



TEXAS MEDICAL
ASSOCIATION

Physicians Caring for Texans

TexMed 2011

May 13-14, 2011 • Houston

TMA'S EDUCATIONAL SHOWCASE AND EXPO
FOR TEXAS PHYSICIANS AND MEDICAL STUDENTS



Caring for Patients in a Time of Change



Caring for Patients in a Time of Change



As health care reform unfolds, your association is looking ahead to the many new challenges we face and stands ready to work for the change we need.

Join us for TexMed 2011 at the George R. Brown Convention Center and Hyatt Regency Houston May 13-14 as we strive to care for our patients in this time of change.

SCHEDULE AT A GLANCE

Thursday, May 12

8:30 am-7 pm

Registration Open at the Hyatt

6-7 pm

TEXPAC 300/Capitol Club and TMA Alliance Reception (TEXPAC and Alliance members only)

7-10 pm

Texas Oenological Society Annual Wine Dinner. Location to be determined. Tickets are \$150; see the registration form to order.

Friday, May 13

6:30-7:30 am

TexMed Orientation

7 am-4:30 pm

Expo Hall Open

7 am-6:30 pm

Registration Open at the Convention Center

7:30 am-3:30 pm

CME Tracks (See page 5)

8-9:30 am

House of Delegates Opening Session

9:30 am-Noon

House of Delegates Reference Committees

11:30 am-1:30 pm

Networking Luncheon in Expo Hall

Sponsored by

Blue Cross and Blue Shield of Texas

Catch up with colleagues while you check out the latest products for your practice at the 100+ exhibits in the Expo Hall. Thanks to our exhibitors and sponsors, TexMed is a free member benefit. Boxed lunch is \$15; see the registration form to order.



4-5 pm

General Session With Jeff Goldsmith

Sponsored by Texas Medical Liability Trust

Learn how health care professionals can prosper under the Affordable Care Act of 2010 at Jeff Goldsmith's presentation, The Future of Medicine Under the New Health System. Mr. Goldsmith is a leading health industry analyst, specializing in trend analysis, health policy, and emerging technologies. Join us afterward for the TMLT Welcome Reception.

5-6 pm

TMLT Welcome Reception

Sponsored by

Texas Medical Liability Trust

Visit with friends at this lively wine and cheese reception. Our sincere thanks to *Texas Medical Liability Trust* for sponsoring this event each year.

6-7 pm

TMA/TMAA 2011-12 Presidents' Installation Reception

Sponsored by Texas Medical Association Insurance Trust



Dr. Bruce Malone



Bridget McKeever

This year, we're hosting a reception honoring 2011-12 TMA President C. Bruce Malone, MD, Austin, and TMAA President Bridget McKeever, Corpus Christi. The installation ceremony will take place at the House of Delegates session on Saturday morning.

Thanks to *Texas Medical Association Insurance Trust* for sponsoring this event.

6:30-9:30 pm

TMA 50-Year Club Dinner & Dance

If you graduated from medical school 50 or more years ago and are a member of the 50-Year Club, join us for this year's cocktail reception and dinner. It's sure to be a fun evening! Tickets are \$40 per person (no refunds); see the registration form to order (club members and their guests only, please).

If you would like to join the club, contact Gail Schatte at TMA at (800) 880-1300, ext. 1600.

7-11 pm



**PICTURE OF
GOOD HEALTH**

**TMA Foundation's
18th Annual Gala:
Picture of Good Health**

We want *YOU* to eat, drink and be merry at the *party of the year*!

When you join your friends and colleagues at TMAF's 2011 Gala, Picture of Good Health, you support TMAF and the award-winning TMA health improvement and education initiatives it funds, like Hard Hats for Little Heads and Be Wise — ImmunizeSM. These programs are true masterpieces in the effort to help Texans lead healthier lives.

Tickets start at \$175 each, or \$225 for VIP access (includes VIP Reception Friday, 6-7 pm), and may be purchased on the registration form or from TMAF at (800) 880-1300, ext. 1664, or (512) 370-1664. Or visit the TMAF website at www.tmaf.org.

