



MSMS Medigram

Social Media Risks and Rewards.

e-News for Friday, January 10, 2014

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MSMS, MHA Define New Path for the Future



Physician and hospital leaders must redouble efforts to work together to influence health care delivery and patient care in a meaningful way. This is the conclusion reached by leaders of the Michigan Health & Hospital Association and the

Michigan State Medical Society, who met in early December to discuss the challenges currently facing physicians and other health care professionals and the patients they serve. Those in attendance acknowledged the success of past collaborative efforts between the two organizations, including preserving auto no-fault insurance, avoiding cuts to the state budget, and expanding Medicaid. Nevertheless, both organizations face enormous responsibilities in helping their members negotiate health care transformation in 2014 and beyond.

Much of the aim of the current health care transformation involves aligning the activities of physicians and hospitals; leaders of MSMS

Upcoming Events

Physician Sustainability & Payment Reform

January 29, Part I
 March 26, Part II
 Somerset Inn- Troy

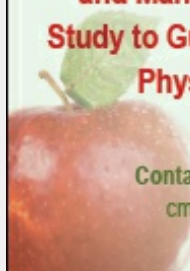
This conference series is designed to provide physicians and their staff with a knowledge base to help them survive the sweeping impact of health care delivery and reimbursement reforms.

[Register Now >>](#)

[More Events >>](#)

FREE
to MSMS Members

A Case Study on Child Obesity Assessment and Management: A Study to Guide Michigan Physicians



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and MHA believe that physician practices and health systems must work together to lead innovative efforts or face increasing mandates and intervention from insurers and governmental entities. Representatives from both organizations agreed that efforts of the two statewide organizations could set the standard for how the health care system better serves communities. There was consensus that MSMS and MHA collaboration could be key to enhancing the patient experience, addressing population health, and improving efficiency.

To build upon this commitment, MHA and MSMS leaders have agreed to develop specific principles and regular dialogue to guide their collaborative activities moving forward. News and activities resulting from those efforts will be forthcoming in 2014.

For more information, contact Julie Novak at MSMS at 517-336-5735 or jnovak@msms.org.

Join Teleconference Next Week on BCBSM Southeast Michigan EPO Network



Blue Cross Blue Shield of Michigan (BCBSM) will present an Overview for Practitioners teleconference on **Thursday, January 16**, about its Southeast Michigan Local EPO Network. Choose from

two times: 7:30 a.m. or 5:00 p.m. (EST).

To join the teleconference:

1. Call toll-free: 800-462-5837
2. Follow the instructions -
 - Meeting ID for **7:30 a.m.** teleconference: 735 438 752 (press pound, then pound again)
 - Meeting ID for **5:00 p.m.** teleconference: 731 037 585 (press pound, then pound again)

MSMS succeeded in advocating for additional time for physicians to review the contract provided by BCBSM for the Southeast Michigan EPO Network. Not only did BCBSM extend the physician contracting period through January 31, but BCBSM also [provided answers](#) to MSMS's questions seeking clarification about the contractual addendum and prepared a [one-page summary](#). In addition, MSMS Legal Counsel has prepared a [summary review](#) and points of consideration for physicians.

A rectangular advertisement with a white background. On the left is a photo of a smiling female doctor in a white lab coat with a stethoscope. To the right of the photo, the text reads: "Free MSMS Member Benefit!" in green and red, followed by "HIT/EHR Vendor Contracting Checklist" in black. Below that, it lists "Warranties · Licenses · Security · More" and "Download at msms.org/hit".A rectangular advertisement with a green background. The title is "Accountable Care Organizations (ACO) Legal Alert" in white and yellow. Below the title, it says "What physicians need to know under the Medicare Shared Savings Program:" followed by a bulleted list: "· Business Plans & Financial Models", "· Corporate Structure", "· Governance Structure", "· Shared Savings and Losses", and "· Terms of Participation and More!". At the bottom, it says "Free MSMS member benefit!" and "Click [here](#) to download".A rectangular advertisement with a white background. On the left is a photo of a smiling female doctor in a white lab coat with a stethoscope. To the right of the photo, the text reads: "Free MSMS Member Benefit!" in green and red, followed by "Physicians' Guide to Medical Marijuana Act" in black. Below that, it lists "State & Federal Law · Obligations · Qualifications · More" and "Download at msms.org/marihuana".

Tell College Students: It's Not Too Late to Vaccinate!



Influenza activity is on the rise both nationwide and throughout Michigan. Public health officials are noticing an increase in patients of all ages being admitted to hospitals for serious influenza disease. To date, a larger proportion of

these hospitalizations are occurring in young and middle-age adults as compared with most influenza seasons.

The Michigan Department of Community Health (MDCH) asks physicians to help spread the word about this important vaccine to college-age students by using the materials in its [College & University Flu Vaccination Toolkit](#), including:

- Strategies to increase rates
- Key messages
- E-mail templates
- News release templates
- Social media messages
- Websites and resources
- Posters and flyers (attached separately)

MSMS Presents January Leadership Conference with Lakeshore Health Network



Doctor Elmassian



Schwartz

MSMS joins with Lakeshore Health Network to present an educational CME conference on Thursday, January 23, at 5:30 p.m., in Muskegon. The conference, "Approaches to Leadership: Which Leadership Style Works Best?," will

feature MSMS President Kenneth Elmassian, DO, and Ingham County anesthesiologist, and Larry Schwartz, Senior Advisor, MSMS Subsidiaries, and Adjunct Professor, Eastern Michigan University, as keynote speakers for this event.

[Register online>>](#)

Tell Us What You Think: MSMS Executive Development Program

Physicians are the driving force for



changes in health care delivery and reform. In 2013, MSMS offered a CME accredited series on Physician Executive Development, which provided tools to empower physicians to succeed in leadership positions.

[Please take a moment to complete this brief survey>>](#)



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