



DCMS Board of Directors  
July 9, 2019  
Ruple Galani, MD, President  
Zoom Video Conferencing

## MEETING MINUTES

- Call to Order** The President, Dr. Ruple Galani, called a meeting of the Duval County Medical Society Board of Directors to order on July 7, 2019 at 6:04pm via Zoom video conferencing.
- Attendance**
- Board Members Present: Ruple Galani, MD, President; James St. George, MD, President-elect, Editor, *Northeast Florida Medicine Journal*; Tra'Chella Johnson Foy, Immediate Past President; Elizabeth DeVos, MD, Vice President; Mark Dobbertien, DO, Treasurer; Patrick DeMarco, MD; Ferdinand Formoso, DO; Carl Freeman, MD; F. Huson Gilberstadt, MD; Timothy Groover, MD; Ali Kasraeian, MD; Yvette McQueen, MD; William Palmer, MD; Daniel Thimann, MD.
- Board Members Absent: Marie Crandall, MD; Phil Pirgousis, MD. Steven Kailes, MD, Vice President; Cynthia Anderson, MD, Secretary; Ingrid Carlson, MD;
- DCMS Ex-Officio Members Present: Sunil Joshi, MD; W. Alan Harmon, MD; John Montgomery, MD; Thomas Peters, MD.
- DCMS Staff Present: Bryan Campbell, CEO; Sallie Baumann, Meetings and Sponsorship Coordinator; Marissa Saftner, Executive Assistant; Kristy Williford, Director of Communications.
- Consent Agenda** Dr. Galani welcomed the Board of Directors and asked for a motion to approve the items under the Consent Agenda. A motion was made and seconded to approve the Consent Agenda, while extracting the AMA Report for discussion.
- MOTION 01-07-19** **MOTION PASSED TO APPROVE CONSENT AGENDA, CONTAINING THE MINUTES (06/04/19), SECRETARY'S REPORT (07/09/19), YTD MEMBERSHIP REPORT (07/09/19), TREASURER'S REPORT (05/31/19), EXECUTIVE COMMITTEE REPORT, BEALS AND SHAHIN COMMITTEE REPORT, WHILE EXTRACTING THE AMA REPORT FOR DISCUSSION.**
- DCMS Future Task Force** The Board reviewed the Report of the DCMS Future Task Force. A motion was made and seconded to approve the recommendation to move forward with the sequential DCMS Future Task Force Action Plan.
1. Rebranding – Does not require any change of logo or graphics, but it does require the careful consideration and horizontal integration of a new and modern tagline that will represent DCMS as the voice of physicians, and the intent to be the go-to source for solving those problems others cannot.
  2. Launching the DCMS News Channel – Kristy Williford, Director of Communications, has

already begun to work on this and you can already see the results in the level of engagement our communications have received over the past month.

3. Women in Medicine – This groups is already in its formative stages and at this time is self funding. The goal would be a self-policing affinity group that creates engagement and also a model for other affinity groups if members should desire to have them.

4. Corporate Advisory Board – We simply need to establish the rules by which we want to govern this, but conversations indicate we should not have a difficult time getting this off the ground by the end of the year.

5. Board Retreat – As discussed, we would do this at the beginning of the Board Year, most likely include the Corporate Advisory Board, and use the opportunity to present a DCMS 101, set the table for the upcoming year, establish Board engagement, and over time evaluate our “North Star” to make sure we are heading in the right direction.

6. Member Recognition – This may be a small thing, but based on discussion we think it could have a big impact. We would like to begin bringing Thank You cards to Board Meetings and have the Board sign them. These could be for new members or renewing members or just regular old “pay their dues every year and receive email” members. Many physicians told us that the desire simply to be recognized was very large, especially among employed physicians. There is a spin-off of this called Gratitude Pop-ups where we go to Medical Staff Meetings and simply hand out goodies and tell them “Thank you” with no membership recruitment at all... several very large societies are doing this to tremendous success.