Be Wise — Immunize is a service mark of the Texas Medical Association.

Saturday, May 14

6 am-12:30 pm

Registration Open at the Convention Center

6:30-8 am

County Medical Society Caucus Meetings

7 am-12:30 pm

Expo Hall Open

8:30 am-Noon

House of Delegates

9 am-5 pm

CME Tracks (See page 5)

STAY CONNECTED FOR TEXMED UPDATES



Twitter hashtag for the meeting is **#texmed11**



Become a fan on Facebook at www.facebook.com/texmed



DISCOVERY GREEN

Fun in Houston

Long known for its commanding social, cultural, and political forces, Houston exudes an energy and pride that appeals to all who enter. Its well-stocked museums, enviable performing arts scene, and flamboyant nightlife make this spirited town one of a kind. Since TexMed last visited the medical hub of Texas, Houston has added attractions, restaurants, and more to its downtown area. Join us in Houston and experience all this rejuvenated city has to offer!

Discovery Green

A 12-acre public park across the street from the George R. Brown Convention Center, Discovery Green has running trails around a lake, morning yoga, venues for public performances, playgrounds, and recreational areas where you can rent sporting equipment for free.

Downtown Aquarium

The downtown aquarium features a 500,000-gallon aquatic ecosystem featuring a large shark tank and many species of aquatic life from around the world. There also are several touch tanks, an exhibit of rare white tigers, carnival rides, and an excellent seafood restaurant.

John P. McGovern Museum of Health & Medical Science

Seeking to instill in young people an appreciation of the human body and a high regard for health, this museum takes education to a new level. The facility's biggest attraction is its "Amazing Body Pavilion," whose enormous replicas of the human form let kids explore (and walk through) the brain, the heart, the rib cage, and more.

Hermann Park

Centrally located, Hermann Park boasts a zoo, an outdoor theater, a Japanese garden, and a golf course. Visitors can enjoy a picnic under the pines, ride the miniature train, rent paddle boats, or simply stroll about and enjoy the scenery. Hermann Park also is home to a children's playground, a lovely reflection pool, and a jogging and exercise trail.

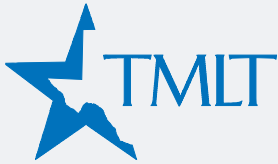
Space Center Houston

Visit Houston's top attraction, the official visitor center for NASA's Johnson Space Center. Exhibits cover the history of manned spaceflight and hoped-for future explorations, while the Mission Status Center provides live updates on current flights. The Kids' Space Place offers interactive exhibits, a full-scale model of the space shuttle, and moon rocks that you can touch.

SPONSORS

Special thanks to the following
for their support of TexMed 2011

TITANIUM LEVEL



GOLD LEVEL

BBVA Compass



**BlueCross BlueShield
of Texas**

SILVER LEVEL



BRONZE LEVEL



Bring Your Staff

TexMed isn't *just* for physicians. Medical office personnel, from coders and office managers to physician assistants, benefit from TexMed activities. Employees of TMA members may attend TexMed for a reduced registration fee of \$75. This entitles them to entry into the Expo Hall, attendance at our many social events, and access to any of our continuing medical education programs including clinical and business operations CME.



Expo & Showcase

The Expo Hall is your resource center for the newest in technology, practice services, practice information, and pharmaceuticals. Visit with vendors at your convenience during TexMed 2011 where the best in solutions-based exhibits will be there to answer your questions and provide information you need to enhance your quality of care and practice operations.

Expo Hall Hours

Friday 7 am-4:30 pm
Saturday 7 am-12:30 pm

Expo Hall Events

Morning Refreshments	Friday and Saturday, 7 am
Networking Lunch	Friday, 11:30 am-1:30 pm
Prize Drawings	During Expo Hall Hours

Physician Lounge and Cyber Café

Connect with work and colleagues in the Physician Lounge where Internet kiosks and technology chargers will be available. You can grab a beverage during a break from CME and chat with friends, touch base with the office, and visit the exhibits of interest to you.

