

Riverside County Medical Association

***PHYSICIANS CARING
FOR THE PEOPLE OF
RIVERSIDE COUNTY
FOR OVER 100 YEARS***





WELCOME

Dear Colleague,

As a physician practicing medicine in Riverside County you will encounter many unique challenges. However, the good news is you don't have to face them alone. The Riverside County Medical Association (RCMA), along with the California Medical Association (CMA), is here to help you and your practice be successful.

Since 1893, we have been serving Riverside County physicians by providing educational training and practice resources while also representing physicians with a united voice in the local, state, and national legislature.

Together We Are Stronger! When we work together, and share resources, the challenge of practicing medicine in today's world is reduced.

Please join us. In addition to political, legal and economic advocacy, membership in the RCMA and CMA has many advantages such as: Reimbursement Advocacy, Medicare/Palmetto Support, Free Medical-Legal Resources & Education, Health Information Technology Support, Patient Complaint Resolution, Patient Referrals and free or low cost Physician CME and office staff training. These are just a few of the many benefits of your membership. As you review this packet of information, I believe you'll discover the benefits of membership far outweigh the reasonable cost to join.

Will you take a moment right now and join? A simplified membership application is included that can be faxed or mailed back to the RCMA. You can also apply on our website (www.rcmanet.org), or simply give us a call at (951) 686-3342. Upon receipt of your application, your provisional membership will be activated giving you access to all benefits. Once we complete the verification process, your application will be presented to the Board of Councilors for approval.

If you have any questions, or if we can be of any assistance, please feel free to call the RCMA @ (951) 686-3342.

Sincerely,



Joseph J.C. Lee, M.D., M.B.A., J.D.
President





WHY

Reimbursement Advocacy • You have a partner when problems arise with Medicare and commercial health plans. We have helped thousands of physicians recover millions of dollars in payments. *When you have problems with reimbursements, who will you call?*

Free Medical-Legal Resources & Education • Our legal experts provide member assistance for HR, medical regulatory or legal questions. Our online medical-legal library offers 4,500 pages of comprehensive legal information including current laws, regulations, court decisions, and sample forms related to the practice of medicine. *How much does an attorney cost you when you have legal questions?*

The Medical Injury Compensation Reform Act (MICRA)
MICRA is “on the table.” If Congress raises the caps on pain and suffering, your malpractice rates could more than double. *How would your practice be affected if your malpractice rates doubled?*

Medicare Cuts • We galvanized Congress to stop Medicare cuts five different times which could have represented a 30% cut in your Medicare rates. *How would a 30% reduction in Medicare rates affect your practice?*

Medi-Cal Program Cuts • Our legal efforts saved California doctors approximately \$170 Million by defending its 2008 lawsuit that blocked the State’s ability to impose a 10% Medi-Cal rate cut. We have also blocked a number of cost-savings measures that would have interfered with patient care. Later this year we will be arguing the case in front of the Supreme Court. *How will your practice be affected if Medi-Cal rates are cut further?*

Health Care Reform • We can’t stop health care reform, but together we can advocate for its smart implementation. Already we have taken action that has resulted in benefits to physicians and patients, such as: Expanding coverage where needed, establishing a high-risk insurance pool, and adopting insurance reforms. At the same time we are lobbying at the federal level to: Eliminate the Medicare Independent Payment Advisory Board, increase Medicaid rates for all physician specialties; and ensure that reimbursement rates are structured to take into account the geographic differences in physician practices costs. *What will Congress do to your rights if we don’t represent you?*

Preserving Physician Autonomy From Hospital Interference • We have successfully fought multiple attempts in the California Legislature to allow hospitals to employ physicians directly. This erosion of the “corporate bar” could compromise patient safety by removing the arms-distance contractual relationship doctors currently have with hospitals and render physicians’ medical groups irrelevant. We are facing two similar bills in the legislature again this year! *Would your practice be affected if hospitals had the ability to employ physicians directly?*

Health Information Technology (HIT) Implementation
The RCMA/CMA has been at the forefront of creating tools and resources to assist physicians with choosing and implementing EHR and qualifying for up to \$44,000 (Medicare)/\$66,000 (Medicaid) in Federal incentive payments. The RCMA sponsored Inland Empire EHR Resource Center (IEEHRC) is your local EHR resource center. The RCMA has provided leadership in the formation of the Inland Empire Health Information Exchange (IEHIE), a key requirement for meeting the standards needed to qualify for the funds. *Who will you have as an unbiased resource when needing EHR help?*

Patient Complaint Resolution • If a patient makes a complaint against you as an RCMA member, the case can be reviewed by the RCMA’s “Mediation and Medical Care Committee.” This will keep normal complaints and grievances a step away from affecting your permanent Medical Board Record. *Who would you rather review a patient grievance or complaint against you: The Medical Board of California, or your local peers?*

Training, Education & Support • Multiple times every month the RCMA/CMA offers you and your staff free and low cost training (live & webinars) to make your practice successful. *Who else is committed to regularly and inexpensively equipping you and your staff to succeed?*

These are just 10 of the many reasons to become a member of the RCMA/CMA!