7. Sponsor Recognition – Same idea, different audience. We would create an expectation at the retreat that Board Members would have responsibility to call and thank sponsors as needed. This will also be enhanced by the sponsor participation in a portion of the Board Retreat.

8. Fun Event – We don’t have any events that are purely fun or for families at this time. These types of events have the ability to create community like we are attempting to do. They are somewhat a mess to gain sponsorships for, however, so we will need to prepare in the 2020 budget for a meeting with a negative P/L but positive return on engagement and member happiness.

9. Doctor’s Day – Everything above leads us down the path of changing our outward image or how we are seen by those who aren’t already members. Doctors’ Day is the perfect opportunity to blow all of this out of the water and showcase all of our doctors and programs and the great work that we do. We need to plan to be ubiquitous and synonymous with Doctors’ Day and truly own it from our members to non-members to institutions, the media and the public. This can be accomplished using all of the great media work Kristy does throughout the year with a coordinated media effort and the participation of the Board.

10. Don’t stop the fundamentals. Legislative advocacy, FMA and AMA Involvement, the FOHC, Jacksonville Opioid Task Force... nothing from the above plan means we need to turn away from those things. If we continue to be excellent at those things that do matter to current members and create demonstrable membership value to them, we can focus on the membership-centric approach to bring new members into the organization who then will stay for all of the practical work being done by our members on their behalf.

#### **MOTION 02-07-19**

**MOTION PASSED FOR THE DCMS TO APPROVE THE RECOMMENDATION TO MOVE FORWARD WITH THE DCMS FUTURE TASK FORCE ACTION PLAN.**

#### **Bylaws Report**

The Board then reviewed the DCMS Bylaws Report. Proposed changes to the bylaws were approved by the Executive Committee and announced to the membership via May 23 email. It was recommended the Board of Directors

approve the changes as submitted. A motion was made and seconded to approve all recommendations submitted with the DCMS Bylaws Report..

**MOTION 03-07-19** MOTION PASSED TO APPROVE ALL RECOMMENDATIONS SUBMITTED WITH THE DCMS BYLAWS REPORT:  
RECOMMENDATION NO. 1: AMEND SECTION 104.1 BY INSERTION AND DELETION  
RECOMMENDATION NO. 2: AMEND SECTION 102.4 BY INSERTION AND DELETION  
RECOMMENDATION NO. 3: AMEND SECTION 106.1 BY INSERTION  
RECOMMENDATION NO. 4: AMEND SECTION 106.2 BY DELETION  
RECOMMENDATION NO. 5: AMEND SECTION 204 BY INSERTION AND DELETION  
RECOMMENDATION NO. 6: AMEND SECTION 504 BY INSERTION AND DELETION  
RECOMMENDATION NO. 7: AMEND SECTION 301 BY INSERTION AND DELETION  
RECOMMENDATION NO. 8: AMEND SECTION 307 BY INSERTION AND DELETION  
RECOMMENDATION NO. 9: INSERTION OF SECTION 402.2

**Nominating Committee Report** The informational DCMS Nominating Committee Report was reviewed. If all nominations are accepted, the 2020 slate will be as follows.

Executive Committee:

President – James St. George, MD  
President-elect – Elizabeth DeVos, MD  
Vice President – Steven Kailes, MD  
Vice President – Ali Kasraeian, MD  
Treasurer – Mark Dobbertien, DO  
Secretary – Cynthia Anderson MD  
Immediate Past President – Ruple Galani, MD

Board of Directors:

Terms Expiring 2022

- Marie Crandall, MD (First full term)
- Sandeep Munjal, MD (filling expired term of Dr. Phil Pirgousis)
- F. Huson Gilberstadt, MD (First full term)
- Lynsey Seim, MD (filling expired term of Dr. Ali Kasraeian\*)

Terms Expiring 12/2021

- Yvette McQueen, MD
- Carl Freeman, MD
- Patrick DeMarco, MD
- Daniel Thimann, MD

Terms Expiring 12/2020

- Timothy Groover, MD
- William, Palmer, MD
- Ingrid Carlson, MD
- Ferdinand Formoso, DO (filled unexpired term of Dr. Parveen Khanna)

