



# BUSINESS OF MEDICINE

**OCT. 10-12**

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ASSOCIATION

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# Conference Essentials

## Registration Hours

Thursday, Oct. 10 3-6 pm  
 Friday, Oct. 11 7:30 am-7:30 pm  
 Saturday, Oct. 2 6 am-4 pm

## Exhibit Hours

Friday, Oct. 11 11 am-6 pm  
 Saturday, Oct. 12 7 am-12:30 pm

## Lactation Room

### CONFERENCE ROOM 22, 3RD FLOOR

Thursday, Oct. 10 Noon-8:30 pm  
 Friday, Oct 11 8:30 am - 9 pm  
 Saturday, Oct 12 7 am - 5 pm

*Courtesy of the Women Physicians Section and Young Physician Section*

## Parking Information

**On-Site Parking:** \$45.00 daily  
**Valet:** \$57.00 daily

*Fees will be taxed.* Onsite parking is limited. Offsite parking required for oversized vehicles. Garage clearance is 6 ft 6 in.



## Wi-Fi Information

**Network:** Business\_of\_Medicine  
**Passcode:** TMABOM2024

## Let's get social. #BOM2024

@texmed @wearetma

## Documenting Your CME Credits

All participants can self-report earned CME credits, including *AMA PRA Category 1 Credits™*, and credits for ethics/professional responsibility. Keep track of your participation to know how many hours/credits you intend to report.

