** HDNCMS is an important method to access and provide support to our local undergraduate premedical students.
- ***Notary Public Services:*** No Charge to Members!

Any issue relevant to physicians and the practice of medicine in Humboldt and Del Norte Counties - we are here for you. Please contact the Medical Society at hncms@sbcglobal.net / (707) 442-2367.



MEMBER

BENEFITS + RESOURCES

CMA understands the unique challenges facing health care providers, and provides services, resources and benefits to help you succeed. Members can offset the price of their annual dues when using CMA membership services and discounts.

PRACTICE RESOURCES

Reimbursement Assistance: Experts from CMA's Center for Economic Services provide free one-on-one assistance to members and their staff on reimbursement, contracting and practice management-related issues. Services include educational resources, one-on-one assistance and direct intervention with payors. CMA's reimbursement experts have recouped \$24 million from payors on behalf of CMA physicians in the past 10 years. These monies represent actual physician reimbursements that would have likely gone unpaid without CMA intervention. Reach CMA's reimbursement experts at (888) 401-5911 or economicservices@cmadocs.org.

Payor Contract Analysis: CMA members have free access to objective written analyses of major health plan contracts designed to help physicians understand their rights and options when contracting with a third-party payor, as well as which contract provisions are prohibited by California law. Learn more at cmadocs.org/ces.

LEGAL RESOURCES

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.

Health Law Library: CMA's health law library is the most comprehensive health law and medical practice resource for California physicians. Access to the library is free for CMA members (nonmembers can purchase documents at \$2 per page). Access the library at cmadocs.org/health-law-library.

PROFESSIONAL DEVELOPMENT

Newsletters: 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 cmadocs.org/newsletters.

Webinars: CMA's webinar series gives physicians the opportunity to watch online presentations on important topics of interest and interact with experts from the comfort of their homes or offices. The webinars are free to CMA members and their staff. CMA also has 100+ archived on-demand webinars available at cmadocs.org/webinars.

Seminars: Experts from CMA's various centers travel to local county medical societies throughout the state, holding live seminars for members and their staff on a variety of issues. Contact your local county medical society for more information.

Career Center: Whether you are a seasoned physician or just out of residency, the California Physician™ Career Center offers the opportunities and resources you need to advance your career. This benefit includes tips on resume writing, interviews and networking, as well as hundreds of current job openings in California. Visit careers.cmadocs.org.

Student Loan Refinancing: CMA has partnered with SoFi, a leader in marketplace lending, to provide members with a variety of student loan refinancing options, including low-variable and fixed rates with terms ranging from five to 20 years. CMA members also qualify for an additional rate discount of 0.25% off the approved loan rate. Visit sofi.com/cma.

INSURANCE

Mercer Insurance Services: As the primary insurance advisor for CMA and its affiliated county organizations, Mercer Health & Benefits Insurance Services LLC offers a wide variety of sponsored insurance plans and services for members. From solo practicing physicians to small, medium and large groups, Mercer provides savings, safety, service and stability no matter the size of your practice. Sponsored insurance plans include medical, workers' comp, long term disability, long term care, level term life, business overhead expense insurance and more. For additional information on Mercer's sponsored benefit program, call (800) 842-3761 or visit countycmamemberinsurance.com.

Auto and Homeowner's Insurance: Mercury Insurance Group offers discounted auto and homeowners' insurance for CMA members. Call Mercury Insurance Group at (888) 637-2431 or visit mercuryinsurance.com/cma.

OTHER DISCOUNTS

Security Prescriptions: Members get 15 percent off tamper-resistant security prescription pads and printer paper. Find out more at rxsecurity.com/cma-order.

Physician Websites: Mayaco Design and Marketing offers CMA members deeply-discounted website design services starting at \$1,250. Find out more at mayaco.com/physicians or (209) 957-8629.

DocbookMD: CMA members have free access to the DocbookMD smartphone app, which allows them to securely send HIPAA-compliant messages directly from iPad, iPhone and Android devices. Find out more at docbookmd.com or by contacting your county medical society.

Magazines: Members get 50 percent off subscriptions to hundreds of popular magazines, with a best price match guarantee. To learn more, visit buymags.com/cma or call (800) 289-6247.

