

# HUMBOLDT-DEL NORTE COUNTY MEDICAL SOCIETY

- **What is the Humboldt-Del Norte  
County Medical Society?**

The Humboldt-Del Norte County Medical Society is a professional organization of physicians (M.D. & D.O.'s) and is the first step into the community of organized medicine - a federation which advocates on behalf of physicians. HDNCMS is the local component of the California Medical Association, one of 40 local county medical societies. We are also affiliated with the nation-wide AMA (American Medical Association)

**THIS IS YOUR ASSOCIATION!**

## The Humboldt-Del Norte County Medical Society was:

- *Founded in 1886 and has a membership of approximately 190 physicians providing medical care to the persons in Humboldt and Del Norte Counties*
- *Purpose is to promote the science and art of medicine, the care and well-being of patients, the protection of the public health, and the interests of the medical profession*

The Medical Society keeps an extensive database on all physicians in Humboldt and Del Norte County, which allows us to:

- Track local physician census
  - *-by population*
  - *-by geography*
  - *-by gender*
  - *-by age*
  - *-by specialty*

## We also utilize the database to.....

- Publish an outstanding Annual Physician Membership Resource directory, that includes:
  - All physicians in Humboldt and Del Norte County
    - *broken down into Member and Non member sections*
  - Member section broke down by specialties
  - Group Practice Information
  - Advanced Practice Clinicians

Be sure to familiarize yourself with the contents of the Physician Membership Resource Directory as it also includes:

- Pharmacies (*with hrs. of operation*)
- Hospital Contact Information
- Legislative and Government Representatives
- Extensive Useful Numbers section
- CMA Legal On-Call Document Index
- Member Benefit section

# ASSISTANCE TO THE PUBLIC

*Includes.....*

- Provide List of Member Physicians Within Specialty Seeking
  - Medical Record Location
  - Physician Complaints *(for members only)*
  - Physician Background Information
- Direction for Health-Related Resources

# IMPORTANT RESOURCES FOR YOUR STAFF.....

- Calls are received frequently from your staff with questions, such as.....
  - Patient/physician relationship issues
  - Medical record release and retention issues
  - Lists of NPI Numbers/ License #s for billing purposes
  - Location of patient medical records
  - Help with billing issues

➤ E-mail network with Office Managers

➤ *Notices regarding staffing needs, etc.*

➤ *Resource Info. re: billing co's, transcription services, etc*

➤ *Help with communicating re: cooperative purchasing, overstock availability, used equipment, etc.*

➤ *Networking with other Office Managers*



# LOCAL RESOURCE

- **We are a local resource for our members and your office managers on where to obtain answers to Medical/Legal, Risk Management, etc. questions relating to the practice of medicine**

# LOCAL LIAISON WITH HUMBOLDT STATE UNIVERSITY AND COLLEGE OF THE REDWOODS

- The Medical Society works directly with the PreMed Association at Humboldt State University:
  - Helping to coordinate speakers for their meetings
  - Shadowing opportunities in the community
  - Mock interviews, etc.
- The Medical Society works with the Health Occupations Department at College of the Redwoods – providing input into curriculum, student placement, etc.

## COMMUNICATION WITH OUR MEMBERS

- **Broadcast fax by office**
- **Broadcast E-Mail**
- **Mailing labels**

## ***Monthly North Coast Physician, includes:***

- Locally generated opinion articles from our members
- Meet the Applicants and the HDN “Tattler”
- Public Health Officer / Mental Health Dept. Updates
- Legislative Updates
- Grand Rounds Calendar
- Patient Education Information Inserts
- Issues/Updates from other local health related organizations, etc.
- Classified Ad section

WEB SITE

[www.hdncms.org](http://www.hdncms.org)

# Member Section

*includes.....*

- Bylaws
- Member Benefits
- Application for Membership
- Physician Well Being Committee Brochure
- Excerpts *North Coast Physician*
- Local CME - Grand Rounds Calendar  
(*6 month planning calendar posted*)

- **Patient Education section includes.....**

- Patient Education Inserts

- (from *North Coast Physician*)

- Health Insurance Choices

- CMA Foundation Programs

# PHYSICIAN RECRUITMENT

- **Live.Practice.Play. Humboldt-Del Norte**  
*(recruitment video)*
- **Members can post practice opportunities at no charge!**
- **Physician Recruitment Resource Guide**  
*- Del Norte County*
- **Physician Recruitment Resource Guide -**  
*- Humboldt County*
- **Loan Repayment Links**

*.....and growing*



# CONSORTIUM COMMITTEE

- Plans and accredits CAT 1 CME Continuing Medical Education programs for health care providers in Humboldt and Del Norte counties.
- - Local Grand Rounds, Tumor Board, Journal Club, UC Case Conference, ACLS/PALS, etc.
  - Working to expand CAT 1 –A Osteopathic Physician credit opportunities.