*See page 16*



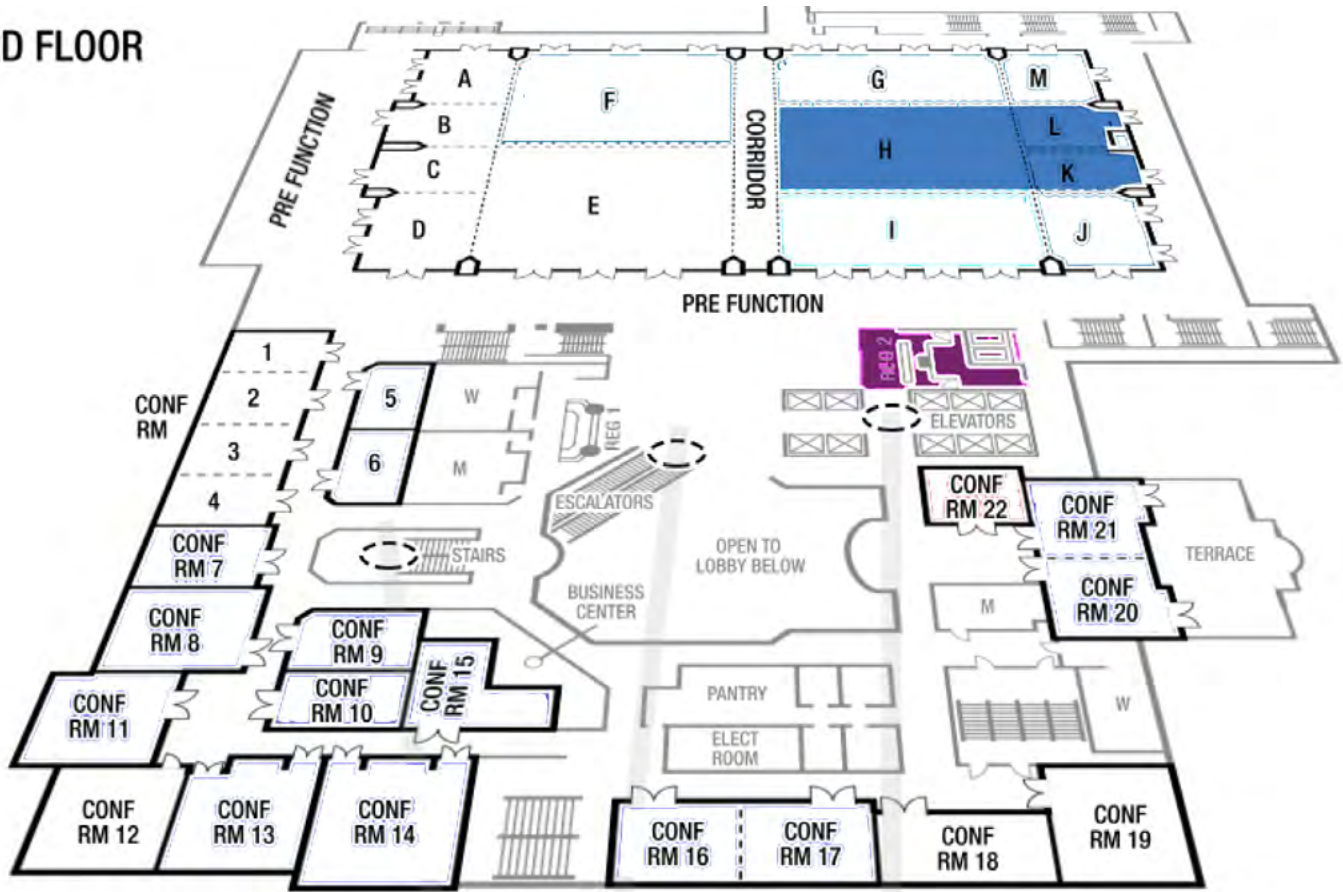
# SHOP VENDORS THAT SUPPORT TMA

TMA is strengthening the practice of medicine in Texas with the help of our long-term supporters – TMA 360 Vendors. We encourage you to frequent these vendors with your business.

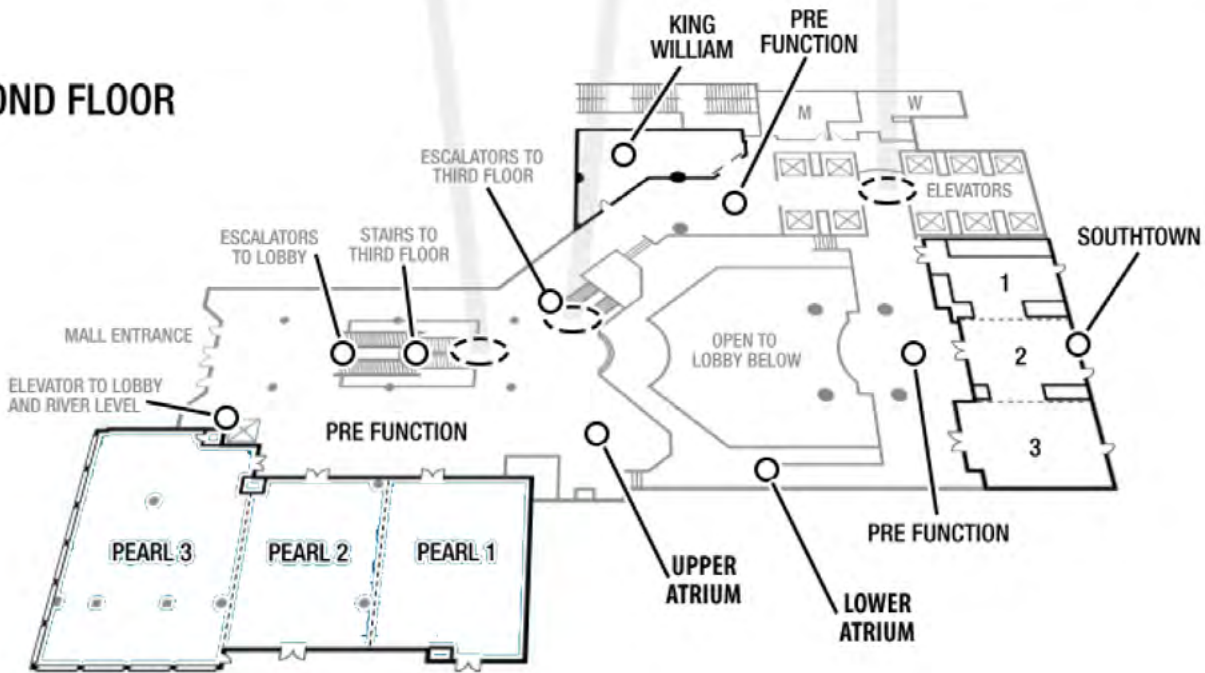
[texmed.org/VendorGuide](http://texmed.org/VendorGuide)



