



WHY BECOME A MEMBER AND WHERE WOULD YOU BE WITHOUT MSD?

The Medical Society of Delaware (MSD) is a professional state medical organization for Delaware's physicians. MSD is the voice of the medical profession in our state. It exists solely to represent the medical profession regardless of specialty, practice type, age, gender, background, or professional affiliation. Membership in MSD allows you to become familiar with organized medicine and the importance of the work that is done statewide and nationally for physicians. We welcome and encourage your involvement and participation, which in turn can only enhance your professional career experience. Your office personnel will also benefit from your membership with access to practice support resources and educational opportunities.

MSD may be small in staff numbers compared to larger state medical societies, but we are big at heart. Most physician members and their office personnel know the MSD staff and are comfortable reaching out directly to us. MSD's philosophy is to address the unique needs of the individual physician and his/her practice.

What has MSD done for Delaware physicians and why should you belong? Answering that question should not just be weighed or judged by a list of benefits available or how many times a physician accessed a service or received help from MSD. Without physician support, MSD would not exist and would not be involved in the changing health care arena to advocate for your interest. Who would be there for you if MSD was not?

TOP 5 REASONS FOR BEING A MEMBER:

- 1) Professionalism – the state medical society is the last bastion for upholding the ideals of the medical profession (for all specialties).
- 2) Represent and advocate for physicians
- 3) Cheapest insurance policy you can buy – MSD is watching out for the physicians' best interest. We are continuously present at Legislative Hall and monitor activity; we meet regularly with the Secretary of Health and Social Services, Division of Public Health, AstraZeneca, insurers, etc. We meet with the Governor and Lt. Governor, and state and federal legislators on various important issues so they are informed of the physicians' position.
- 4) Pragmatic – We assist physicians with the business side of their profession so they can devote their time to doing what they do best: taking care of patients.
- 5) Valuable Return on Investment for Products/Services/Programs – From practice management education for the physician's staff, to insurance products for the physician and his/her family, to MSD being the architect behind the future of medicine with its participation in health care reform efforts, if MSD did not exist, neither would these efforts.

Advancing Health Care Reform

MSD is on the forefront of innovative health care reform and health care delivery system model design in Delaware, noting our significant work in the development of a Patient Centered Medical Home (PCMH) and involvement in the Delaware Collaborative for PCMH, spring boarding to the development of an Accountable Care Organization (Quality Blue ACO), and participation in the State's Innovation Model workstreams, established through the Centers for Medicare and Medicaid Innovation federal grant awarded to Delaware to develop a plan for transforming Delaware's health care system resulting in improved access and quality while simultaneously reducing costs. Through its MedNet subsidiary, MSD also is part of the Delaware Care Collaboration™, a Medicare Shared Savings Plan (MSSP) in partnership with Saint Francis Healthcare and Trinity Health. MSD continues to be one of the vendors providing practice transformation education through the State Innovation Model (SIM) plan by the Delaware Center for Health Information.

At the end of 2017, MSD's subsidiary, Medical Network Management Services of Delaware, LLC (MedNet) awarded a contract to HealthEC, a KLAS-recognized population health management company, to provide its population health platform and management services. MedNet will work closely with payers and Managed Care Organizations to secure value-based care contracts for its members. Through this partnership, HealthEC will integrate data across multiple specialties and different EMRs onto a single platform, enabling physicians to work collectively to improve patient care, decrease cost, and demonstrate value to the market. The ability to share clinical information on common patients and collectively drive population health management initiatives positions MedNet's members to succeed under value-based care arrangements.

MSD was instrumental in writing and passing HB 69, better known as the Telemedicine Bill. This bill, effective January 1, 2016, is considered to be one of the nation's most forward-thinking laws of its type. The law both regulates the use of telemedicine to ensure its safe and responsible practice and creates a constructive legal environment for physicians to use this tool in their practices. In 2017, MSD partnered with MEND VIP, Inc. to offer their innovative telemedicine and patient engagement platform to all MSD members. This leading edge technology will help physicians and their care teams to improve remote access to their patients in a secure and HIPAA compliant platform.

Advocacy

MSD is the statewide organization serving as the foremost advocate in the Delaware General Assembly and for the federal Congressional Delegation for all of Delaware's physicians and their patients. In 2015 the News Journal ranked MSD as the 4th most active advocacy organization in the State "to wield the most influence in Dover" during the 2015 legislative session. Since then, MSD was successful in having its legislation passed and signed by the Governor in 2016 to regulate Prior Authorizations, providing health plan transparency, efficiency, and fairness in health insurer pre-authorization programs. In 2017, MSD was ranked by the Delaware State News as the second most active advocacy organization in the state. MSD's Government Affairs Committee, lobbyists, and staff are committed to dynamic and proactive representation of Delaware physicians on vital issues.

Community Outreach

MSD is an advocate of building a strong community as it continues to fulfill its mission to "enhance the health of Delaware communities." Our efforts are resulting in better health care outcomes for patients, leading down a pathway to a healthier community.