Expo Bingo!

Grab your Expo Bingo card from your conference bag or pick one up at the Fun Station. Visit six (6) exhibitors you choose from the listed exhibitors on the card, and you can be entered to win an iPad and other great prizes.

Portrait Studio — Smile for the Camera!

TMA invites you to drop by booth #431 to get your professional portrait taken for the TMA online directory, the new TMA Mobile App, and public relations use. This is a FREE service for the TMA online directory. Call (800) 951-8712 for an appointment.

Technology Pavilion

Looking for the latest in technology for your practice? Visit the Technology Pavilion at the front of the Expo Hall for your convenience.

Fun Station

TexMed 2011 doesn't have to be all work and no play! Visit the Fun Station for some lighthearted activities that will make you laugh and energize your senses. Comical name badge ribbons are back by demand, so drop by to select your fun ribbons.

TexMed remains a free member benefit thanks to the generous support of our exhibitors and sponsors, so be sure to visit them and often.

CONTINUING MEDICAL EDUCATION

Thanks to our TMA physician volunteers and Texas specialty societies, TexMed offers more than 100 hours of CME opportunities. From leadership development and business operations to public health initiatives and quality improvement, TexMed offers multidisciplinary programming that encourages cross-specialty dialogue. Use our searchable database at www.texmed.org/texmed2011 to view specifics.

CME Offerings

Allergy	Geriatrics	Physical Medicine & Rehab
Anesthesiology	Health System Reform	Physician Health
Cancer	Occupational Medicine	Practice Management
Colon Rectal Surgery	Ophthalmology	Psychiatry
Diabetes/Endocrinology	Otolaryngology	Public Health
Emergency Medicine	Pain Medicine	Quality
General Session	Pediatrics	

Earn Up to a \$1,000 Discount on Your Liability Insurance

Physicians who are insured with the Texas Medical Liability Trust may earn a 3-percent discount (not to exceed \$1,000) for completion of 2.5 hours of approved risk management lectures. This discount will be applied to the physician's next eligible policy period.



NAVIGATE A NEW HEALTH CARE LANDSCAPE

With the passage of the Affordable Care Act, much of the “patchwork quilt” system that paid for the uninsured will be replaced by public or private insurance coverage. Moreover, three primary reform mechanisms — new coverage, new funding, and new regulators — will create a profoundly different world for the health care industry and its patients.

TexMed 2011 CME programming offers several timely discussions to help physicians prepare their practices for this post-reform world. The General Session features health care futurist Jeff Goldsmith, who will examine health system reform's effect on public and private payers, delivery models, health care marketplace consolidation, and physician supply. We'll also feature a breakout on the pros and cons of creating or joining an accountable care organization — a new delivery model created by the health reform law.

The Public Health CME track will cover new incentives and tools that allow physicians to track and benchmark preventive services. Finally, our Quality track will help physicians meet the demands of public and private payers as they push forward value-based purchasing programs that offer rewards for efficiency and quality outcomes.



Business Meetings

TexMed 2011 business meetings run from Thursday, May 12, through Saturday, May 14. To view the most current schedule of meetings by date or meeting type, visit www.texmed.org/texmed2011.

TMA House of Delegates Friday-Saturday

The House of Delegates, composed of delegates from county medical societies and ex officio members, is TMA's legislative and policymaking body. All TMA members are invited to discuss association policies at reference committee hearings on Friday, May 13.

TMA must receive resolutions submitted by county medical societies or individual delegates by **March 25** to be included in the *Handbook for Delegates*. Questions? Contact Pam Hale at TMA at (800) 880-1300, ext. 1304, or (512) 370-1304, or pam.hale@texmed.org; or CJ Bradford at TMA at (800) 880-1300, ext. 1303, or (512) 370-1303, or cj.bradford@texmed.org.

REGISTRATION

Free registration for our annual meeting is one of the great benefits of TMA membership. All Texas medical students, interns, residents, and fellows are welcome to attend TexMed as a guest of TMA.

