



THE MEDICAL ASSOCIATION OF ATLANTA

YEAR IN REVIEW

The Medical Association of Atlanta (MAA) is a non-profit association founded in 1854 dedicated to the advancement of organized medicine in the Atlanta, Georgia area.

MAA-ASSN.ORG



ABOUT US

The Medical Association of Atlanta (MAA) is the largest county medical society in Georgia, representing more than 2,500 physicians across all major health systems and independent groups in the region. Founded in 1854, MAA serves as a central convening body for physician leadership, advocacy, and community engagement.

Our membership is highly engaged and influential, with strong participation across private practice, employed physicians, and emerging physician leaders. Sponsors benefit from direct access to this network through events, communications, and targeted programming.

MISSION STATEMENT

To champion our community's well-being and safety while advocating a healthy environment in which physicians practice and serve

Executive Leadership



Dawn Plested, JD, MBA, FACHE
MAA Executive Director
/ CEO



Dr. Shamie Das
MAA President
Emory University



Dr. Anna Skold
MAA President-Elect
The Southeast Permanente
Medical Group



Dr. Jin Lee
MAA Treasurer
Northside Hospital



Dr. Dimitri Cassimatis
MAA Secretary
Emory University



Dr. Carmen Kavali
Board Chair
Monarch Plastic Surgery & Skin
Renewal Center

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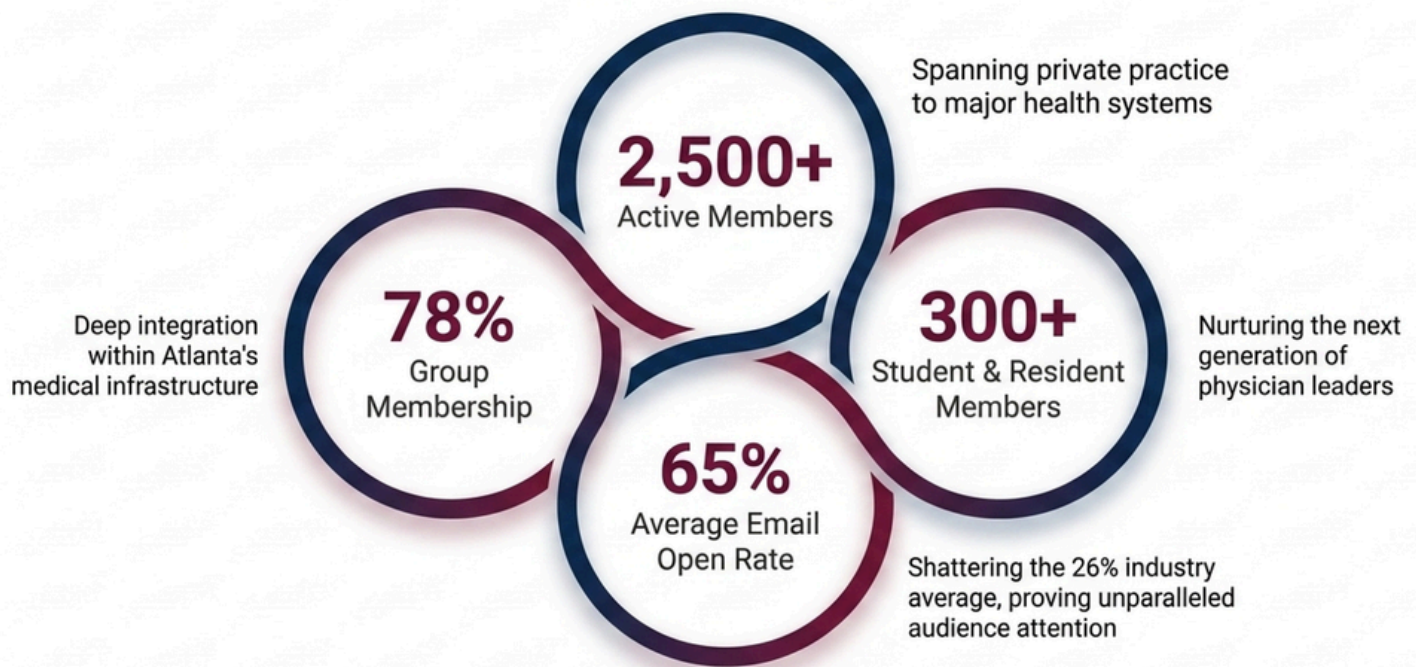
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ObGYN,
Peachtree Women's Specialists

Sandra Reed, M.D.
ObGYN,
Emory

Leah Tobin, M.D.
Family Medicine Physician,
HIPNation

Why MAA: Engagement, Connection, Activity



MAA Members – Sponsors receive access to the MAA's diverse membership base of ~2,000 members that serve as both potential customers and partners for your brand.



