

# MSDC

## MEDICAL SOCIETY OF THE DISTRICT OF COLUMBIA

### 2010 Annual Report

December 31, 2010

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The mission of the Medical Society of DC is to ensure the well-being of physicians and their patients in metropolitan Washington. MSDC advocates on behalf of its member physicians of diverse cultural and ethnic backgrounds; we promote high standards of character and professionalism; and we make certain that physicians are and are recognized as the primary professionals who define and guarantee high quality, appropriate, and cost-effective medical care. Above all, we aggressively defend the highest principle of all: the integrity of the physician-patient relationship.

#### The Year in Review

##### 1. Health Care Reform and the Affordable Care Act of 2010

- Successfully lobbied with the AMA for federal funding of medical liability reform pilot programs as a feature of the Affordable Care Act of 2010
- **Advised** the District's Health Reform Implementation Committee by serving on the Delivery System Reform Subcommittee and the Consumer Outreach Subcommittee to ensure physicians and patients are represented effectively
- Worked with several federal and local government agencies to keep members fully informed of upcoming health system reform changes that will affect their practice
- Participated in the Congressional Health Care Caucus' activities with Congressman Michael Burgess, MD (TX-26) and his staff on health reform issues directly affecting physicians



## 2. Public Sector Advocacy

- Stopped a 25% Medicare Physician Payment cut and secured Medicare payment legislation that resulted in an average benefit of \$17,000 to each District physician through December 31, 2011
- Crafted legislation with the AMA and federation partners to allow private contracting between physicians and patients in Medicare which will be introduced in the 112<sup>th</sup> Congress during 2011
- Filed a lawsuit with the AMA against the Federal Trade Commission (FTC) to remove physicians from its definition of "creditors" under the "Red Flags" rules
- Pressed for significant medical liability reform in the District through participation in the DC Chamber's "Health Policy Forum and Legislative Update" alongside Councilmember Phil Mendelson and Chairmen Vincent Gray
- Combated a reduction Medicaid reimbursements and the threat of inadequate access to health care for participating patients to Department of Health Care Finance leadership and to each DC councilmember
- Worked within the DC Department of Health Care Finance's Health Information Exchange Steering Committee to ensure physicians are properly consulted in designing an effective and secure network
- Advocated for MSDC members on the Highmark Contractor Advisory Committee
- Represented MSDC members before the DC Board of Medicine, addressing licensing, disciplinary and regulatory matters
- Advocated for physician representation on the new District-owned Not-For-Profit Hospital Corporation's Board of Directors
- Submitted comments regarding the District's plan to introduce a medical marijuana program to ensure a high standard of care for District patients, and to raise concerns over associated medical morbidities that may occur with its use

## 3. Private Sector Advocacy

- Represented MSDC members who had claims disputes with major insurers, such as CareFirst Blue Cross Blue Shield, UnitedHealthcare and Aetna
- Succeeded in obtaining outstanding or delayed payments over \$10,000 on numerous occasions for multiple Medical Society members
- Represented MSDC members through participation on the ProAssurance Claims and Underwriting Committee and assisted in resolving policy issues between MSDC member insureds and the company
- Served on the CareFirst Medical Advisory Board, representing DC physicians through the MSDC Board Chair, Stuart Seides, MD
- Participated on the DC Chamber of Commerce's Health & Wellness Committee and the Government Affairs Committee to represent physicians' interests in the business community

## 4. Young Physicians' Section/Residents Enrollment

- Continued to expand the Young Physicians' Section by engaging early-career physicians throughout the year
- Partnered with the DC Bar Health Law Section's Young Practitioners to deliver several enjoyable social events, most recently at the American College of Cardiology's Heart House.
- Hosted a "Health Policy School" on February 28, 2010 to educate



## 2010-2011 Board of Directors

Stuart F. Seides, MD  
*At-Large; Chair of the Board*

Frederick C. Finelli, MD, JD  
*President-Elect*

James C. Cobey, MD  
*President-Elect*

Joseph E. Gutierrez, MD  
*Treasurer; AMA Delegation Chair*

Reginald L. Robinson, MD  
*At-Large; Secretary*

Peter E. Lavine, MD  
*AMA Delegate*  
*(Starting January 1, 2011)*

J. Desiree Pineda, MD  
*AMA Alternate Delegate*  
*(Starting January 1, 2011)*

Carlos A. Silva, MD  
*AMA Delegate*  
*(Until December 31, 2011)*

Laura L. Tosi, MD  
*At-Large; AMA Alternate Delegate*

Julian R. Craig, MD  
*At-Large*

John W. Larsen, MD  
*At-Large*

medical students and physicians on the changing landscape of the practice of medicine

- Enrolled 412 residents from the George Washington University's Residency programs as new members
- Enrolled 112 residents from Georgetown University's Residency programs as new members
- Enrolled 19 residents from Howard University's Family Practice Residency program as new members, and enrolled 16 residents from Howard University's OB/GYN Residency program as new members