FREE

- TMA members and their immediate family
- County medical society or specialty society staff
- Guests or speakers at business meetings and CME programs

\$75 TMA members' medical office personnel

\$125 Other nonphysician attendees

\$200 Nonmember physicians

\$525 Non-exhibiting vendors

Your registration includes:

- Complimentary breakfast and breaks.
- CME VIP pass that allows you to choose among 100 hours of FREE CME representing more than 16 specialty societies.
- Registration for your medical office staff at a discounted rate of \$75.
- Invitations to social events, including the TMLT Welcome Reception and TMA/TMAA Presidents' Reception hosted by TMAIT.
- Admission to the Expo Hall with introductions and education on new products and services for your practice and a chance to win daily prizes.



Housing and Travel

Make your housing reservations at the Hyatt Regency Houston no later than **April 18, 2011**, to receive the special TMA rate!

Hyatt Regency Houston

1200 Louisiana St. • Houston, TX 77002

Reservations: (888) 421-1442 • Direct Line: (713) 654-1234

Online Reservations: www.texmed.org/texmed2011

Room Rate: \$149 single/double*

**A credit card guarantee is required for all reservations. All rooms are subject to a 17-percent state and room tax.*

Shuttle Service

On Friday and Saturday, May 13-14, TMA will run a shuttle approximately every 15 minutes between the George R. Brown Convention Center and the Hyatt Regency Houston.

Shuttle Schedule

Friday: 6:30 am-7:30 pm • Saturday: 5:30 am-6 pm

Air Travel

George Bush Intercontinental Airport (IAH) is located 22 miles north of the Hyatt Regency Houston and is serviced by most major air carriers. Continental Airlines services George Bush International Airport and has offered TexMed attendees a 2- to 10-percent discount off published rates. For more information, visit www.texmed.org/texmed2011.

Houston Hobby Airport (HOU) is located 10 miles southeast of the Hyatt Regency Houston and is serviced by Southwest Airlines, JetBlue Airways, Delta Airlines, American Airlines, and AirTran Airlines.

Ground Transportation

You can find information about transportation between the two major airports, George Bush Intercontinental Airport and Houston Hobby Airport, and downtown online at www.texmed.org/texmed2011.

Accessibility



TMA provides free scooters and wheelchairs for TexMed attendees with special needs. Equipment is available Friday and Saturday.

Contact TMA Knowledge Center at (800) 880-7955 to reserve a scooter or if you have other special requests.

Thanks to our silver sponsor, the Hyatt Regency Houston, a portion of your room rate will be used to offset TexMed costs, ensuring that TexMed remains a free member benefit.

Registration Form

Return form with payment to: TexMed2011,
401 W. 15th St., Austin, TX 78701, or fax to (512) 370-1693

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SECTION 1: ENROLLEE INFORMATION

AP

Name _____ Preferred for Name Badge _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

SECTION 2: REGISTRATION

A. Physicians/Students TMA member <input type="checkbox"/> Free Texas resident, fellow, student <input type="checkbox"/> Free TMA nonmember physician <input type="checkbox"/> \$200 Subtotal: _____	B. Guests TMA member's family <input type="checkbox"/> Free TMA invited speaker/guest <input type="checkbox"/> Free County medical society staff <input type="checkbox"/> Free Specialty society staff <input type="checkbox"/> Free Guest's Name: _____	C. Nonphysician Attendees TMA member's office staff <input type="checkbox"/> \$75 Other nonphysician attendee <input type="checkbox"/> \$125 Non-exhibiting vendor <input type="checkbox"/> \$525 Subtotal: _____
D. Social Events/Products Community Service Proj. (Thurs.) <input type="checkbox"/> @ Free Wine Society Dinner (Thurs.) <input type="checkbox"/> @ \$125 Networking Luncheon (Fri.) <input type="checkbox"/> @ \$15 TMA/TMAA Presidents' Reception (Fri.) <input type="checkbox"/> @ Free 50-Year Club (Fri.-No Refunds) <input type="checkbox"/> @ \$40 TMA Foundation Benefit (Fri.) + VIP Access <input type="checkbox"/> @ \$175 <input type="checkbox"/> @ \$50 Subtotal: _____	E. Student/Resident Scholarships Help defray expenses for medical students and residents to attend TexMed by offering a donation of: <input type="checkbox"/> \$25 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> Other: _____ Subtotal: _____	F. Total Due Please include all subtotals in this box. A. Physicians/Students \$ _____ B. Guests \$ <u>Free</u> C. Nonphysician Attendees \$ _____ D. Social Events/Products \$ _____ E. Scholarship Donation \$ _____ Grand Total Due: _____

