



Bucks CMS
 Board of Directors Meeting
 Wednesday, March 2, 2022
 Via Zoom
 6:30 PM

Board Members in Attendance: Drs. Daniel Latta, Marilyn Heine, John Gallagher, Joseph O’Neill, Matthew Bohning, Hannah Do, Rachael Sampson, Richard Leshner, and David Pao

Guests: Dr. John Pagan, Bucks CMS Member and PAMED Speaker

Staff: County Coordinator, Kaela Luchs; PAMED Deputy EVP, Heather Wilson; BCMS Meeting Manager, Janelle Witters

Items	Discussion	Action Taken or Planned
Welcome and Call to Order		Dr. Latta called the meeting to order at 6:31 PM.
Introductions	Since there were several new individuals in attendance, those present introduced themselves.	
Approval of Minutes	January 12, 2022, Board Minutes	A motion was made, seconded, and unanimously carried to approve the January 12, 2022 Board minutes.
Bylaws Committee Report	<p>Dr. Heine, Chair of the Bylaws Committee, provided a brief overview of a one-word amendment recommended by the committee for the bylaws.</p> <p>Under existing Bucks CMS bylaws, each hospital medical staff is to have a representative to the Board selected by the hospital medical staff president. The</p>	In compliance with Bucks CMS bylaws, an e-blast for regarding the bylaws change will be created and sent to the membership to review 45-days prior to the annual meeting.

	<p>purpose is to facilitate communication between the hospital medical staff and the Bucks County Medical Society Board. The physician must be a member of the County Medical Society and the hospital medical staff.</p> <p>The amendment to the Bylaws would reconcile the two paragraphs in this section and remove a requirement that the physician be a member of the hospital Medical Executive Committee.</p> <p>The proposed Bucks CMS bylaws amendment is below:</p> <p>CHAPTER IX – BOARD OF DIRECTORS</p> <p>Section 2. Composition. The Board of Directors shall consist of the officers of the Society, ex-officio with the right to vote, and six elected directors. It shall also include one county Medical Society physician member as a representative [DELETE from] [INSERT of] the Executive Committee of each Bucks County hospital medical staff.</p> <p>That representative of the Executive Committee of each hospital staff selected by the president of the medical staff of the hospital shall serve for one year and may be one of the regularly elected members of the board, or officer of the Society, or an addition to the elected board, and will have the right to vote. Each elected director shall be elected for a regular term of three years and shall serve until that director’s successor shall have been elected and assume office. Each regular term shall commence on January 1. A report of the Board of Directors meeting shall be communicated to the Society membership.</p>	<p>A vote on the amendment will take place at the virtual Bucks County Medical Society Annual Business Meeting on April 20, 2022.</p>
<p>Treasurer’s Report</p>	<p>The December 2021 statements and the 2021 year-end financial reports were presented by Finance Committee Chair, John Gallagher, MD.</p> <p>Dr. Heine provided a brief overview on the Bucks County Health Improvement Partnership (BCHIP), whose board is comprised of representatives from the 6 acute care hospitals in Bucks County, Bucks CMS and the county Health Department, and how it promotes public health in the communities throughout Bucks County.</p>	<p>The December 2021 Financial Statements and 2021 Year End Report were accepted as information.</p>

	<p>Dr. Gallagher was pleased to note that while the pandemic has made our meetings virtual, that has led to financial gain for Bucks CMS.</p> <p>The Board briefly discussed the outlook of virtual meetings throughout the year; of note is the upcoming Annual Meeting on April 20th, which will be held virtually. PAMED is planning for a hybrid House of Delegates annual meeting with the policy making portion to be held in-person in Hershey, Pa. All plans are dependent upon the status of the COVID pandemic. Critical information for delegates and the membership is posted on the PAMED website.</p>	
President's Report	<p>Dr. Latta provided an overview regarding changes in TEAM association management staffing for BCMS. He welcomed Kaela Luchs as the new Bucks CMS County Coordinator.</p> <p>Looking ahead for 2022, he noted there will be changes in the way Bucks CMS communicates with its members due to the notice that Hoffman Publishing has opted to discontinue producing a printed magazine.</p> <p>Dr. Latta spoke about the appointment of individuals for the Nominating Committee and the general health of the Bucks CMS membership.</p>	N/A
Membership Update	<p>The membership report as of March 2, 2022, was reviewed by Heather Wilson.</p> <p>Dr. Heine requested that a postcard be created to welcome new members and remind former members that their membership has lapsed.</p> <p>Dr. O'Neill asked if TEAM Staff can notify the Hospital Representatives of new BCMS members so they can meet and converse in the hospitals.</p>	Ms. Luchs will work with Ms. Wilson to identify if membership materials were created and provide follow up to ensure that each hospital medical staff representative has notification of new and lapsed members.
New Business:		
1.) Nominating Committee	Dr. Heine provided a refresher for the leadership on the composition of the Bucks CMS Nominating Committee.	Dr. Latta in coordination with Ms. Luchs will identify and confirm individuals who are willing to serve on the Nominating Committee.

