

# TMA Ambassador Program

## Resources for Running a Successful County Medical Society

- **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.
- **County Medical Society Leadership Forum.** This comprehensive one-day program for society presidents, president-elects, and staff is held with TMA's Winter Conference to discuss issues, share expertise, and get updates on state activities and resources. Join other local physician volunteers to develop or refine leadership skills, create supportive relationships, and learn about best practices and innovative programs sponsored by other societies.
- **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.
- **CMS website template.** TMA will build and maintain your local society website, including "Find a Physician."
- **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.
- **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 "Playbook."** This basic "how-to" manual for society leadership includes board responsibilities, membership dues, and TMA resources. The *Playbook* has nuts-and-bolts information to help leaders and societies be successful.  
[www.texmed.org/cmsmanual](http://www.texmed.org/cmsmanual)
- **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 [www.texmed.org/cmsresources](http://www.texmed.org/cmsresources) for more.

Whatever your needs, TMA staff will work with you to get the job done. If you're new to CMS leadership ... or if it's been a while since you checked out all our services ... we encourage you to contact us directly. **If we can help you in any way, please contact Karen Kollar, at (800) 880-1300, ext. 1448, or [karen.kollar@texmed.org](mailto:karen.kollar@texmed.org).** Or contact TMA Knowledge Center at (800) 880-7955 or [knowledge@texmed.org](mailto:knowledge@texmed.org).



Physicians Caring for Texans

# TMA Ambassador Program Speakers

## Medical Economics

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

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

### TMA's Ambassador Program Contact:

Karen Kollar, (512) 370-1448, or karen.kollar@texmed.org.

## Managing Your Practice

Presentation	CME Credit
Creating a Winning Team – HR Tips for Your Practices	1 hr. CME with Ethics
Health Care Cure	1 hr. CME with Ethics
Health Insurance Exchange: Business Impact	1 hr. CME
Hi-Tech Patient Engagement	1 hr. CME with Ethics
Improving Patient Care With Health Information Exchange	1 hr. CME with Ethics
Managed Care Contracts	1 hr. CME with Ethics
<b>New!</b> Meaningful Use Stage 2	1 hr. CME with Ethics
Medical Records and the Texas Medical Board	1 hr. CME with Ethics
<b>New!</b> What Next: Health Care Reform Impact on Physician Practices	1 hr. CME with Ethics

## Need More CME Options?

TMA's Education Center offers one-stop access to the continuing medical education (CME) Texas physicians need. Visit [www.texmed.org/education](http://www.texmed.org/education) for a complete list.

### Specific Programs:

- **30-Minute Billing Cure:** Schedule a free half-hour consultation with TMA experts at your local CMS, tailored to your reimbursement, billing, and/or coding issues. Visit [www.texmed.org/Mini-Consult](http://www.texmed.org/Mini-Consult) or contact Genevieve Davis at TMA at (800) 880-1300 ext. 1416.
- **TMA's Committee on Physician Health & Rehabilitation (PHR)\*:** PHR offers courses that address physician drug or alcohol addiction, depression, cognitive impairment, and other problems that can disrupt lives. Contact Sharon Chicano at TMA at (800) 880-1300, ext. 1343, or sharon.chicano@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 the Texas Medical Liability Trust at (512) 425-5800 or natalie.gilmore@tmlt.org.

## Professional Development

Presentation	CME Credit
Preliminary Results of the 2014 Physician Survey	1 hr. CME
Preparing for the Unexpected – Practice Transitions	Up to 2 hrs. CME with Ethics
Take Charge of Your Testimony: Advocacy Training	Up to 8 hrs. CME, 1-2 hrs. (recom'd)
To Be or Not To Be Employed	1 hr. CME with Ethics

- **TMA Outreach Programs\*:** TMA's Hard Hats for Little Heads bicycle helmet giveaway program and Be Wise – Immunize<sup>SM</sup> are easy ways for physicians and local societies to give back. Find out how you can put these programs to work in your community by contacting Tammy Wishard at TMA at (800) 880-1300, ext. 1470, or tammywishard@texmed.org.

\* Fees may be involved. Call for details.

## Advocacy and Legislative Affairs

Presentation	CME Credit
Legislative Update: What Your TMA is Doing for You	1 hr. CME with Ethics

## 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.



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