SECTION 3: PAYMENT

☐ Enclosed is my check made payable to TMA ☐ AMEX ☐ Discover ☐ MasterCard ☐ VISA

Account Number - - - Expiration Date: _____

Name on Card: _____ Signature: _____

SECTION 4: MEETINGS *(Choose only the councils/committees/boards on which you serve.)*

TMA Board Meetings <input type="checkbox"/> Board of Councilors <input type="checkbox"/> Board of Trustees TMA Council Meetings <input type="checkbox"/> Health Promotion <input type="checkbox"/> Health Service Org <input type="checkbox"/> Legislation <input type="checkbox"/> Medical Education <input type="checkbox"/> Past Presidents <input type="checkbox"/> Practice Mgmt Services <input type="checkbox"/> Science & Public Health <input type="checkbox"/> Socioeconomics	TMA Committee Meetings <input type="checkbox"/> Blood and Tissue <input type="checkbox"/> Cancer <input type="checkbox"/> Child/Adolescent Health <input type="checkbox"/> EMS/Trauma <input type="checkbox"/> Infectious Diseases <input type="checkbox"/> Interspecialty Society <input type="checkbox"/> Maternal/Perinatal Health <input type="checkbox"/> Membership <input type="checkbox"/> Pt/Physician Advocacy <input type="checkbox"/> Physician Health/Rehab <input type="checkbox"/> Physicians Benevolent Fund <input type="checkbox"/> Professional Liability <input type="checkbox"/> Rural Health	TMA Section Meetings <input type="checkbox"/> IMG Business Meeting <input type="checkbox"/> MSS Business Meeting <input type="checkbox"/> Chapter Presidents <input type="checkbox"/> Executive Council <input type="checkbox"/> RFS Business Meeting <input type="checkbox"/> Executive Council <input type="checkbox"/> YPS Business Meeting <input type="checkbox"/> Executive Council Ad Hoc Meetings <input type="checkbox"/> Border Health <input type="checkbox"/> Coalition for Patient Safety <input type="checkbox"/> Health Information Technology	<input type="checkbox"/> Medicaid/CHIP/Uninsured <input type="checkbox"/> Primary Care Coalition Conference Events <input type="checkbox"/> CME Programs <input type="checkbox"/> House of Delegates <input type="checkbox"/> TexMed Orientation Other Meetings <input type="checkbox"/> Texas Delegation to AMA <input type="checkbox"/> TEXPAC Board <input type="checkbox"/> TMA Foundation <input type="checkbox"/> TMAIT <input type="checkbox"/> Other, please specify: _____
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Texas Medical Association
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Austin, TX 78701-1680

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Physicians Caring for Texans

**Don't miss the best event
of the year from your
Texas Medical Association!**

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May 13-14, 2011 • Houston

TMA'S EDUCATIONAL SHOWCASE AND EXPO
FOR TEXAS PHYSICIANS AND MEDICAL STUDENTS



- Hear how you can prosper under the Affordable Care Act of 2010 at Jeff Goldsmith's presentation, 'The Future of Medicine,' at the General Session on Friday.
- Get involved with TMA policy at the House of Delegates Session on Friday.
- Earn free CME, with more than 100 hours of programming to choose from.
- Explore assets and solutions for your practice at the 100+ exhibits of the Expo Hall.
- Chat with friends at the TMA/TMAA Presidents' Installation Reception and TMA Foundation's 18th Annual Gala, Picture of Good Health, on Friday evening.