FMA Delegates:

Terms Expiring 2022

- Cynthia Anderson, MD
- Patrick DeMarco, MD
- Tra'Chella Johnson Foy, MD
- Glenn Knox, MD
- James St. George, MD
- Ingrid Carlson, MD
- Carl Freeman, MD
- Sophia Sheikh, MD
- Javier Herrera, MD
- Travis Meyer, MD

- Shirley Jones, MD
  - Anita Ankola, MD
- Term Expiring 12/2021
- Elizabeth DeVos, MD
  - Parveen Khanna, MD
  - Daniel Thimann, MD
  - William Palmer, MD
  - James Kerr, MD
  - Ali Kasraeian, MD
  - Tracy Sinha Khona, MD
  - John Crump, MD
  - Jessica Bahari- Kashani, MD
  - Steve Dorman, MD
  - Ross Jones, MD
  - Steven Kailes, MD
  - Yazan Khatib, MD
  - Claudio Vincenty, MD
  - Floyd Willis, MD
  - Janet West, MD
  - Marie Crandall, MD
  - Ferdinand Formoso, DO
- Term Expiring 12/2020
- Gazanfar Rahmathulla, MD
  - Todd Sack, MD
  - Thomas Peters, MD
  - John Montgomery, MD
  - Eli Lerner, MD
  - Sunil Joshi, MD
  - Ruple Galani, MD

Jeffrey Mathison, MD will be asked to serve as the 2020 President’s Appointment to the Board of Directors.

- |                                  |  |
|----------------------------------|--|
| <b>Women In Medicine</b>         | Bryan Campbell explained to the Board that current intern, Tori Farnsworth, has been working on a new endeavor to engage women physicians in the community. A sponsor has been secured and the first Women in Medicine event will be held on July 23.  |
| <b>President’s Report</b>        | Beers with Peers held June 28 at Southern Swells was a success. Dr. Sunil Joshi announced that the DCMS Foundation’s LifeBridge Physician Wellness Program is going well, with over 110 visits since mid 2017. Board members will continue to spread the work of the program to their respective hospitals.  |
| <b>AMA Report</b>                | Dr. W. Alan Harmon spoke on the DRAFT REPORT of AMA A-19 Summary of Actions consisting of Constitution and Bylaws, Medical Service, Legislation, Medical Education, Science and Technology, Finance and Governance, and Medical Practice and submitted prior to the Board of Directors meeting. A motion was made and seconded to approve the AMA Report as submitted. |
| <b>MOTION 04-07-19</b>           | <b>MOTION PASSED TO APPROVE THE AMA REPORT AS SUBMITTED.</b>   |
| <b>Upcoming Events/ Meetings</b> | Dr. Galani urged those in attendance to support the Future of Healthcare Conference. The meeting packet for the upcoming NE FL FMA Delegation meeting will be emailed out on Friday.   |

The following upcoming DCMS meetings/ events were presented:

- A. Final NE FL FMA Delegation Meeting: July 15<sup>th</sup>; 6:00pm; Baptist MD Anderson Cancer Center; Conference Center 3B; 1301 Palm Avenue, Jacksonville, FL 32207.
- B. FMA Annual Meeting: August 8<sup>th</sup>-11<sup>th</sup>; Hilton Orlando Bonnet Creek; 14100 Bonnet Creek Resort Lane, Orlando, FL 32821.
- C. Next Board of Directors Meeting: September 10<sup>th</sup>; 6:00pm; Brooks Rehabilitation Hospital; 3599 University Boulevard South, Jacksonville, FL 32216; Hospital Boardroom.
- D. Annual Meeting/ Future of Healthcare Conference: October 7-8; Prime Osborn Convention Center; 1000 Water Street, Jacksonville, FL 32204.
- E. Jaguars Tailgate with Santa; December 8<sup>th</sup>; 2:00pm.

**Adjournment**

There being no further business, the DCMS Board of Directors meeting adjourned at 6:47pm.