### THIRD FLOOR



### SECOND FLOOR



- Registration
- General Session



# AGENDA

## THURSDAY, OCT. 10

**3-6 pm**  
**Business Meetings**  
*See Business Meeting Schedule*

# GUAC WITH A DOC

## THURSDAY, OCT. 10

**4-6 PM | SALON I, 3RD FLOOR**

**Get into the spirit of Tex-Mex with Thursday night's culinary activity.**

Think you know how to whip up a stellar batch of guacamole? Let a professional chef show you how to take your guacamole game to the next level.



# AGENDA

## FRIDAY, OCT. 11

**Registration**  
7:30 am-7:30 pm | Foyer, 3rd Floor

**Exhibit Hall Open**  
11 am-6 pm | Foyer, 3rd Floor

**8 am-9 pm**      **Business Meetings**      *See Business Meeting Schedule*

**11:15 am-Noon**      **Light Lunch**      *Expo Hall*

**Noon-1 pm**      (1.5 hours CME /1.5 hours ethics)  
**Opening General Session**      *Salon K, 3rd Floor*

**Opening Remarks**

G. Ray Callas, MD, TMA President

**AMA Distinguished Service Award**

Kenneth L. Mattox, MD

**The Global State of Practice Viability**

Michael Suk, MD, American Medical Association board chair

**1-2:30 pm**      (Ethics)  
**Ask the Expert: The Business of Medical Practice**      *Salon K, 3rd Floor*

**Moderator:** Tina Philip, DO; **Panelists:** Guy Patterson, CEBS, TMAIT; Tejas Patel, Lead Underwriter, TMLT; Hal Katz, Partner, Husch Blackwell; Ingrid Aguirre, Director, VMG Health

- Identify strategies to maintain practice viability
- Recognize common financial pitfalls and liabilities
- Assess considerations when transitioning between practice models

**2:45-3:45 pm**      (1 hour CME)  
**Concurrent CME**

**The Business of TMA: Parliamentary Process and Mock House of Delegates**      *Salon M, 3rd Floor*

Brad Holland, MD; John Flores, MD

- Describe the purpose and principles of parliamentary procedure
- Describe the distinct types of motions presented in a mock House of Delegates proceeding

**The Future of Medicine in 40 Minutes: Patient Care will Prosper, Everything Else ... Not So Much! (Ethics)**      *Salon J, 3rd Floor*

David Mackey, MD

- Recognize the new competition to big insurance and the big three pharmacy benefits managers (PBMs)
- Describe the "Great Physician Replacement Theory"
- Discuss the "Renaissance of Private Practice"

**Hotel Check-In**  
4 pm

**Networking Happy Hour**  
5-6 pm  
*Foyer, 3rd Floor*

**All-Conference Mixer**  
8-11 pm  
*Pearl Ballroom, 2nd Floor*

#BOM2024

JOIN YOUR COLLEAGUES FOR A

# Networking Happy Hour

Friday, Oct. 11 | 5-6 pm

*Expo Hall, Foyer, 3rd Floor*

Live music together with light snacks and drinks is the perfect prescription for building connections on a more personal level. Relax and mingle with your colleagues as the exhibit hall is transformed into an after-hours lounge.