MAA Events – Sponsors benefit from the brand visibility while networking with MAA physician members at various MAA remote and in-person events.



MAA Journal – Sponsors are recognized in the official journal of the MAA, ATLANTA Medicine. This publication mails to the MAA's full membership 6 times a year.

MAA Media/Online – Sponsors are promoted through MAA's primary communication tool – maa-assn.org, across MAA social media channels including Facebook, Twitter, Instagram, LinkedIn and YouTube, as well as in all MAA promotional, advertisements, and event marketing material with additional opportunities to share unlimited content or advertisements upon request, including MAA's Weekly Newsletter or MAA Quarterly Newsletter.

A Year of Prestige: Awards & Leadership



Dr. Sandra Fryhofer

Elected American Medical Association (AMA) President-Elect



Dr. Ravi Thadhani

Elected to the National Academy of Medicine



Dr. Tracey Henry

Recipient of the AMA Cabbabe Dedication to Profession Award & AMWA Exceptional Mentor Award



Dr. Jayne Morgan

Inducted into the Black Women in Clinical Research Hall of Fame



Dr. John Johnson

Became a Fellow of the American College of Healthcare Executives and announced candidacy for MAG President-Elect



Dr. Ericka C. Gibson

Named Chief of Women's Services and Physician Program Director at The Southeast Permanente Medical Group

The Voice of Medicine: Broadcast & Podcasting



National Broadcast & Policy

Women's Heart Health & Menopause

Dr. Jayne Morgan featured on CNN, Fox 5, Scripps News, and The Weather Channel; testified on Capitol Hill for World Perimenopause Day.

Public Health Safety

Dr. Michael Serotoff featured on 11Alive News on summer safety; Dr. Sandra Fryhofer on MedScape discussing the future of COVID vaccines in 2025.



Digital & Podcasting

System Leadership

Dr. John A. Johnson on Becker's Healthcare Podcast discussing military and managed care leadership.

Care Innovation

Dr. Brian Hill on the Kinetic Innovators Podcast discussing sustainable primary care models.

Cardiology Accessibility

Dr. Ali Rahimi on the "Health & Veritas" podcast for "A Cardiologist in Your Pocket".

Framing the Debate: Print, Op-Eds & Journals

Policy Advocacy

Dr. Florence LeCraw in the *Atlanta Journal Constitution* arguing for workforce housing to support community health; Dr. Heather Gatcombe in *STAT* advocating for the Medical Foods and Formulas Access Act to ensure insurance covers specialized medical nutrition.

Ethics & End-of-Life

Dr. Anna Skold published dual international studies in *Palliative Medicine* comparing physicians' personal end-of-life preferences with their clinical practice across North America, Europe, and Australia.

Quality & Standards

Dr. Shamie Das published in the *Journal of the American College of Emergency Physicians Open* on the necessity of quality measures; Dr. John A. Johnson published by the American Board of Medical Specialties on why board certification builds trust.

Footprint of Care: Community Leadership

Grassroots Screening

Health Students Taking Action Together (H-STAT) — MAA members, including Dr. Dhaval Desai, partnered to provide free health screenings directly in Atlanta barbershops.

Cultural Partnerships

Korean Community Health Fair — Dr. Jin Lee, Dr. Tanna Lim, and Dr. Yea Kim partnered with the Korean Nurses Association and KMA of Georgia to deliver targeted free care.

Legislative Action

2026 Leadership Day on Capitol Hill — Dr. Tracey Henry, Dr. Dylan Baker, and Dr. Jin Lee directly advocated for physician and patient protections.

The Next Generation

Mentorship & Scholarships — Dr. Mitchell-Leef, Dr. Martin, and Dr. Bilbrew mentoring Morehouse Medical students; elevating PCOM's Shaday Robitaille and Jasmin Gillespie as 2026 ElevateMeD Scholars.

A Thriving Ecosystem of Connection

From the halls of the State Capitol to our Summer Gala, MAA continuously convenes Atlanta's medical community to share knowledge, shape policy, and celebrate our shared calling.



2025 Board Retreat, Physicians Day at the Capitol, MAG Legislative Retreat, Summer Gala (250+ Attendees).

The Value of Partnership

**Sponsors don't just buy visibility;
they integrate into Atlanta's most
influential physician network.**

Digital Dominance

Promotion across MAA website, weekly/quarterly newsletters, social media footprint across several channels.

Direct Network Access

Access to ~2500 diverse members serving as potential partners and customers.

**MAA
Corporate
Sponsors**

Premium Print

Recognition in ATLANTA Medicine, the official MAA journal.

Experiential Visibility

Networking at remote and in-person MAA events, including the 250+ attendee gala.