- ✓ MSD supports initiatives that extend access to health care and medications to under-served populations, as well as providing opportunity for physician involvement in such programs.
 - MSD's Voluntary Initiative Program (VIP) matches participating volunteer physicians with patients needing pro-bono or discounted care. In coordination with the State's Health Care Connection program, VIP has provided assistance to uninsured patients since 2001.
 - The Medication Assistance Program was developed by MSD and is supported by one of its two charitable Foundations, the Delaware Foundation for Medical Services. This program coordinates access to no-cost or discounted medications for low-income uninsured patients and works in conjunction with VIP to help ensure health care treatment compliance for this population. Since 2007, patients have received assistance through the Medication Assistance Program resulting in much needed prescriptions being provided to patients in need.
- ✓ Through its "Healthy Living Talks," MSD's School Health Committee has been reaching out annually for the past seven years to middle school students throughout the State bringing education directly to the students addressing mental, physical, and social concerns of healthy living for this population age group.
- ✓ In 2013 MSD launched its Campaign for Kids... "It's OBVIOUS" initiative addressing youth at the high school level in an effort to educate and achieve understanding and develop coping mechanisms pertaining to the seven focus areas of "OBVIOUS" (Obesity, Bullying, Vaccinations, Intelligent Decisions, Opioid Abuse, Underage Drinking, and Suicide Prevention). Along with education, MSD also holds an annual 5k Run/Walk and Health Fair event.

Education

- ✓ MSD is a nationally accredited sponsor of *AMA PRA Category 1*TM Continuing Medical Education and was awarded Accreditation with Commendation by the Accreditation Council for Continuing Medical Education (ACCME) on its most recent re-accreditation cycle. ACCME accreditation seeks to assure the medical community and the public that MSD provides physicians with relevant, effective, practice-based CME that supports US health care quality improvement. Physicians participating in MSD-sponsored CME can be assured of quality education which preserves physician competence and incorporates new ideas and knowledge to improve medical care for patients and the communities they serve. We not only accredit live presentations, but also internet enduring material and Journal CME.
- ✓ MSD provides a wide array of educational programming throughout the year, typically at no cost to MSD members. Much of Delaware's physician education is sponsored by MSD either in conjunction with another organization or directly by MSD. We are enhancing participation by offering education via remote access at several locations throughout the state (usually hospital

based), teleconferenced from the MSD Conference Center. We have also begun offering access to online, on demand education making it convenient for physicians to access. Our Journal CME is available at no cost to our members receiving the *Delaware Medical Journal* as a member benefit.

- ✓ In October 2016 MSD launched the “MSD Leadership Institute” in conjunction with its educational foundation, the Delaware Medical Education Foundation, Ltd. (DMEF). The Institute offers the “Excellence in Physician Leadership Series, a Certificate Program in Leadership Development.” The Physician Leadership Series is a 12-week, online program to develop and improve the skills necessary for leadership excellence. The program is offered at a significantly discounted registration for MSD members.
- ✓ MSD not only caters to physician education needs, we recognize that the practice staff has a need for continuing education and certification. MSD provides training and/or certification to staff in the areas of OSHA compliance (meeting OSHA’s mandate for annual training), HIPAA compliance (addressing the changes resulting from the 2009 HITECH Act), and Basic Life Support for Health Care Providers. Training can be conveniently conducted in your office.
- ✓ In addition to the required staff compliance training, MSD offers a Practice Management Education Series throughout the year provided at no charge to MSD members and their staff. In 2013, MSD partnered with Practice Management Institute® (PMI), a national premier provider of practice management training and certification for physician practice staff, showing our commitment to furthering the professional development of our Delaware practice managers, whose roles are so critical to the success of a physician’s practice.

Communication

MSD provides timely information from various state and national resources in a concise package for members and their staff. Our communications includes:

- ✓ Weekly electronic newsletter containing information of relevance for the physician, viewable in a mobile-friendly format to access wherever you may be.
- ✓ Weekly Broadcast faxes tailored to the news desired by the physician’s office staff.
- ✓ Legislative updates on activities in the General Assembly that affect health care in Delaware and you, as a physician.
- ✓ Website providing a wealth of information and resources at your fingertips. Contact information and search capabilities for MSD members can also be accessed 24/7. The website also has online communities to chat with colleagues or ask questions on various subject matter and also providing the opportunity to network with colleagues.
- ✓ Monthly scientific journal (*Delaware Medical Journal*) providing avenues for publishing research, members’ opinions, and knowing what’s happening across the state.
- ✓ Follow us on Facebook and Twitter for information affecting and changing the health care industry.

Leadership Development

Along with our formal education offering through the Physician Leadership Series, MSD provides physicians from all practice types and specialties the opportunity for leadership development through participation on committees of professional and personal interest to service in MSD leadership, gaining valuable networking skills and opportunities to hone leadership abilities while advocating for the medical profession with state and federal VIPs.