## LIVE MUSIC AND REFRESHMENTS

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# AGENDA

## FRIDAY, OCT. 11

Registration  
7:30 am-7:30 pm | Foyer, 3rd Floor

Exhibit Hall Open  
11 am-6 pm | Foyer, 3rd Floor

4-5 pm  
Concurrent CME

(1 hour CME)

**Artificial and Augmented Intelligence: What, Why and How** (Ethics) *Salon M, 3rd Floor*

Alvaro Moreira, MD

- Discuss the difference between artificial intelligence and augmented intelligence and how data-driven insights can be used to improve health outcome
- Describe practical ways to use augmented intelligence safely and ethically in health care

**Direct Primary Care 101**

*Salon J, 3rd Floor*

Amy Townsend, MD

- Define "Direct Primary Care"
- Investigate the current factors in our health care system that have led to the rapid growth of the direct primary care model
- Explore how the direct primary care model can enhance quality, reduce costs, and increase access to high-value primary care

# ALL CONFERENCE MIXER



Friday,  
Oct. 11 | 8-11 PM  
Pearl Ballroom, 2nd Floor

Remember the Spin Doctors? Who sang "Doctor! Doctor!?" Test your music memory skills with Musical Bingo for a chance to win prizes and relive hits from the 80s, 90s, and 00s at this come-and-go style event.

*Hosted by TMA Sections with support from TMA Insurance Trust*

TEXAS MEDICAL ASSOCIATION

# ASK THE EXPERT

BUSINESS PANEL

## The Business of Personal Finance

**SATURDAY, OCT. 12**

**7:15-8:50 am** | Salon I, 3rd Floor



**Kimberly Monday, MD**



**Abe Huerta**  
Table #10



**Monte Byrd,**  
ChFC, CLU, AIF, NQPA, CEPA  
Table #12



**Ryan McCullough,**  
SIOR  
Table #4



**Umar Iqbal**  
Table #6



**Patty Spann**  
Table #2



**Ed Nolan**  
Table #14



**Guy Patterson**  
Table #3



*Stop by our panelist table in the foyer and continue the conversation.*

This presentation is informational only and the material presented does not constitute investment, retirement, financial or legal advice. **Nothing in this presentation substitutes for the advice of an attorney or relevant professional.** You should not rely on the information in this presentation when dealing with personal legal, financial, investment, or retirement planning decisions; rather, advice from an appropriate professional should be sought. Your needs, goals, and circumstances are unique and require the individualized attention of your retained financial and/or legal advisor. All investments involve risk of financial loss. Individuals must evaluate their own investment objectives, risk tolerance, time horizon, tax situation, and other relevant factors before making investment decisions. No content in the presentation may be considered a recommendation or endorsement of any product or investment-related option. The statements of panelists are their own and are not an endorsement of or recommendation by the Texas Medical Association (TMA). Neither TMA nor their attorneys are engaged in providing legal advice, financial advice, investment advice, or retirement planning advice. You release TMA, its officers, employees, and all persons involved from any liability connected with the presentation. By attending you acknowledge that you have read, understood, and accepted this disclaimer and have been fully informed of your consent, release, and waiver of liability.

# AGENDA

## SATURDAY, OCT. 12

**Registration**  
6 am-4 pm | Foyer, 3rd Floor

**Exhibit Hall Open**  
7 am-12:30 pm | Foyer, 3rd Floor

**7-8:30 am Networking Breakfast**

**7 am-4:30 pm Business Meetings** See Business Meeting Schedule

**7:15-8:50 am** Salon I, 3rd Floor

### Ask the Expert: The Business of Personal Finance

**Moderator:** Kimberly Monday, MD

Physicians need information on managing personal finances, particularly at key times throughout their careers. This session will cover member questions on topics like debt management, education planning, and investments.