## 5. Annual Meeting

- Over 100 MSDC members attended our highly successful "On the Waterfront" social at Phillip's Restaurant
- Joanne Grossi, Director of Region III under the US Department of Health and Human Services, addressed our attendees on the implementation of health reform as it relates to physicians
- Frederick C. Finelli, MD, JD, was installed as MSDC President for the 2010-2011 term
- 15 vendors supported the event, including ProAssurance, Professional Risk Associates, Pfizer, NIH Federal Credit Union, Beale Personnel, CBeyond, By30 Designs, GWU Medical Faculty Associates, Asset Strategy Consultants, CareFirst, Gittleson Zuppas Commercial Realty, Riggs, Counselman Michaels & Downes, Solveras Payment Solutions, and Sante Center for Healing

## 6. Active MSDC Committees

- MSDC members participated on a variety of committees, which demonstrated the involvement, commitment and leadership of our members to high-quality health care in the District and their patients
- Finance Committee - Provided oversight of the Society's investments and reserve fund, and prepared a balanced operating budget for 2011
- Physician Health Committee - Administered the Physician Health Program
- Leadership Development Committee - Identified future leaders of organized medicine in the District
- Membership Committee - Developed processes and procedures for addressing Society membership and long-term growth
- Legislative Committee - Strategically advocated for physicians at the DC Council

## 7. MSDC's Community Service

- Participated in several volunteer efforts to support medical aid in Haiti after the earthquake struck the country on January 12, 2010
- Partnered with the National Association of Free Clinics to staff the DC C.A.R.E. Clinic, a free clinic which treated close to 1,000 patients, with medical volunteers
- Supported and distributed the "DCRx Card," a prescription discount program for DC residents, with the partnership of the DC Department of Health and DC Chamber of Commerce
- Collaborated with the DC Department of Health and the Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria in the "Offer the Test" Campaign to raise awareness of, test for and prevent HIV/AIDS in the District's patient population.

Joan B. Loveland, MD  
*At-Large*

Catherine S. May, MD  
*At-Large*

Richard McCarthy, MD  
*At-Large*

Daniel Perlin, MD  
*At-Large*

K. Edward Shanbacker  
*Executive Vice President*

### **MSDC Staff**

K. Edward Shanbacker  
*Executive Vice President*

Barbara Allen  
*Director of Member Services*

Rose Smith  
*Controller*

Christopher W. Lee  
*Associate Director of  
Membership and  
Communications*

### **Contact Us**

Medical Society of DC  
1250 23rd Street NW  
Suite 270  
Washington, DC 20037

(202) 466-1800 main  
(202) 452-1542 fax

[info@msdc.org](mailto:info@msdc.org)  
[www.msdc.org](http://www.msdc.org)

**Let a colleague know  
what we're up to and  
pass the report along!**



## **8. Physician Health Program (PHP)**

- On Saturday, August 14, 2010, the longtime Chair of the Physician Health Committee, Peter J. Cohen, MD, JD, passed away; Daniel Perlin, MD was elected chair of the committee as Dr. Cohen's successor
- Continued to identify and aid physicians and medical students in their recovery from conditions that may impair their ability to practice
- Worked with the DC Board of Medicine to draft a Memorandum of Understanding that fit the needs of physicians and maintained the integrity of the District's peer review statutes
- Served as valuable resource to MSDC members in need of assistance who used the benefits of the program throughout the year

## **9. Corporate Partner Programs**

- Expanded the MSDC Corporate Partner program, which provides MSDC members with members-only discounts and benefits that cover a variety of products and services designed to support your medical practice
- ProAssurance - Negotiated a 50% discount from Physician Loss Prevention Seminar registration fee for MSDC members
- Professional Risk Associates - full evaluation and service for MSDC members' medical liability insurance
- Johns Hopkins University Carey School of Business - New certificates in Business of Medicine programs for continuing education
- Solveras Payment Solutions - Free payment process evaluation
- By30 Designs - Free secure e-mail for MSDC members
- IC System - Up to 10 Debts submitted for collection, free of charge
- Atlantic Health Partners - Discounted vaccine purchasing program for MSDC members only
- Other support for MSDC members comes from partners such as Athenahealth, Bank of Georgetown, CBeyond, DC Hospital Association, Delmarva Foundation, First Financial Group, Gittleson Zuppas Commercial Real Estate, GWU Medical Faculty Associates, Johns Hopkins Health Care, MedcomSoft, Northwestern Mutual Financial Network, Riggs Counselman Michaels & Downes, and Standard Leasing Corporation.

Since 1817, the Medical Society of the District of Columbia has worked to improve health care in the District. Our 193rd year of fighting for physicians and patients is now complete, but the work is far from finished. While our accomplishments in 2010 are reason to take pride in our combined efforts and increased activities in the legislative and community arenas, 2011 will be a year with substantial actions taken that have a direct impact on your practice. In years such as these, exceptional opportunities exist for the promise of a stronger future.



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