

## MINUTES

MMA Committee on Communications  
Minnesota Medical Association  
John Murphy Conference Room  
1300 Godward Street NE, Suite 2500  
Minneapolis, MN

**Wednesday, November 12, 2008**

**Members present:**

Judith Shank, M.D., Chair  
Maria Carrow  
Neal Holtan, M.D.  
Keith Murphy, M.D.

**Guest Present:**

Patrick Irvine, M.D.

**Staff Present:**

Lorrie Holmgren

**Members not present:**

Kristina Colbenson  
Jaspreet Dhaliwal, M.D.  
Michael Huska, M.D.  
Stephen MacLeod, M.D.  
Samuel Marquez, M.D.  
Farrah Mateen, M.D.  
Kevin Murphy, M.D.  
Stuart Sherry, M.D.  
Vernon Sommerdorf, M.D.  
Amy Williams, M.D.

**I. Call to Order**

Judith Shank, M.D., chair, called the meeting to order.

**II. Approval of the Minutes**

The minutes of the July 29 minutes were approved as written.

**III. Communications Update**

- a. **News Coverage.** The Communications Committee reviewed news clips since May, 2008. Main topics of media coverage were the MMA Annual Meeting, health care reform, Medicare, transfatty acids, adolescent sleep needs, and quality-of-care issues.
- b. **Action of the Board of Trustees on recommendations of the Communications Committee and Minnesota Medicine Advisory Committee.** The Committee reviewed the recommendations, which were adopted by the Board at its Sept. meeting.
- c. **Progress review.** The Committee reviewed a summary of the 2008 readership survey, the 2008 Communications report to the House of Delegates and the sections of the 2007 workplan dealing with communications.

**IV. Resolutions from the 2008 MMA Annual Meeting**

The Committee discussed ways to address resolutions from the 2008 MMA Annual Meeting and made the following recommendations:

- a. Res. 101, Role of Physicians and Clinics in Encouraging Reading in Young Children
  - i. Article in *Minnesota Medicine* publicizing the Minnesota Coalition of Reach Out and Read and letting physicians know how they can become a Reach out and Read clinic. It could include anecdotes about how physicians have successfully used this program in their clinics to connect with children, to assess developmental progress and counsel families on the importance of reading to children.
  - ii. Page on MMA website highlighting Reach Out and Read, clearly explaining how to participate and linking to useful information.
  - iii. Books for children on health topics, published by Free Spirit, could also be a topic for a short article or sidebar in the March issue of *Minnesota Medicine*.
- b. Res. 203. Tools for Informed Patient Choice and Shared Decision Making—On web and in publications provide information about shared decision making tools that will be identified by MMA staff.
- c. Res. 207. Educating Physicians and Patients about the Mental Health Parity Act of 2007
  - i. Article in publications to explain implications of the new parity law to physicians. Consult with psychiatrists such as Karen Dickson, M.D., to determine if the article should also explain other changes in Minnesota in coverage for mental health.
  - ii. Consider providing information that physicians can give to patients explaining the new law—possibly a page that could be downloaded from the web or clipped and copied in *Minnesota Medicine*.
- d. Res. 300. Providing Health Care to Undocumented Residents—Article in *Minnesota Medicine* explaining the law regarding providing medical care to patients who are undocumented residents.
- e. Res. 302. Physicians Serving Uninsured/underinsured—Article or fact sheet with information on legal issues and options associated with reducing fees or waiving copays for uninsured and underinsured patients that includes information on the amount of documentation required and addresses both Medicare and Medicaid.
- f. Res. 308. Health Care Reform and Payment Methods—Offer visitors to the HCR web page an opportunity to send in their questions or comments. The committee reviewed ongoing efforts to provide up-to-date information on the implementation of the 2008 health care legislation such as the Key Issues page on the MMA website and plans to promote it in ads and promo boxes, and a regular up-date article on reform in *Minnesota Medicine*.
- g. Res. 312. Transparency in Risk-Sharing Contracts—Nuts and bolts article/FAQ about the legal requirements to disclose reimbursement methodologies that create a financial incentive to limit or restrict health care.
- h. Res. 400. Physician Reimbursement for Death Certificates and Cremation Authorizations—Article explaining how to fill out a death certificate accurately. Lindsay Thomas, M.D., Susan Roe, M.D., and pathologists

were suggested as authors or resources. Also an article explaining how this information is used and why it is important. Minnesota Department of Health and Sally Trippel, M.D. would be resources.

- i. Res. 407. Improving Health Through Healthy Food Choices—Suggestions for health care professionals serving as models included Timothy Crimmins, M.D., and his impact on the healthiness of cereals produced by General Mills; David Wallinga, M.D.; the cafeteria at St. Mary’s Duluth Clinic, which uses locally grown, healthy foods; efforts in other states to improve healthy foods in schools; Pam York at the Minnesota Department of Health; and dieticians. The Committee also recommended asking physicians to send in stories about doctors who have served as models.

**V. Minnesota Medicine.**

The committee reviewed the Minnesota Medicine 2009 Editorial Calendar

**VI. Website**

- a. After reviewing a list of potentially useful websites for patients, the committee decided to develop criteria that go beyond HON certification before expanding the existing links. This will be on the agenda for the winter meeting.
- b. The Committee noted that the web page for patients is not very prominent on the website and said that physicians may not be aware of all that is available to them on the website. They suggested regular short articles in the email newsletter highlighting a single feature of the website. They also suggested either making the page with reliable websites for patients more prominent after it has been expanded or creating cards with the link to that page that could be handed out as part of MMA outreach.

**VII. Next Meeting Date**

The Committee directed staff to suggest meeting dates in late January and/or early February for the next meeting.

**VIII. Adjournment**