**Early Career**

7:15 –7:45 am: Intro and Discussion  
7:45 –8:00 am: Question and Answer Session

**Mid- and Established Career**

8:05 –8:35 am: Introduction and Discussion  
8:35 –8:50 am: Question and Answer session

**9-10 am Concurrent CME** (1 hour CME)

**Corporate Practice of Medicine and Health Care Outcomes** Salon J, 3rd Floor

Sheila Magoon, MD

- Describe the corporate practice of medicine
- Analyze health care outcomes in a corporate medicine model

**Communicate with Impact: Mastering Message Framing** (Ethics) Salon M, 3rd Floor

Therese Gopaul-Robinson, MPH

- Identify types of message framing to help increase patient compliance and/or get the attention of management
- Discuss the best message framing practices depending on the audience
- Assess common mistakes in getting your message heard

**10:10-11:10 AM  SMALL TALKS COFFEE BREAK**

The Small Talks Coffee Break is time to gather for casual conversations, make connections, and visit with exhibitors. This break is also a great opportunity to handle your hotel check-out before lunch begins. The hotel will be happy to hold your bags while you enjoy the rest of the conference. Just ask at the front desk!

Salon I, 3rd Floor	Small Talk A	Small Talk B	Small Talk C
10:10-10:30	International Medical Graduate Section (IMG)	LGBTQ Health Section (LGBTQHS)	Get Involved: First Tuesdays at the Capitol
10:30-10:50	Resident and Fellow Section (RFS)	Young Physician Section (YPS)	Get Involved: First Tuesdays at the Capitol
10:50-11:10	Women Physicians Section (WPS)	Medical Student Section (MSS)	Get Involved: Leadership Development Programs

# Store your bag and stay a while.

***Complimentary  
Baggage Check  
Saturday, Oct. 12***

**6 AM-4 PM  
FOYER, 3RD FLOOR**



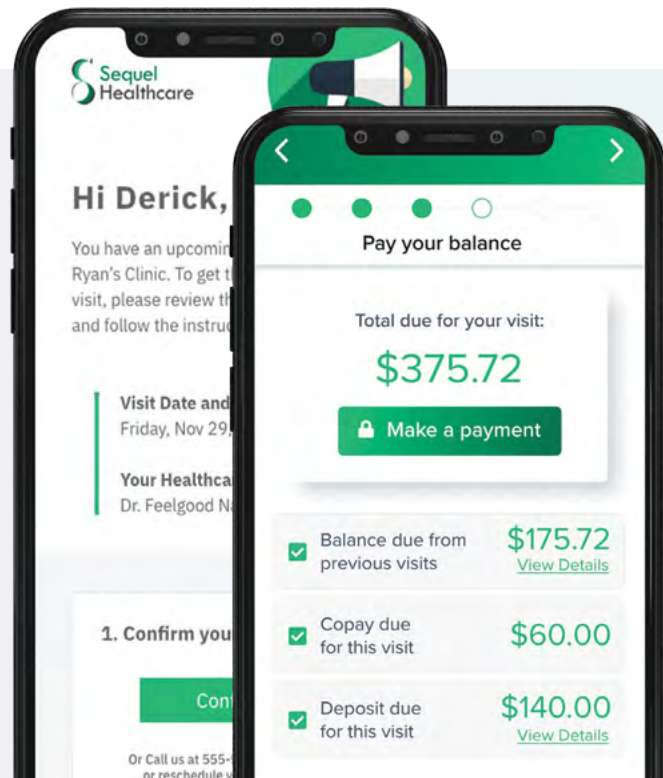
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# AGENDA

## SATURDAY, OCT. 12

**Registration**  
6 am-4 pm | Foyer, 3rd Floor

**Exhibit Hall Open**  
7 am-12:30 pm | Foyer, 3rd Floor

### HOTEL CHECK-OUT AT 11AM

**11:15 am-12:15 pm** (1 hour CME)  
**Concurrent CME**

**Augmented Intelligence: Benefits and Challenges** (Ethics) *Salon M, 3rd Floor*  
Rehan Ahmed, MD

- Discuss the use and benefits of augmented intelligence in patient care
- Explain the challenges and implications of implementing and using augmented intelligence in health care

**Practice Marketing: Creating Your Brand** *Salon J, 3rd Floor*  
Marny Lifshen

- Define key brand values that make your practice unique
- Analyze avenues for marketing and the costs/benefits of each
- Assess the different resources and tools for developing your practice advertising
- Discuss the keys to effectively communicate your brand to target audiences.

