



HUMBOLDT-DEL NORTE COUNTY MEDICAL SOCIETY

- **What is the Humboldt-Del Norte County Medical Society?**
- The Humboldt-Del Norte County Medical Society is a professional organization of physicians (M.D. & D.O.'s) and is the first step into the community of organized medicine -a federation which advocates on behalf of physicians.
- HDNCMS is the local component of the California Medical Association, one of 38 local county medical societies. We are also affiliated with the nation-wide AMA (American Medical Association)

About HDNCMS

- Founded in 1886
- Approximately 170 physicians providing medical care to the persons in Humboldt and Del Norte Counties comprise the membership
- *Mission:* Promote the science and art of medicine, the care and well-being of patients, the protection of the public health, and the interests of the medical profession



The Medical Society keeps an extensive database on all physicians in Humboldt and Del Norte County, which allows us to:

- Track local physician census

- -by population
- -by geography
- -by gender
- -by age
- -by specialty



- We publish an outstanding Annual Physician Membership Resource directory, that includes:

- All physicians in Humboldt and Del Norte County
- Member section broke down by specialties
- Group Practice Information
- Advanced Practice Clinicians



The Physician Membership Resource Directory also includes:

- >> Pharmacies (*with hrs. of operation, deliveries, disposal*)
- >> Hospital Contact Information
- >> Legislative and Government Representatives
- >> Extensive Useful Numbers section
- >> CMA Legal On-Call Document Index
- >> Member Benefit section

ASSISTANCE TO THE PUBLIC

Physician Background Information

Medical Record Location

Physician Complaint/Mediation (*for members only*)

Direction for Health-Related Resources



IMPORTANT RESOURCES FOR YOUR STAFF

- Patient/physician relationship issues
- Medical record release and retention issues
- Location of patient medical records
- Help with billing issues

LOCAL RESOURCE

- We are a local resource for our members and your practice managers on where to obtain answers to Medical/Legal, Risk Management, etc. questions relating to the practice of medicine



LOCAL LIAISON WITH CAL POLY HUMBOLDT AND COLLEGE OF THE REDWOODS

- Work directly with the Cal Poly Humboldt PreMedical Society
 - Coordinate speakers for their meetings
 - Shadowing opportunities in the community
 - Mock interviews, Mentors and other career resources
- Work with the Health Occupations Department at College of the Redwoods – provide input into curriculum, student placement, etc.



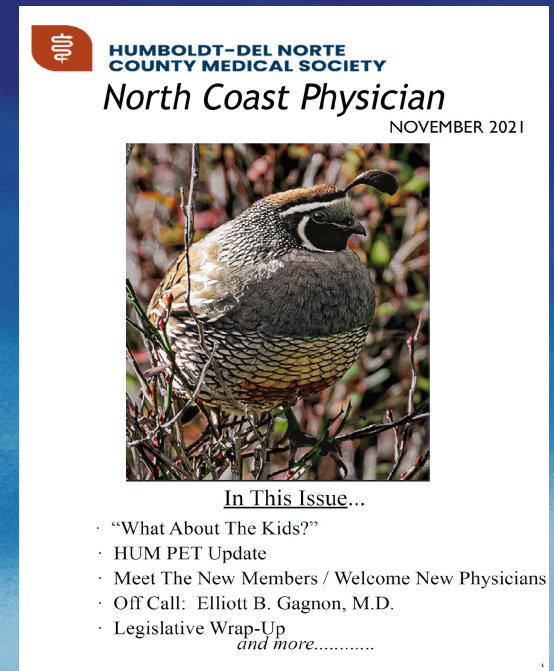
COMMUNICATION WITH OUR MEMBERS

- Broadcast E-Mail
- Broadcast Fax to Offices
- Member Mailings / Mailing labels



North Coast Physician Magazine

- Local News and Member Commentary
- Welcome New Physicians/ Applicants
- Public / Mental Health Dept. News
- Legislative updates
- Patient Education Information Inserts
- Updates from other local health related organizations
- Grand Rounds and Other Events Calendar
- Classified ads



Website: www.HDNCMS.org

Resources

- Bylaws
- Member Benefits
- Application for Membership
- Physician Support Committee Brochure
- Excerpts *North Coast Physician*
- Extensive Physician Recruitment Section
- Local CME - Grand Rounds Calendar
- Patient Resources Section

PHYSICIAN RECRUITMENT

- **Members can post practice opportunities at no charge!**
- ***(for both Physicians AND Allied Health needs)***
- **Physician Recruitment Videos / Brochures / Testimonials**
- **Link to Family Medicine Residency Info**
- ***Shortage Designation Link / Loan Repayment Links***
- **Links to Arts, Recreation, Activities Humboldt & Del Norte**



CONSORTIUM COMMITTEE

- Plans and accredits AMA PRA CAT 1 CME Continuing Medical Education programs for physicians and other health care providers in Humboldt and Del Norte counties.
 - Local Grand Rounds, Tumor Board, Journal Club, UC Case Conference, ACLS/PALS, etc.
 - Identifies local education “gaps” for program planning

DISASTER PREPAREDNESS COMMITTEE

- Work with Public Health Officers in coordinating County Disaster Plans with the Medical Community.
- Help educate members re: Disaster Planning

EDITORIAL AND PUBLICATIONS COMMITTEE

- Publishes the official publication (*North Coast Physician*)
- Physician Membership/ Confidential Resource Directory
- Internet Web Page
- Social Media
 - ▶ Members Only Facebook Page
 - ▶ Public Facebook Page
 - ▶ Twitter



Ethnic Medical Organization Section (EMOS)

Any member physician interested in facilitating communication and participation of California's ethnic physicians to address their unique challenges, promote diversity, inclusion and equity at all levels of medicine and advocate for culturally responsive medical care.

