

TMA Ambassador Outreach Program

Professional Support and Resources

Recognizing the important role of county medical societies (CMSs) in meeting member needs, keeping members aware of important issues impacting medicine, and furthering the advancement of organized medicine at the local level, TMA created the Ambassador Program. It is TMA's effort to implement and consistently schedule local activities with physicians via county medical society and other local market activities, e.g., through hospital medical staff meetings and large groups.

Additionally, TMA offers a wide range of services and resources to help local CMSs and their leaders maximize their effectiveness. This support includes a number of highly beneficial resources and direct services including:

- **TMA Staff Speakers.** TMA staff experts in all areas of health care, health law, practice management, medical economics, public health, and much more are available to speak to your local members. (See reverse side. Don't see your topic of interest on the list? No worries; with some advance notice, TMA can get you the right speaker.)
- **County Medical Society Leadership Forum.** This comprehensive one-day program for CMS presidents, presidents-elect, and CMS staff is held in conjunction with TMA Winter Conference to discuss issues, share expertise, and provide an update on state activities and resources.
- **Short-Term and Long-Range Strategic Planning.** Practical, hands-on help in developing long-range goals and objectives for local county medical societies.
- **Membership Recruitment, Marketing, and Retention Assistance.** Includes providing lists of members and nonmembers, developing recruitment campaigns specific to the county medical society, meeting and promotional assistance, creating marketing and membership materials, providing prepopulated membership applications and membership statistics, and tracking and reporting results.
- **County Medical Society Website Template.** TMA will build and help maintain the local CMS website including the Find a Physician search.
- **County Medical Society Assistance to Comply With Nonprofit/Association Policies.** TMA can help CMSs establish/update bylaws and set up an appropriate leadership structure that will meet state and federal law requirements as they initiate volunteer activities in their communities. TMA also can help guide efforts to ensure you are meeting fiscal and legal reporting requirements.
- **Administrative, Financial, and Business Service Support.** Various services and tools designed to enhance county medical society management practices and strengthen operations. This includes dues collection and processing, data requests, custom report writing, onsite and remote technology training and support, and financial technical assistance as needed.
- **County Medical Society Playbook.** A basic how-to manual for CMS leadership that includes topics such as board responsibilities, membership dues, and TMA resources. The playbook has “nuts-and-bolts” information to help leaders and county medical societies be successful in their activities.
- **County Medical Society Resources Webpage.** A webpage (www.texmed.org/campaignresources) of resources, tools, information, and other ideas to avoid reinventing the wheel, including best practices, activities, programs, and much more.

A county medical society may request assistance in a given area at any time, and TMA staff will work with the CMS to provide help as needed. Frequent topics of interest are issues before the state legislature, the latest changes in state and federal regulations impacting medicine, practice management activities and trends, human resource questions, and general CMS management issues. If you are new to county medical society leadership or if it's been a while since you checked out all the services that are available, we encourage you to contact us directly. **If we can assist you in any way, please contact Karen Matthews at TMA at (800) 880-1300, ext. 1448, or karen.matthews@texmed.org.**



TMA Expert Speakers

TMA's Ambassador Outreach Program will bring any of the following presentations right to you and your members for *free*.

TMA Ambassador Program Contact:

Karen Matthews, (512) 370-1448 or karen.matthews@texmed.org

Need More CME Options?

TMA has a number of additional CME opportunities designated as ethics and/or professional responsibility. Visit the Education section of the TMA website, www.texmed.org, to see a complete list.

Additional Professional Support:

- **Free reimbursement advice:** TMA mini-consults offer one-on-one assistance through 30-minute face-to-face consultations with reimbursement experts from TMA's Payment Advocacy Department on billing, coding, and payment issues. To schedule a mini-consult for your TMA physician members, **contact Genevieve Davis at (800) 880-1300, ext. 1416, or genevieve.davis@texmed.org**
- **TMA's Physician Oncology Education Program (POEP):** To schedule a presentation on cancer prevention, screening, and early detection, or to learn more, **contact Leslie Jones at (800) 880-1300, ext. 1671, or leslie.jones@texmed.org**
- **TMA's Committee on Physician Health on Rehabilitation*** offers several courses addressing topics such as physician drug or alcohol addiction, depression, cognitive impairment, and other problems that may disrupt professional and/or personal lives. To learn more, **contact Linda Kubn at (800) 880-1300, ext. 1342, or linda.kubn@texmed.org**
- **TMLT Risk Management CME courses:*** Policyholders who complete a 2.5-hour risk management CME activity may be eligible for a 3-percent premium discount (up to \$1,000 per course) that will be applied to their next eligible policy period. To request a customized CME program for your group, **contact Natalie Gilmore at (512) 425-5800 or natalie.gilmore@tmlt.org**

* Fees may be involved. Call for details.

Already Have a Speaker, But Need CME?

Contact Paige Green at TMA at least 60 days in advance at (800) 880-1300, ext. 1447, or paige.green@texmed.org to obtain your CME.



Physicians Caring for Texans

Managing Your Practice

Presentation	AMA CME Credit
E-Prescribing	1 hour with ethics
Medical Records and the Texas Medical Board	Up to 3 hours with ethics
Creating a Winning Team	Up to 2 hours with ethics
Managed Care Contracts	Up to 2 hours
Electronic Medical Records: Adoption and Meaningful Use Incentives	1 hour with ethics
Update: Health Information Technology	None
Do This Now: Health Care Reform Impact on Physician Practices	1 hour with ethics

Medical Economics

Presentation	AMA CME Credit
Medicare Advantage Plans	None
Prompt Pay	1 hour
Economic Survival: Cost Analysis, Benchmarking, & Consumer Direct Care	Up to 3 hours
Reimbursement, Coding, and Claims	None
Payment Advocacy	1 hour

Professional Development

Presentation	AMA CME Credit
Take Charge of Your Interview: Medical Training	2 to 4 hours
Take Charge of Testimony: Advocacy Training	2 to 4 hours
Physician Survey Results	None
Help: I'm Drowning in Debt	None
Technology and Patient Communication	1 hour with ethics
TMA General Business: General Challenges, Access to Care, Reimbursement and Legislative Issues, and More	None

Advocacy and Legislative Affairs

Presentation	AMA CME Credit
Implementation of State Legislative Healthcare Changes	1 hour with ethics
Medicare Policy and Advocacy	None
Tiered or "High Performance" Network Issues	None
Workers' Comp Update	None
Texas Legislative Session Update	1 hour with ethics
Federal Legislative Update	None