**12:30-2 pm** *Salon K, 3rd Floor*  
**General Session/Lunch**

#### Is There a New Business of Medicine?

Moderator: Maria C. Monge, MD

Panelists: Sara G. Austin, MD, Anna Buteau, MD; Zishan Hirani, MD, Cynthia L. Peacock MD

*Hosted by TMA Women Physicians Section with support from TMA Insurance Trust*

- Assess the evolving landscape of medicine
- Define strategies to engage young physicians
- Discuss approaches to appeal to the next generation of patients

**2:15-3:15 pm** *Salon K, 3rd Floor*  
**Legislative Update: What's Coming in 2025** (Ethics)

Clayton Stewart, Chief Lobbyist, TMA; G. Ray Callas, MD, President, TMA

- Discuss upcoming legislative issues and proposed regulations expected in 2025
- Assess how these changes may affect medicine in Texas



### SAVE THE DATES! FIRST TUESDAYS AT THE CAPITOL

Legislators need to hear from you – their physician, medical student, and alliance constituents – during the session to understand how proposed legislation can potentially impact the practice of medicine in Texas.

**Mark your calendar to take medicine's message to the Capitol**

**February 4 | March 4** (TMA Alliance and Young Physician Month)

**April 1** (TMA Medical Student and Resident Month)



MESSAGES now

So, what are you trying to tell me? 🤔

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# COUNSELING SERVICE:

TMA has contracted with **Anticipate Joy** to provide confidential online professional counseling services to licensed Texas physicians and their immediate family.



For more information, visit [texmed.org/WellnessFirst](https://www.texmed.org/WellnessFirst)

# CME INFORMATION

## Accreditation Statement

The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## Designation Statement

The Texas Medical Association designates this live activity for a maximum of 8 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This course has been designated by the Texas Medical Association for up to 6.5 credits of education in medical ethics and/or professional responsibility.

Credit designations are subject to change. See individual session descriptions for specific credit designations.

## Documenting Your CME Credits

All participants can self-report earned CME credits, including *AMA PRA Category 1 Credits™*, and credits for ethics/professional responsibility. Keep track of your participation to know how many hours/credits you intend to report.

At the end of the conference, visit [tinyurl.com/TMABoM-2024](https://tinyurl.com/TMABoM-2024) to self-report your CME credits (see next page). Once self-reported, your CME credits are reflected immediately in TMA's CME database, and your personal CME transcript will be available for viewing and printing.

For more information, contact the TMA Knowledge Center at (800) 880-7955, or visit [texmed.org/Transcripts](https://texmed.org/Transcripts).

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# HOW TO...

