

Alliance Report to the CMA Board of Trustees
October 2, 2010

Reactivating the Monterey County Medical Society Alliance

We are pleased to say that the Monterey Alliance is being reactivated. An organizational luncheon was held in late July, 2010 where Patricia O'Keefe, the spouse of a local pathologist volunteered to take the lead along with MCMS staff, Sharon Jensen who will be secretary/treasurer. Patricia, Sharon and I attended the MCM Society meeting on August 24, 2010 and presented the idea of reactivating the Alliance to the board. MCMS President Dr. John Jameson and his board members along with Med Exec Bill Parrish and his staff are in support of moving ahead and will participate in activities. Bylaws have been approved by the CMAA bylaws committee and a resolution to our CMA Board of Trustees to re-charter the MCMSA is on the agenda for this meeting. The Monterey County Medical Society Alliance (then the Auxiliary) was originally started on April 4, 1930 making it the sixth Auxiliary to be chartered in the state. It remained an active county Auxiliary/Alliance until the mid 1990's. Inspired by Dr. Valerie Barnes' enthusiasm to have an Alliance in her county again, the CMAA leaders chose Monterey to be one of the counties to focus on to help us reach our BHAG (Big Hairy Audacious Goal) of having six additional active county Alliances by 2012.

Regional Conferences

The CMAA's traditional "Fall Leadership Conference" is being replaced by regional conferences to be held throughout the year all over California.

The first regional conference will be held in Fresno in conjunction with the Fresno/Madera Medical Society. The conference is geared toward office managers. Many physician spouses/partners run the office and can use the training and networking that will be provided. Here are some specifics:

- § "Making Order out of Medical Practice Chaos", October 6, 2010, Copper River Country Club, Fresno, CA, 9:30 am-4:00 pm
- § Sessions include: "Fighting Payor Abuse" with Frank Navarro, CMA Associate Director of Economic Services, "Hot Topics in Risk Management: with Marsha Lose, RN, MS; Risk Management Specialist, NORCAL, "Federal Health Care Legislation" with one of the CMA lobbyists, "Connecting with Patients Through Social Media" with Aamer Hayat, Chief Operating Officer; AVECINIA Wellness Center, "Six Pathways to Wellness" with Ken Ellzey, MD Kaiser Permanente Wellness Department.
- § Open to all interested parties. For more information contact Cynthia Ginn: cyndiginn@hotmail.com.
The Alliance will be working with Frank Navarro and his staff to provide additional training and networking opportunities for office managers throughout the state.

The second regional conference will be held in San Diego and is the first AMAA affiliated Western States Regional Conference. The conference will be held February 3-5, 2011 at the Westgate Hotel. "Unleash Your Potential" is the theme. County, state and national leaders will be attending and the conference is open to all interested. Specific details will be on the CMAA website (www.cmaalliance.com) in mid October.

CMAA Staff

The Executive Committee voted to fund the position of CMA Alliance Membership Communications Coordinator to work in the CMA office in Sacramento for up to 20 hours per week. Our office was staffed by the CMAA president and other volunteers the last 4 years and we are anxious to hire the right person to help us increase the Alliance's visibility, membership numbers and member participation throughout the state. Our employee will be part of the CMA Communications and Marketing team where he/she will work with VP of Communications and Marketing and her staff.

Board Development Committee

During our recent strategic planning process, we replaced the traditional Nominating Committee with a Board Development Committee. The committee met for the first time at the CMA office on August 31, 2010 and chose Gabby Neuburger, Immediate Past President of the Sierra/Sacramento Medical Society Alliance, to be the chair. This important committee is charged with presenting a single slate of officers for election at the Annual Session meeting in the spring and with the responsibility of identifying future leaders and to forward the names of these individuals to the president and vice presidents for placement on one of the four councils.

Debbi Ricks, Immediate Past President
California Medical Association Alliance