

Texas Medical Association AMBASSADOR PROGRAM

Resources for Running a Successful County Medical Society

Whatever your needs, TMA will work with you to get the job done. If you're new to county society leadership, or if it's been a while since you checked out all our services, we encourage you to contact us directly.



TEXAS MEDICAL
ASSOCIATION

Physicians Caring for Texans

Karen Kollar

Membership Manager
Sections and Outreach

(800) 880-1300, ext. 1448
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TMA Knowledge Center

(800) 880-7955
knowledge@texmed.org

• **TMA STAFF SPEAKERS**

TMA staff experts in all areas of health care, health law, practice management, medical economics, public health, and more are available to speak to your members. (See reverse for a list of prepared topics and CME options). Don't see your topic of interest? No worries. With some advance notice, TMA staff can work to get you the right speaker.

• **SHORT-TERM AND LONG-RANGE STRATEGIC PLANNING**

We offer practical, hands-on help in developing long-range goals and objectives for local county medical societies.

• **MEMBERSHIP RECRUITMENT, MARKETING, AND RETENTION ASSISTANCE**

The Membership Development Department helps societies develop society-specific recruitment campaigns, tracks and reports results, provides lists of members and nonmembers, offers meeting and marketing assistance, and can provide promotional materials and prepopulated membership applications.

• **HELP IN COMPLYING WITH NONPROFIT ASSOCIATION POLICIES**

TMA can help societies 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 can also help guide efforts to ensure you are meeting fiscal and legal reporting requirements.

• **WEBSITE TEMPLATE**

TMA will build and maintain your local society website, including "Find a Physician."

• **ADMINISTRATIVE, FINANCIAL, AND BUSINESS SERVICE SUPPORT**

TMA provides various services and tools designed to enhance society management practices and strengthen county medical society operations. They include dues collection and processing, data requests, custom report writing, on-site and remote technology training and support, and financial technical assistance.

• **COUNTY MEDICAL SOCIETY RESOURCES WEBPAGE**

TMA staff continues to develop a webpage of resources, tools, information, and other ideas to facilitate sharing between societies, including best practices, activities, and programs. Visit texmed.org/CMSresources for more.

• **TMA KNOWLEDGE CENTER**

TMA's Knowledge Center experts can answer your toughest health care-related questions, as well as questions about TMA. Need an answer? Contact the Knowledge Center at (800) 880-7955 or knowledge@texmed.org.



@texmed



@wearetma

Texas Medical Association

AMBASSADOR PROGRAM SPEAKERS

TMA's Ambassador Program will bring expert speakers and any of the following presentations to you and your colleagues for free (unless otherwise noted).

Medical Economics

PRESENTATION	CME CREDIT
Economic Survival – Financial Success for Your Practice	1 hr. CME
Reimbursement, Coding, and Claims	None

Managing Your Practice

PRESENTATION	CME CREDIT
E-Prescribing	1 hr. CME with Ethics
Medical Records and the Texas Medical Board	1 hr. CME with Ethics
Managed Care Contracts	1 hr. CME with Ethics
Billing Changes, Updates, Reminders, and Education	1 hr. CME with Ethics
Improving Patient Care With Health Information Exchange	1 hr. CME with Ethics
HIPAA: Principles for a Healthy Practice	1 hr. CME with Ethics
Medicare Now and Tomorrow	1 hr. CME with Ethics

Professional Development

PRESENTATION	CME CREDIT
To Be or Not To Be Employed	1 hr. CME with Ethics
Preparing for the Unexpected – Practice Transitions	Up to 2 hrs. CME with Ethics
Hi Tech Patient Engagement	1 hr. CME with Ethics
Protect Your Online Reputation	1 hr. CME with Ethics

Advocacy and Legislative Affairs

PRESENTATION	CME CREDIT
TMA's Legislative Update <i>Presented by advocacy staff or current TMA president</i>	1 hr. CME with Ethics



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Need More CME Options?

TMA's Education Center offers one-stop access to the CME Texas physicians need. Visit **texmed.org/Education** for a complete list.

Specific Programs:

Physician Health and Wellness

Get live CME on important topics like physician suicide, addiction, self-care, cognitive impairment, stress, professional boundaries, effective communication, retirement, and more. **annette.bonner@texmed.org, (800) 880-1300, ext. 1608**

Texas Medical Liability Trust Risk Management CME

Request a customized 2.5-hour risk management CME program for members. TMLT policyholders may qualify for a 3% premium discount. **natalie-gilmore@tmlt.org, (512) 425-5800**

TMA Advocacy in Action Series

Gear up for the 2020 elections by providing a six-part grassroots advocacy series (with CME) that addresses everything from effective messaging to compelling personal visits – and even how to run for office. **pam.udall@texmed.org, (512) 413-6807**

TMA Outreach Programs:* TMA's Hard Hats for Little Heads bicycle helmet giveaway program, Be Wise – ImmunizeSM, and Walk With a Doc Texas are easy ways for physicians and local societies to give back. Find out how you can put these programs to work in your community. **tammy.wishard@texmed.org, (800) 880-1300, ext. 1470** (Be Wise, Hard Hats); **debra.heater@texmed.org, (800) 880-1300, ext. 1390** (Walk With a Doc)

* 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.

Be Wise — Immunize is a registered service mark of the Texas Medical Association.