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
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.
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

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.

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>>