## Submit Conference Evaluation and Report CME

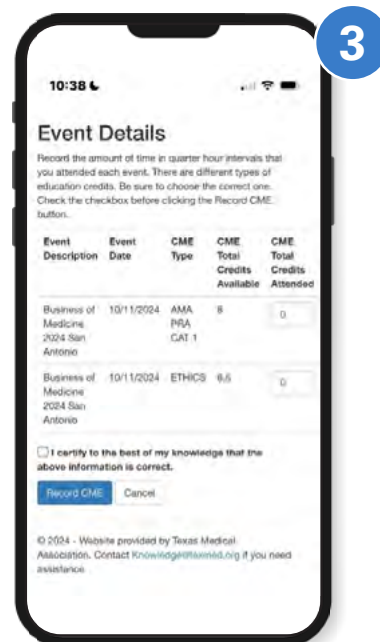
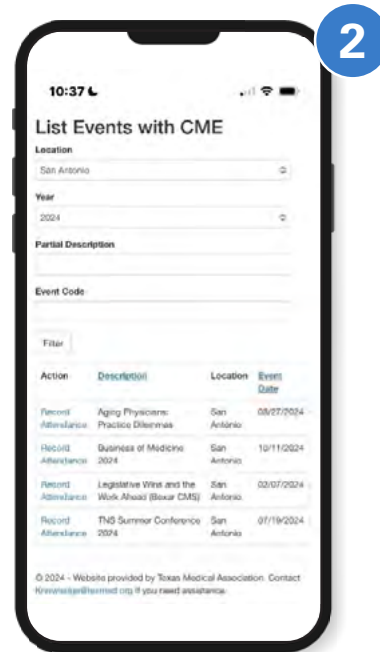
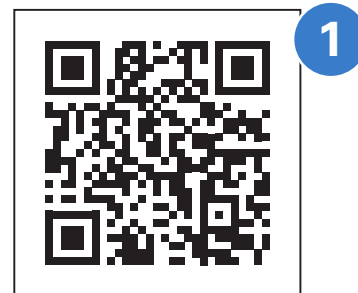
1 Click the QR code or visit [tinyurl.com/TMABOM-2024](https://tinyurl.com/TMABOM-2024) to complete the evaluation and continue to the CME reporting page.

2 You are now at the **List Events with CME** page.

- Log into your **TMA account**.
- Use the dropdown menus to select the location, San Antonio, and the year, 2024.
- Click on the **Filter** button.
- You will see a listing for **Business of Medicine Conference**.
- Click on **Record Attendance**.

3 This will take you to the **Event Details** page.

- **Enter the total number of credits you earned** in the appropriate box.  
(Physicians should claim only the credit commensurate with the extent of their participation in the CME activities.)
- **Select the check box** to certify the information is correct.
- Click on the **Record CME** button.



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# BUSINESS MEETINGS

A full list of TMA's boards, councils, committees, and sections is available at [texmed.org/BCInfo](http://texmed.org/BCInfo).

Many councils and committees hold business meetings in conjunction with TMA's Business of Medicine Conference. At the discretion of the chair, these groups may invite other TMA members and guests to attend their meeting. The chair may also determine whether a guest can participate in the meeting. Guests may be required to leave if the council or committee goes into an executive session for closed deliberation. If you are not a member of these groups, please ensure you have spoken with the appropriate chair or TMA staff member to request or confirm attendance. Meetings of TMA boards are limited to the members of those boards.

DAY	DATE	START	END	GROUP	LOCATION
<b>BOARD MEETINGS</b>					
Friday	Oct. 11	6:00 PM	8:00 PM	Board of Councilors	Conference Room 10
<b>CAUCUS MEETINGS</b>					
Friday	Oct. 11	4:00 PM	5:00 PM	House Steering Caucus	Pearl 3
Saturday	Oct. 12	7:00 AM	8:30 AM	Border Health Caucus	Pearl 1
<b>COMMITTEE MEETINGS</b>					
Thursday	Oct. 10	6:30 PM	7:30 PM	Committee on Patient-Physician Advocacy	Virtual
Friday	Oct. 11	9:00 AM	11:00 AM	Subcommittee for Academic Physicians	Conference Room 9
Friday	Oct. 11	11:00 AM	1:00 PM	Committee on History of Medicine	Conference Room 8
Friday	Oct. 11	1:00 PM	3:00 PM	Committee on Medicaid, CHIP and the Uninsured	Conference Room 16
Friday	Oct. 11	5:30 PM	7:30 PM	Committee on Alternative Payment Models	Conference Room 6
Friday	Oct. 11	6:00 PM	8:00 PM	Committee on Physician Distribution and Health Care Access	Conference Room 9
Friday	Oct. 11	6:30 PM	8:30 PM	Committee on Cancer	Conference Room 16
Saturday	Oct. 12	10:00 AM	12:00 PM	Interspecialty Society Committee	Pearl 1
<b>COUNCIL MEETINGS</b>					
Friday	Oct. 11	8:30 AM	12:00 PM	Council on Legislation	Salon F
Friday	Oct. 11	10:00 AM	12:00 PM	Council on Constitution & Bylaws	Conference Room 10
Friday	Oct. 11	10:00 AM	12:30 PM	Council on Socioeconomics	Conference Room 17
Friday	Oct. 11	11:00 AM	12:00 PM	Council on Legislation, Executive Session	Salon F
Friday	Oct. 11	11:00 AM	1:30 PM	Council on Medical Education	Pearl 1
Friday	Oct. 11	1:00 PM	4:00 PM	Council on Science and Public Health	Salon F
Friday	Oct. 11	1:45 PM	4:00 PM	Council on Medical Education, Executive Session	Conference Room 9
Friday	Oct. 11	6:00 PM	8:00 PM	Council on Health Service Organizations	Conference Room 16