HIPAA Compliance: CMA members receive a discounted rate on HIPAA privacy and security compliance resource kits custom tailored to California law. Find out more at privaplan.com.

Office Supplies: Save up to 80 percent on office supplies and equipment from Staples, Inc. Visit cmadocs.org/benefits to access the members-only discount link.



CONTACT CMA TODAY!

When you join CMA, 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 membership lets you focus on what's really important: your patients.

Contact CMA today at (800) 786-4262 or memberservice@cmadocs.org. Our Member Resource Center can also be reached via live chat at cmadocs.org.



PROTECTING THE PHYSICIANS OF CALIFORNIA

For more than 160 years, CMA and its component medical societies have represented California's physicians as the recognized voice of the medical profession. Together we stand taller, our combined voices stronger, fighting for the future of medicine and our noble profession.

A RECORD OF SUCCESS: Through aggressive political and regulatory advocacy, CMA has positioned itself as one of the most influential stakeholders in the development and implementation of health policy. CMA also gives our members—physicians, residents and medical students—direct access to our state's and nation's legislative leaders so they can have a direct impact on the practice of medicine in California.

PHYSICIAN WORKFORCE: CMA is committed to ensuring California is training enough physicians to meet current and future demand. Expanding funding for graduate medical education to ensure that there are enough residency slots to train physicians in regions where health care services are needed most is one of our top priorities.

SCOPE OF PRACTICE: Every year, CMA defeats attempts to expand non-physicians' scope of practice. CMA strongly believes allowing practitioners to perform procedures they aren't trained to do can only lead to unpredictable outcomes, higher costs and greater fragmentation of care.

TOBACCO TAX: CMA dealt a resounding blow to the tobacco industry with the passage of Proposition 56, which raised the tax on all tobacco products, including e-cigarette liquids. Prop. 56 will provide

up to \$2.7 billion in Medi-Cal funding every year. CMA also successfully passed a sweeping series of tobacco control bills—including raising the legal age to purchase tobacco from 18 to 21—that will undoubtedly save countless California children from a deadly, lifetime addiction to nicotine.

MICRA: CMA and its county societies led the successful fight against the trial lawyers' Proposition 46, in one of the most contentious and high-stakes ballot fights in California history. Had it passed, the ballot measure would have decimated the landmark Medical Injury Compensation Reform Act (MICRA), which has kept access to affordable health care a reality for patients across the state. CMA stalwartly defends this landmark law year after year.

PHYSICIAN INDEPENDENCE: CMA is a tireless supporter of physician independence and medical staff self-governance and fights to keep medical decisions in your capable hands. In 2018, CMA supported the medical staff at Tulare Regional Medical Center, where the physicians were embroiled in a bitter legal battle with the hospital over the self-governance rights of its medical staff. Had the hospital's actions been left unchallenged, it would have created a dangerous precedent that could have had a negative effect on patient care across the country.

MEDICARE PAYMENT REFORM:

CMA played a major role in the passage of federal legislation to reform the badly broken Medicare physician payment system. This legislation will stabilize the physician payment system and is worth hundreds of millions of dollars to physicians nationwide over the coming decade. CMA was also key to the passage of the long overdue “California GPCI fix,” which will update the Medicare localities and increase payments to physicians in many counties by more than \$400 million in the next 10 years.

REIMBURSEMENT ASSISTANCE:

Members receive one-on-one assistance from CMA's reimbursement experts, who have recouped \$24 million from payors on behalf of CMA physicians in the past 10 years. These monies represent actual physician reimbursements that would have likely gone unpaid without CMA intervention.

WE ARE HERE FOR YOU



CMA and its county medical societies have represented California's physicians for 160 years as the recognized voice of the house of medicine. Together we stand taller, our combined voices stronger, fighting for the future of medicine and our noble profession.



- + CMA and its county medical societies—representing 43,000 physicians, residents and medical students—influence public policy at the state and federal levels.
- + Members have free access to valuable professional resources, including CMA's online health law library that contains nearly 5,000 pages of legal information related to the practice of medicine.
- + Our extensive network of benefit partners makes it so that your membership can easily pay for itself.

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