<p>2.) Magazine Update</p>	<p>After reviewing a cost estimate from Graphtech and Graphcom, the Board decided it is not financially feasible to continue with a printed Bucks CMS magazine.</p> <p>Heather Wilson outlined additional options for printed and digital communications to include an 8 or 12 page newsletter in print and digital formats.</p> <p>There was an overall consensus by the Board members that having a tangible item is a front-of-mind reminder of the value of Bucks CMS. However, the Board also discussed the challenge to have contributors submit their materials in a timely manner. Ms. Wilson shared that currently, TEAM does not have the capacity to solicit advertisers, and therefore the volunteer leadership at Bucks CMS will need to assist with the identification and procurement of advertising dollars if Bucks CMS leadership wants revenue to offset newsletter production expenses.</p>	<p>PAMED will provide examples for the Board to review, offering the fresh look, and financial outlook along with what the advertising revenue may look like as well.</p> <p>TEAM staff will review the costs associated with an 8-page vs. 12-page newsletter option mailed to 960 individuals on a semi-annual basis.</p>
<p>3.) Social Media Platform</p>	<p>Dr. Heine was looking for an update on the social media platform for Bucks CMS. Heather Wilson shared that the MarComm Team had an internal staff discussion and they noted the following: the posts on the Bucks CMS Facebook page are not robust and the likes and views are not plentiful. To have a successful and strong social media presence you need to identify individuals committed to providing content. TEAM cannot give permissions to Bucks CMS leadership to post as TEAM has the responsibility to ensure that the posts are consistent with the policy and viewpoints of Bucks CMS.</p> <p>Dr. Do agreed that there should be monitoring of social media, but that monitoring can at times cause a delay that results in posting “old news” which is not effective or in keeping with best practices for social media.</p> <p>Dr. Heine asked TEAM staff to explore Twitter and LinkedIn as additional opportunities to strengthen a social media presence for Bucks CMS.</p> <p>Heather Wilson recommended that Bucks CMS leadership identifies several social media champions who commit to posting regularly with the understanding that their posts must align with Bucks CMS policy and priorities. For example – a poster</p>	<p>N/A</p>

	or influencer cannot share their personal political views on social media. However, they could share gratitude to a legislator who voted in support of a bill promoted by Bucks CMS.	
4.) Membership Survey	<p>Dr. Heine reviewed the questions for the Bucks CMS membership.</p> <p>The Board discussed several items related to the survey including: Is Bucks CMS membership meeting the needs of independent vs. hospital-based physicians? How do we drill down to the unique needs of both populations and how does demographics play into the survey data?</p> <p>Dr. Bohning emphasized a question regarding the percentage of time physicians have when providing care in various practice settings.</p>	Helpful input provided by the Board will be incorporated into the survey including a request for social media handles. An e-blast will be sent out to notify members of the survey and the deadline for completion.
5.) CeaseFirePA Educational Opportunity	<p>Dr. Marion Mass, liaison from Bucks CMS to the BCHIP board requested that Bucks CMS consider promoting the BCHIP/CeaseFirePA educational program that offers guidance for physicians when talking to patients regarding gun safety and gun storage. Dr. Heine reviewed the particulars of the event and how this event does not conflict with current PAMED policy</p> <p>Dr. O'Neill and Dr. Gallagher spoke in support of promoting this educational opportunity.</p>	Ms. Luchs was directed to coordinate with TEAM's MarComm staff to create an e-blast for this educational opportunity to distribute to the Bucks CMS membership.
6.) Annual Meeting	<p>Janelle Witters reviewed plans for the April 20, 2022, Annual Meeting and reviewed the roster of individuals who have registered.</p> <p>Dr. Gallagher posted the link for event registration in the ZOOM chat.</p>	Ms. Witters will coordinate efforts with the MarComm team to send out communications for the Annual Meeting registration.
Meeting Timeline Updates	Dr. Heine reviewed future meeting updates and an update for the House of Delegates.	N/A
AMA and Legislative update	Dr. Pagan asked for an AMA update. Dr. Heine provided an AMA update for the Board, including priority issues of prior authorization reform, Medicare physician payment reform, and extension of telehealth waivers initiated during the public	N/A

	<p>health emergency.</p> <p>Dr. Heine also reviewed a request from the PAMED 2nd District Trustee to phone Sen. Lisa Baker’s office to request for an actuarial study on the venue issue. Dr. Heine said that, per consultation with PAMED government affairs staff, there are already efforts to promote such a study and a call to action is not presently indicated. Grassroots involvement may be necessary at a later time on this issue.</p>	
Adjournment	Hearing no additional new business, the meeting was adjourned.	A motion was made, seconded, and unanimously carried to adjourn the meeting. The meeting adjourned at 7:38 PM.

Upcoming Bucks CMS Board Meeting

Bucks CMS Board Meeting: Wednesday, May 4, 2022
6:30 p.m., Virtual Zoom Meeting

Submitted by: Marilyn Heine, MD, Secretary and Kaela Luchs, County Coordinator