Having trouble finding your meeting? Visit the registration desk or check the website for the up-to-date schedule.

# BUSINESS MEETINGS

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DAY	DATE	START	END	GROUP	LOCATION
<b>SECTION MEETINGS</b>					
Friday	Oct. 11	5:30 PM	7:00 PM	LGBTQ Health Section Business Meeting	Conference Room 15
Friday	Oct. 11	7:00 PM	8:30 PM	Resident and Fellow Section Business Meeting	Conference Room 11
Friday	Oct. 11	7:00 PM	8:30 PM	Young Physician Section Business Meeting	Conference Room 13
Saturday	Oct. 12	7:00 AM	8:30 AM	Women Physicians Section Business Meeting	Conference Room 20
Saturday	Oct. 12	3:30 PM	5:00 PM	Medical Student Section Business Meeting	Conference Room 20
<b>TEXPAC MEETINGS</b>					
Friday	Oct. 11	12:00 PM	2:00 PM	TEXPAC Candidate Evaluation Committee	Conference Room 20
Friday	Oct. 11	2:15 PM	3:00 PM	TEXPAC Executive Committee	Conference Room 20
Friday	Oct. 11	5:00 PM	6:00 PM	TEXPAC Patron Reception	Conference Room 20
Friday	Oct. 11	6:00 PM	7:00 PM	TEXPAC 300 Club Reception	Conference Room 20
Friday	Oct. 11	7:00 PM	9:00 PM	TEXPAC Board of Directors	Salon H
<b>TMA ALLIANCE MEETINGS</b>					
Friday	Oct. 11	9:30 AM	12:00 PM	TMA Alliance Nominating Committee	Conference Room 7
Friday	Oct. 11	12:30 PM	2:30 PM	TMA Alliance Board Meeting	Conference Room 6
Friday	Oct. 11	2:45 PM	5:00 PM	TMA Alliance Learning Session	Conference Room 5
<b>TMA FOUNDATION MEETINGS</b>					
Friday	Oct. 11	4:00 PM	6:00 PM	TMA Foundation Board of Trustees	Conference Room 14
<b>TMA INSURANCE TRUST MEETINGS</b>					
Friday	Oct. 11	5:30 PM	7:30 PM	TMA Insurance Trust Board of Trustees	Conference Room 7
<b>OTHER MEETINGS</b>					
Thursday	Oct. 10	5:30 PM	8:30 PM	County Medical Society Executives	Salon K
Friday	Oct. 11	5:30 PM	7:00 PM	Texas Delegation to the AMA	Pearl 1
Saturday	Oct. 12	10:00 AM	11:00 AM	TMA Diversity in Medicine Scholarship Recognition	Pearl 3

Having trouble finding your meeting? Visit the registration desk or check the website for the up-to-date schedule.

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**SAVE THE DATE**  
FOR FUTURE TMA MEETINGS



# TEX MED

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25



**MAY 8-10**

**JW MARRIOTT SAN ANTONIO  
HILL COUNTRY RESORT**