- communicate the perspective of our ethnic physicians
- coordinate socials to allow a safe space for networking
- empower our ethnic physicians as leaders in organized medicine at all levels
- help develop programs and benefits to meet the needs of our EMOS Phys.
- Outreach to new ethnic physicians relocating to area, encouraging them to sign up for CMA EMOS Membership Section and the statewide on-line
- Discussion Forum.

LEGISLATIVE COMMITTEE

- ☞ **Monitors federal and state legislation**
- ☞ **Meetings with local legislators**
- ☞ **Interviews with candidates for elective office**
- ☞ **Coordination of local events**
- ☞ **Direct input into CMA Council on Legislation re: bills affecting health care**
- ☞ **Help promote CMA Key Contact Program / Local Grassroots**

Humboldt PreMedical Education Committee

Committee works with Humboldt-Del Norte County Schools, College of the Redwoods, Cal Poly Humboldt, Medical Schools and their rural rotation programs, and our Family Medicine Residency Program - and their health career pathway programs to coordinate physician speakers, shadowing opportunities, mentoring, mock interviews, career fairs, etc. To help build our future pipeline of physicians.

Humboldt-Del Norte Future Physician Scholarship Program

Scholarship program set up through Humboldt Area Foundation to give two \$1,000 scholarships to students applying for medical school and wanting to come back to Humboldt-Del Norte to practice.

MEMBERSHIP COMMITTEE

- Membership Recruitment and Retention.
- Reviews applicants and makes recommendations to the Executive Committee
- Welcoming Committee for new physicians.

PUBLIC SERVICE AND MEDICAL ETHICS COMMITTEE

- Mediates patient-physician complaints for MEMBERS ONLY
- If the physician is not a member, the patient will be referred to the Medical Board of California or the Osteopathic Medical Board

PHYSICIAN SUPPORT COMMITTEE

- Addresses issues relating to the health, well-being or impairment of physicians, in order to maintain and improve the quality of care and assist in the maintenance of appropriate standards of personal performance

SPEAKERS BUREAU

- Resource for local physician speakers on health-related issues

PUBLIC HEALTH ADVISORY COMMITTEE (*Ad Hoc*)

COORDINATION SOCIAL EVENTS / GATHERINGS

- Coordinates Social Events for our members: *i.e. Monthly Friday PM Rounds, Picnics, dinners, Women in Medicine Socials, Spouse Socials, etc.*



LOCAL REPRESENTATIVES AND LIAISONS

- *Examples include:*
- Area 1 Agency on Aging Representative (A1AA)
- Blood Bank Representative
- Advisory Committees to Board of Supervisors
(i.e. *Drug & Alcohol Advisory; Emergency Medical Care Committee, etc.*)
- *Emergency Medical Services (EMS)*
- *Humboldt Independent Practice Association (IPA)*
- Cal Poly Humboldt Pre-Medical Society



- ***CALIFORNIA MEDICAL
ASSOCIATION***

www.cmadocs.org

CMA ECONOMIC ADVOCACY

REIMBURSEMENT ADVOCACY

CMA's Reimbursement Advocacy program was developed to assist CMA members with their reimbursement related issues by providing coding, billing and payment casework advocacy!

- Practice Cost Survey
- Taking Charge: Steps to Evaluating Relationships and Preparing for Negotiations - A Focus on Payor Contracting.
- Getting Paid: Strategies to Maximizing Reimbursement: A Focus on Revenue Collection
- Payer Profiles
- Unfair Payment Practices: An Online Presentation
- Hassle Factor Report
- Contract Analysis

CMA LEGAL ADVOCACY

- CMA ON-CALL is an **outstanding** online library of medical-legal and other information of importance to physicians. i.e.
 - Physician/patient relationships issues.
 - Medical Record Management
 - Drug Prescribing/Dispensing Laws & Regs.
 - Patient Consent Laws
 - Peer Review, Professional Liability Laws & Regs
 - Reimbursement Laws & Regs

CMA LEGISLATIVE ADVOCACY

CMA is a major player in Sacramento.

Physician advocates keep legislators aware of how proposed legislation could enhance or threaten patients' health or physicians' ability to practice medicine.

The CMA Council on Legislation reviews hundreds of pieces of legislation affecting the medical profession each year and makes recommendations to the CMA Board of Trustees.

REGULATORY ADVOCACY

CMA undertakes regulatory advocacy on your behalf with:

- Medi-Cal/Medicare
- Medical Board/Osteopathic Board
- California Department of Corporations
- Workers Comp

And many other regulatory agencies.

AMERICAN MEDICAL ASSOCIATION - (AMA)

Local and State Physician Advocacy
to the
National Level

The Humboldt-Del Norte County Medical Society is “YOU”

- WORKING TOGETHER WITH YOUR COLLEAGUES
 - BE INVOLVED!
 - HELP MAKE A DIFFERENCE