Representation

- ✓ MSD’s governance structure provides for representation and advocacy for private practicing and employed physicians at state and federal levels (ex., MSD Council, AMA Delaware Delegation, AMA Organized Medical Staff Section).
- ✓ MSD represents its members’ point of view in meetings convened with the Chief Medical Officers of the Delaware health plans to gain knowledge of system-wide changes that affect physicians in all employment status types.
- ✓ MSD has met directly with representatives of the Federation of State Medical Boards and the Delaware Board of Medical Licensure and Discipline when the proposed Maintenance of Licensure plan was announced.

- ✓ MSD has been a participant in a grassroots physician-led effort to reform the Maintenance of Certification process to a more transparent, physician-friendly focus.
- ✓ MSD physicians and staff serve as leaders on State Boards and Commissions advocating for the profession.
- ✓ MSD works with various arms of the State Administration and Federal and State officials to ensure the physician's voice is not only heard, but understood. This effort is also carried through with other Delaware organizations, such as the Delaware Healthcare Association, hospital medical staffs, the Delaware State Chamber of Commerce, the Delaware Health Care Commission, etc.
- ✓ MSD continues a collegial relationship with the surrounding state medical societies, which reinforces a united front beyond Delaware's borders. This is an especially helpful resource for legislative concerns, such as scope of practice issues.
- ✓ There is strength in numbers – MSD provides the medical profession in our State the opportunity to be united.

Value Added Resources

MSD offers many resources specifically designed for physicians and their staff.

- Discounted legal services for employment contract review and renewal.
- Free annual legal consultation from MSD General Counsel.
- Free practice manager/office staff education.
- CME Transcript Service which tracks CME credits for physician members from all sources (not just hospital based CME programs). MSD will assist the physician should they be audited by the Delaware Board of Medical Licensure and Discipline on meeting the education licensure renewal requirement.
- Support for office staff on varying issues, such as emerging health care reform changes, third party payer concerns, regulatory issues, compliance, and day to day practice operations.
- A Management Services Organization is under development which will provide products, services, and resources for physicians who are entering into new models of care delivery.
- Planning is important to good financial health. Manage your finances with the help of MSD-recognized banks and financial planning companies, providing you with the information you need to keep your career on the right financial footing.
- Insurance also plays an important part of one's financial health. Through MSD's subsidiary company, the Medical Society of Delaware Insurance Services, Inc. or MSDIS, affordable coverage for all your insurance needs, from disability insurance to medical malpractice to health insurance coverage, can be provided. You and your staff can take advantage of the services provided by MSDIS, personally and professionally.
- MSD has partnered with various organizations, experts in health care-related and business management fields. MSD members and staff are provided significant discounts for services provided by these organizations:
 - Comprehensive Human Resource services and access to the HR hotline through Mid Atlantic Employers Association.
 - Outside-In can help you by providing a customer centric approach to talent solution services, such as recruitment and executive searches, temporary staffing, and outplacement services.
 - Comprehensive online solution provided by First Healthcare Compliance designed for physician practices to achieve a compliance program as required under the Affordable Care Act. This includes cloud-based software, professional support, 24/7 anonymous hotline, and employee training to protect your practice against growing government scrutiny.
 - Certification with ongoing education for continued re-certification of Practice Managers through the Practice Management Institute.
 - A no-cost mobile application is available for MSD members through DocBookMD, allowing convenient, fast, HIPAA-secure electronic messaging with your patient's health care team and with other medical colleagues.
 - PDR Network provides timely electronic drug alerts and immediate delivery of urgent drug safety information.

- Health Careers Connect provides significantly discounted services for practices in need of hiring qualified candidates in the health care field. Search locally or nationally and you choose which resumes to review.
- Healthcare Facilities Solutions, Inc. provides access to discounted medical office design and construction services.
- Parcels, Inc. provides discounted image and scanning services.
- Practice Management Institute (PMI) is the nation's premier provider of practice management training and certification for physician practice staff. PMI teaches how to run a more productive, profitable, and compliant medical office. Medical office professionals can be certified in the areas of coding, reimbursement, compliance, and management.
- MSD has rolled out a multifaceted Physician Burnout program. Bi-weekly articles with tips and hints are provided through our *e-News and Views* communication. Physicians from each hospital are invited to join our physician-led program to help our Delaware community physicians.
- Through Diamond State Financial Group, MSD offers a group 401k program to its members. This comprehensive retirement plan solution provides simple administration and implementation which reduces your administrative duties, administrative costs, and risk management.
- Partnering with Resource Management, Inc. (RMI), HR experts provide members access for outsourcing HR needs and purchasing of group health insurance. These cost effective solutions reduce the time, cost, and liability associated with running a small business. Members can choose services from a complete line of HR business solutions, such as Human Resource, Regulatory Compliance, and Payroll services; 24/7 online access to manage payroll and employee data securely; and product offerings that help attract and retain quality employees.

For more information on any of these benefits and services or about becoming a member, please contact Mary LaJustice, Senior Director of Corporate Services (Mary.LaJustice@medsocdel.org or 302/224-5183).

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