



Physician Advocacy Centers

California Medical Association: 800.786.4CMA (4262) • www.cmanet.org



At the California Medical Association (CMA) we are dedicated to serving our member physicians through a comprehensive program of legislative, legal, regulatory, economic and social advocacy. We know that in today's economic climate, physicians are being assailed from many directions. Our goal is to provide our members with the necessary support, so that they can surpass the challenges and continue to run successful medical practices.

Managed by the professional staff in the CMA Physician Advocacy Centers, our success is measured in our ability to influence policy makers, legislators and the media on behalf of our physician members. A snapshot of our member advocacy and service programs and the staff that oversee them, is provided in the next few pages. We look forward to ensuring your success!

Regards,

A handwritten signature in black ink that reads "Dustin Corcoran". The signature is written in a cursive, flowing style.

Dustin Corcoran
Chief Executive Officer

Center for Legal Affairs

CMA's Center for Legal Affairs defends the rights of physicians in the courts by filing lawsuits on behalf of physician members and weighing in as amicus curiae, or "friend of the court," to influence health policy. The Center for Legal Affairs also helps CMA members comply with laws and regulations that impact the practice of medicine, through legal information and publications, as well as educational webinars and presentations. CMA's legal center maintains CMA On-Call, an online medical-legal library and the most comprehensive health law and medical practice resource for California physicians. This invaluable resource is available free to members. For information regarding these resources, please e-mail legalinfo@cmanet.org.

Staff Contact: Francisco J. Silva, Vice President and General Counsel, fsilva@cmanet.org
or (916) 551-2888.

Center for Economic Services

CMA's Center for Economic Services provides one-on-one assistance to physician members and their staff on reimbursement and practice operations issues. The center is staffed by practice management experts with a combined experience of over 125 years in medical practice operations. Assistance ranges from coaching and education, to direct intervention with payors or regulators.

The Center for Economic Services' goal is to empower practices by providing them with educational tools and resources. In the last few years CMA has successfully assisted physicians in collecting millions of dollars from insurance companies. This service is available to CMA members only.

Staff Contact: Francisco J. Silva, Vice President and General Counsel, fsilva@cmanet.org or (916) 551-2888.

Center for Communications and Marketing

In this fast moving era of communications, timely and easily accessible information is of critical importance. CMA's Center for Communications and Marketing provides information, advocacy materials and strategic communications to members and association leadership. Publications include the daily CMA Press Clips, the biweekly CMA Alert, the monthly CMA Practice Resources (CPR) publication for practice managers, the quarterly OMSS Advocate for medical staffs, and numerous resources on health reform, health information technology and other issues at www.cmanet.org.

And as media continues to influence public opinion, CMA proactively reaches out to reporters representing local and national media to showcase member physicians and the important work they do in caring for patients. Physicians also participate in media training as a part of CMA's Media Ambassadors program, to speak on issues impacting the practice of medicine.

The Center for Communications and Marketing also operates the CMA Member Help Center. The help center is available to members and to nonmembers wishing to join. Member Help Center staff can connect physicians with legal, economic, legislative and educational resources. Help Center staff are available Monday-Friday from 8:30 a.m. to 5:00 p.m. at (800) 786-4CMA (4262).

Staff Contact: Rosanna Westmoreland, Vice President, rwestmoreland@cmanet.org or (916) 551-2873.

Center for Medical and Regulatory Policy

CMA's Center for Medical and Regulatory 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 to 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 CMA member physicians on emerging policy and regulatory issues, such as health information technology.

The Center for Medical and Regulatory Policy also advocates for physicians and their patients in the California regulatory process, by tracking, reviewing and advocating on behalf of physicians. This includes writing comments, requesting public hearings and organizing testimony.

Staff Contact: Lisa Folberg, Vice President, lfolberg@cmanet.org or (916) 551-2880.

Center for Government Relations

The Center for Government Relations is the physician's voice at the State Capitol. Center staff works with legislators to educate them on how legislation could enhance or threaten patients' health or a physicians' ability to practice medicine. Each year the Center for Government Relations monitors over 500 bills, and takes an active, public position on over 200 bills. The Center's activities include reading and tracking bills and amendments, shaping bill language, meeting with legislators, testifying in committee, conducting research, and preparing policy papers and position letters. The Center for Government Relations also assists the CMA leadership in developing an annual legislative agenda and provides regular communications to physician members, to keep them apprised of political and policy developments in the Capitol.

Staff Contact: Jodi Hicks, Vice President, jhicks@cmanet.org or (916) 444-5532.

Center for Federal Government Relations

CMA is on the front lines, directly advocating the perspective of California's practicing physicians before Congress and federal regulatory agencies. CMA is one of the largest state medical associations in the country, and our federal representatives are in key congressional leadership positions. This puts CMA in a unique position to effectively shape federal legislation that impacts physicians and their patients.

Because California is a bell weather state where health care trends emerge, California physicians have a great depth of experience with the challenging issues facing medicine. CMA is a respected voice in Washington, D.C., providing a wealth of health care experience, to positively impact the outcome of legislation and regulations.

Staff Contact: Elizabeth McNeil, Vice President, emcneil@cmanet.org or (415) 882-3376.

Center for Political and External Affairs

Successful legislative advocacy depends upon an integrated approach, consisting of lobbying, grassroots activity and political action. The Center for Political and External Affairs operates CMA's Political Action Committee (CALPAC). CALPAC supports candidates and legislators who understand

and embrace medicine's agenda. Health care in California is highly regulated and legislated. As government and the insurance industry continue their quest to control health care, physicians' clinical autonomy is in great jeopardy. CALPAC supports hundreds of candidates for state and federal office who share a common philosophy and vision of the future of health care and medical practice.

The Center also spearheads CMA's grassroots advocacy, the Legislative Key Contacts Program. For more information about the Key Contact program, see page 8.

Staff Contact: David Pruitt, Vice President, dpruitt@cmanet.org or (916) 561-2571.

Center for Finance and Administration

The Center for Finance and Administration is comprised of several departments including Financial Services, Human Resources, Information Technology, Facilities and Meetings and Membership Dues Accounting. Each of the departments in the Center provide daily support to CMA elected leadership, component medical societies and professional staff. Services include day-to-day accounting functions for CMA and selected subsidiaries, the preparation of monthly financial statements and the development of the association's annual budget. Additional services include the maintenance and administration of computerized information systems, data networks and related systems, including providing training and support to component medical societies and affiliates on the association management system Clear Vantage. Meeting logistics and accommodations are also managed in this Center, so members can conduct association governance and policy activities.

Staff Contact: Lance Lewis, Chief Operating Officer, llewis@cmanet.org or (916) 551-2559.

Center for Executive Management

CMA's Center for Executive Management works to ensure that the professional staff and resources of CMA are aligned with the mission, vision and strategic goals of the association. The Center encourages leadership development through the California Healthcare Leadership Academy and coordinates staff liaison activity in support of physician governance, including the House of Delegates and Board of Trustees.

The Center is also charged with Component Medical Society relations. CMA works in partnership with the 39 component medical societies to provide support, services and programs to meet physician needs, including direct member assistance, educational opportunities and CME, group buying discounts, and more.

Take advantage of all CMA has to offer by calling (800) 786-4262 or visiting www.cmanet.org.

Staff Contact: Jay Hansen, Chief Strategy Officer, jhansen@cmanet.org or (916) 551-2555.