MAA Focus: 2025/2026

End Physician Non-Compete Clauses

- Continued to advocate for ending physician noncompete clauses. Physicians should be free to care for patients without unnecessary contractual barriers, and MAA will continue advocating until meaningful reform becomes reality.

Solidify Physician Leadership

- Supported the Georgia Composite Medical Board's recent clarification regarding meaningful physician supervision of nurse practitioners and physician assistants. Patients deserve confidence that physician supervision is meaningful, active, and centered on physician responsibility.

Engage with Community

- Launched and grew our Social Determinants of Health Task Force which has helped engage future physician leaders. Created by our Immediate Past President, Dr. Cody McClatchey and led by Dr. Florence LeCraw and Dr. Matthew Goers, it has become a tremendous vehicle for engaging medical students and residents in organized medicine. Through initiatives like the Housing Forum, the Task Force has demonstrated that physicians can lead conversations not only about healthcare delivery, but also about the broader factors that shape the health of our communities.

Support Career Development for Next Generation

- Re-launched MAA Resident Leadership Program with 8 residents selected. With help and guidance of several MAA Board Members curriculum and programming created to enhance the year program.

MAA In the News: 2025/2026

PUBLICATIONS

Dr. John A. Johnson featured on Becker's Healthcare Podcast to share leadership lessons from his career in medicine, the military, and managed care.

Dr. Florence LeCraw featured in op-ed for Atlanta Journal Constitution 'Rising Home Prices and Worsening Traffic Show Why Workforce Housing Matters': "Atlanta residents should get involved in discussions about zoning and speak up to create more opportunities for neighbors."

Dr. Maura George's patient featured in video for Grady thanking her for her care.

Dr. Heather Gatcombe recently published an op-ed in STAT "Medical nutrition' helps keep my son, and many others, healthy. But insurance won't cover it':: Op-ed is to increase awareness of the lack of insurance coverage for medical nutrition and to support the Medical Foods and Formulas Access Act of 2025 (H.R. 5684 ([congress.gov](https://www.congress.gov/bills/116/5684)) and its Senate companion S. 3304 ([congress.gov](https://www.congress.gov/bills/116/3304))), which would require coverage for specialized medical nutrition through Medicare, Medicaid, CHIP, and FEHBP for patients with inherited metabolic disorders, malabsorption conditions, and other serious diagnoses.

Dr. Jayne Morgan featured in Hello Heart Blog. 'Your Heart Might Be Aging Faster Than You Are. Here's How to Turn Back the Clock.'

Dr. Ali Rahimi featured on 'Health & Veritas' podcast in 'A Cardiologist in Your Pocket'

Dr. John A. Johnson published in American Board of Medical Specialties 'Staying Sharp, Earning Trust, Ensuring Quality: Why Board Certification Matters More Than Ever'

Dr. Jayne Morgan published in Maria Shriver's The Sunday Paper with an interview and research publication on menopause

Dr. Anna Skold published in Palliative Medicine/submitted to Journal of Medical Ethics "Physicians' preferences for their own end-of-life: A comparison across North America, Europe, and Australia" and second article 'Associations between physicians' personal preferences for end-of-life decisions and their own clinical practice: PROPEL survey study in Europe, North America, and Australia' published in Palliative Medicine

Dr. Shamie Das published "Why Do We Need Quality Measures in Emergency Medicine?", in Journal of the American College of Emergency Physicians Open

MAA In the News: 2025/2026

AWARDS/NEW POSITIONS

Dr. Sandra Fryhofer elected American Medical Association President-Elect at the AMA House of Delegates meeting.

Medical students Shaday Robitaille and Jasmin Gillespie selected as ElevateMeD Scholars for 2026-2027.

Dr. Brian Hill elected Vice Chair of Medical Association of Georgia Board

Dr. John Johnson announced candidacy for MAG President-Elect

Dr. Christopher McAdams announced candidacy for MAG Vice Speaker

Dr. Dhaval Desai helped launch PhysicianX

Dr. John Johnson became a Fellow of the American College of Healthcare Executives

Dr. Tracey Henry awarded 2026 Exceptional Mentor Award recipient by the American Medical Women's Association (AMWA)

Dr. Tracey Henry named the recipient of the American Medical Association's 2025 Dr. Edmond and Rima Cabbabe Dedication to Profession Award

Dr. Ericka Gibson named Physician Program Director, Perinatal Safety and Quality, TSPMG, Perinatal Digital Experience Clinical Lead, National Women's and Children's Health, The Permanente Federation

Dr. Shamie Das & Dr. Tracey Henry finished year as Robert Wood Johnson Foundation Fellows

Dr. Ericka C. Gibson was named Chief of Women's Services at The Southeast Permanente Medical Group.