# DISASTER PREPAREDNESS COMMITTEE

- **Work with Public Health Officer in coordinating County Disaster Plans with the Medical Community.**
- **Help educate members re: Disaster Planning**

## EDITORIAL AND PUBLICATIONS COMMITTEE

- **Publishes the official publication** (*North Coast Physician*)
- **Physician Membership/ Resource Directory**
- **Internet Web Page**

# HISTORICAL COMMITTEE

- **Memorials, Dedications, Awards, etc. are posted on the website.**

# LEGISLATIVE COMMITTEE

- **Monitors federal and state legislation**
- **Meetings with local legislators**
- **Interviews with candidates for elective office**
- **Coordination of local events**
- **Direct input into CMA Council on Legislation re: bills affecting health care**
- **Help promote CMA Key Contact Program**

# MEDICAL QUALITY REVIEW COMMITTEE

- **Renders evaluation or advice as deemed appropriate, regarding standard of care for the area, whenever any claim is made or threatened to be made or suit filed against a member of the Society. (Norcal Mutual Insurance Co.)**
- **Committee also makes recommendations regarding Risk Management Seminars/Articles for publication and member support**

# MEMBERSHIP COMMITTEE

- Membership Recruitment and Retention.
- Reviews applicants and makes recommendations to the Executive Committee
- Welcoming Committee for new physicians.

# PHYSICIAN WELL BEING COMMITTEE

- **Addresses issues relating to the health, well-being or impairment of physicians, in order to maintain and improve the quality of care and assist in the maintenance of appropriate standards of personal performance**



# PUBLIC HEALTH ADVISORY COMMITTEE (*Ad Hoc*)

- **Assists in providing a forum for our Public Health Officers in dealing with local public health issues**

# PUBLIC SERVICE AND MEDICAL ETHICS COMMITTEE

- Mediating and handling patient complaints
  - If the physician is a member of the Medical Society we will attempt to mediate their complaint.
  - If the physician is not a member, the patient will be referred to the Medical Board of California or the Osteopathic Medical Board

# SPEAKERS BUREAU

- **The Society services as a resource for local physician speakers on health-related issues**

## COORDINATION SOCIAL EVENTS / GATHERINGS

- **Coordinates Social Events for our members:**  
*i.e. Picnics, talent shows, dinners, Women in Medicine gatherings, etc.*

# LOCAL REPRESENTATIVES AND LIAISON'S

*are also appointed to:*

- **Area 1 Agency on Aging Representative (A1AA)**
- **Blood Bank Representative**
- **Health Occupations “Advisor” College of the Redwoods**
- **Advisory Committees to Board of Supervisors (*i.e. Drug & Alcohol Advisory; Emergency Medical Care Committee, etc.*)**
- **NORCAP Representative (*Advisory Cmt to NORCAL Mutual*)**
- **Pre-Med Association (HSU)**

- *CALIFORNIA MEDICAL  
ASSOCIATION*

[www.cmanet.org](http://www.cmanet.org)

# ECONOMIC ADVOCACY

## REIMBURSEMENT ADVOCACY

CMA's Reimbursement Advocacy program was developed to assist CMA members with their reimbursement related issues by providing coding, billing and payment casework advocacy!

- Practice Cost Survey
- Taking Charge: Steps to Evaluating Relationships and Preparing for Negotiations - A Focus on Payor Contracting.
- Getting Paid: Strategies to Maximizing Reimbursement: A Focus on Revenue Collection
- Payor Profiles
- Unfair Payment Practices: An Online Presentation
- Hassle Factor Report
- Contract Analysis

# LEGAL ADVOCACY

- CMA ON-CALL is an **outstanding** online library of medical-legal and other information of importance to physicians. i.e.
  - Physician/patient relationships issues.
  - Medical Record Management
  - Drug Prescribing/Dispensing Laws & Regs.
  - Patient Consent Laws
  - Peer Review, Professional Liability Laws & Regs
  - Reimbursement Laws & Regs
  - Etc.



# LEGISLATIVE ADVOCACY

CMA is a major player in Sacramento.

Physician advocates keep legislators aware of how proposed legislation could enhance or threaten patients' health or physicians' ability to practice medicine.

The CMA Council on Legislation reviews hundreds of pieces of legislation affecting the medical profession each year and makes recommendations to the CMA Board of Trustees.

# REGULATORY ADVOCACY

- CMA undertakes regulatory advocacy on your behalf with:
  - H.C.F.A
  - Medi-Cal/Medicare
  - Medical Board/Osteopathic Board
  - California Department of Corporations
  - Workers Comp
    - And many other regulatory agencies.

# AMERICAN MEDICAL ASSOCIATION

- **ON A NATIONAL LEVEL.....**

- **LEGAL ADVOCACY**

- **LEGISLATIVE ADVOCACY**

- **REGULATORY ADVOCACY**

**[www.ama-assn.org](http://www.ama-assn.org)**

THE HUMBOLDT-DEL NORTE COUNTY  
MEDICAL SOCIETY/CMA IS

“YOU”..

- **WORKING TOGETHER WITH YOUR COLLEAGUES**
  - **BE INVOLVED!**
  - **HELP MAKE A DIFFERENCE**