Dr. Anna Skold received the Joseph P. Bailey Jr., M.D., Physician Distinguished Service Award from the Medical Association of Georgia.

Dr. Theresa Rohr-Kirchgraber received the Laureate Award from the American College of Physicians Georgia Chapter.

Dr. Jayne Morgan received the 2025 Black Women in Clinical Research Hall of Fame Award.

Dr. Tracey Henry was the first-ever recipient of the Jacqueline W. Fincher Advocacy Award from the Georgia Chapter of the American College of Physicians.

Dr. Melinda Rathkopf became an honorary fellow of the Georgian Association of Allergology and Clinical Immunology.

Dr. Jayne Morgan received the Top Blacks in Healthcare Award for 2026.

MAA In the News: 2025/2026

APPEARANCES

Dr. Jayne Morgan featured on Fox News NYC to discuss cyclosporiasis.

Dr. Jayne Morgan spoke on panel "Heart Work – Addressing the Silent Crisis in Our Community."

Dr. Michael Serotoff featured on 11Alive News to discuss Summer safety.

Dy. Jayne Morgan featured on The Weather Channel to discuss Summer heat wave.

Dr. Brian Hill joined the Kinetic Innovators Podcast to discuss how HIPNation is changing how primary care is delivered.

Dr. Dhaval Desai spoke at the Georgia Academy of Family Physicians on "Burnout from Burnout: An Alternative Guide to Sustainable Work-Life Integration."

Dr. Lalitha Medepalli of the Northside Hospital Heart Institute helped lead the first Medical Students Resident Forum Health Fair during the Greater Atlanta GAPI Regional Meeting.

Dr. Jayne Morgan was a speaker at the 'Menopause and Women of Color Summit' held at Morehouse School of Medicine

Dr. Jayne Morgan invited to speak at the University of Vermont Medical School on Menopause and Women's Heart Health.

Dr. Jayne Morgan featured in CNN Health, Newsmax Media, Inc. and Scripps News to discuss the impact and journey of the black box removal from women's hormones, featured on CNN with Wolf Blitzer and Pamela Brown to discuss a new study on melatonin and heart failure, featured on Fox 5, featured Tamsen Fadal's newsletter 'The Menopause Doctor Reveals the 3 Warning Signs Doctors Dismiss' and also testified on Capitol Hill in a Congressional Briefing on World Perimenopause Day.

Dr. Benjamin Hayes spoke at the Conyers-Rockdale Chamber of Commerce "M3N's Event sponsored by Northside Hospital Cancer Institute discussing men's health.

Dr. Ali Rahimi and Dr. Jayne Morgan participated in the Atlanta Hypertension Initiative Roundtable.

Dr. Penny Castellano featured on MAG's Quarterly Review discussing the future of patient care in Georgia

Dr. Sandra Fryhofer featured in several MedScape updates.

MAA In the News: 2025/2026

COMMUNITY SERVICE / LEADERSHIP

Dr. Jin Lee, Dr. Tanna Lim, Dr. Yea Kim partnered with Korean Nurses Association of Atlanta and the Korean Medical Association of Georgia to host a free health fair for the Korean community.

Dr. Tracey Henry, Dr. Dylan Baker, Dr. Jin Lee attended 2026 Leadership Day on Capitol Hill with the Georgia Chapter of ACP.

Dr. Dorothy Mitchell-Leef, Dr. Deborah Martin, and Dr. Lattisha Bilbrew spoke to Morehouse Medical School students.

MAA members including Dr. Dhaval Desai worked with Health Students Taking Action Together (H-STAT) to provide free health screenings at barbershops in Atlanta.

Dr. Jeff Marshall featured for his work through Northside and with the city of Sandy Springs to fight cardiac arrest.

Dr. Deborah Martin hosted the Yonkofa Celebration in September 2025.

Dr. Jayne Morgan testified on Capitol Hill in a Congressional Briefing on World Perimenopause Day.

Dr. Albert Johary hosted the St. Jude Magic Carpet Gala.



MAA Events

2025 Board Retreat



Joint Meeting with Cobb County Medical Society



MAG House of Delegates

Legislative Reception



Physicians Day at the Capitol

MAA Social Determinants of Health Panel

Fall Social

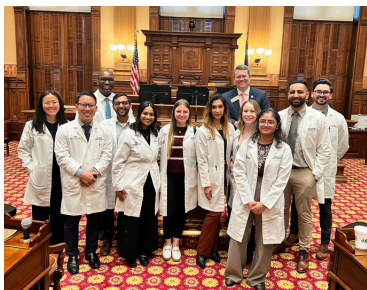
Spring Social



MAG Legislative Retreat

Resident Social

Summer Gala



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