BENEFITS

Financial Services

Merchant Services/ Payroll Services/ Check Management • Members receive exclusive discounts and a three-year rate guarantee on Heartland Payment System's suite of financial services, which includes credit card processing, payroll processing, and check management. Heartland offers a full suite of services to meet the needs of the health care market.

CMA Credit Card • Physicians can show their CMA pride with CMA-branded credit cards from Bank of America.

Practice Financing • Members get reduced loan administration fees from Banc of America Practice Solutions (a subsidiary of Bank of America) for software upgrades, practice expansion, and equipment purchasing.

Health Information Technology

DocBooksMD • DocBookMD is a HIPAA-compliant iPhone and Android app that lets you connect, communicate and collaborate with your local medical community which is only available to RCMA members.

Inland Empire EHR Resource Center (IEEHRC) • The RCMA sponsored IEEHRC was established to help Riverside County physicians adopt and utilize Electronic Health Records.

RCMA & CMA HIT Resource Centers • We are closely monitoring the electronic standards development process, and update our Resource Centers regularly. Visit the RCMA and CMA Websites to view the latest information.

Inland Empire Health Information Exchange (IEHIE) • The RCMA sponsored IEHIE provides 'connector' technology to allow secure patient information sharing among healthcare providers at the point of care.

Insurance

Professional Liability Coverage • Our endorsed partner for professional liability coverage is NORCAL Mutual Insurance Company who insures over 20,000 physicians, medical groups, clinics, hospitals and ancillary healthcare facilities. NORCAL continually strives to remain true to their history and values, and to maintain their singular focus on protecting their policyholders' careers and professional reputations while supporting the delivery of quality patient care.

Medical, Workers' Comp, Life, Disability, Long-Term Care and More • Members receive discounted rates on insurance products for solo, small, medium, and large groups through Marsh Affinity Group Services.

Auto & Homeowners Insurance • Discounted auto and homeowners insurance for members through Mercury Insurance Group.

Legal Services

Medical Legal Library • The Medical Legal Library is an online library with over 4,500 pages of up-to-date legal information on a variety of subjects of everyday importance to practicing physicians.

Legal Services • Our legal experts provide immediate member assistance for HR, medical regulatory or legal questions.

Other Benefits/Supplies/Resources

Patient Complaint Resolution • If a patient makes a complaint against you as an RCMA member, then the case can be reviewed by the RCMA's "Mediation and Medical Care Committee." This will keep normal complaints and grievances a step away from affecting your permanent Medical Board Record.

Classified Ads • Members receive unlimited free ads for their practice on the RCMA website.

Inland Empire Medical Careers • Members receive a \$100 reduction for each job posting on our partner site.

Epocrates • Members receive a discount on all Epocrates mobile and online products. Epocrates provides point-of-care access (via mobile devices and the web) to information on drugs, diseases and diagnostics.

Staples • Save up to 80% on office supplies and equipment from Staples.

MedicAlert • MedicAlert is a nonprofit foundation with over 50 years of lifesaving experience identifying and providing vital medical information to emergency personnel for over 4 million members worldwide. Members and their patients save \$10 on new adult enrollments and \$2.95 on Kid Smart Enrollments.

Security Prescriptions • Get 15% off tamper-resistant security prescription pads and printer paper.

Magazine Subscriptions • 50% off subscriptions to hundreds of popular magazines, with a best price match guarantee.

Car Rentals • Save up to 25% on car rentals for business or personal travel.

Patient Referrals

RCMA & CMA Website • Every member has a profile posted on both the RCMA & CMA websites, so patients looking for a quality physician can find you.

Inland Empire Foundation For Medical Care PPO Network Membership • As an endorsed partner of the Riverside County Medical Association, the \$450 annual participation fee is waived for all RCMA members.

Practice Management

Reimbursement Help Center • Trouble getting paid? Call our reimbursement experts for personal assistance with contracting or reimbursement issues.

Free Billing and Coding Assistance • Through our endorsed Partner CHMB Solutions, RCMA members receive free coding help and other services/products at discounted rates.

Payor Contract Analysis • Members have free access to objective written analyses of major health plan contracts. Each analysis is designed to help physicians understand their rights and options when contracting with a third party payor, as well as an understanding of contract provisions that are prohibited by California law.

Professional Development

Local Physician & Office Staff Training • We are committed to equipping you and your staff to be successful in your medical practice. Multiple times each year throughout the county we are committed to presenting free or lowcost workshops to increase your effectiveness.

CME Tracking/ Credentialing • CMA's Institute for Medical Quality certifies CME activity for credentialing purposes to the Medical Board of California, as well as to hospitals, health plans, specialty societies, and others.

Webinar Series • Our webinar series gives physicians the opportunity to watch online presentations on important topics of interest and interact with legal and financial experts from the comfort of their homes or offices. The webinars are free to members and their staff.

Publications

Inland Empire Medicine • RCMA's bi-monthly newsletter delivered via fax and email with up-to-the-minute news relevant to your practice.

RCMA Annual Membership Directory • Every year the RCMA publishes a member directory. Not only is your information included, but it is filled with useful information to help your practice.

CMA Publications • The CMA regularly publishes multiple print and e-newsletters such as CMA Alert, CMA Practice Resources, OMSS Advocate, CMA Legislative Hot List, CMA's In the News, Captial Insight, Legal Case List, Regulations Quick List, and CMA Press Clips.



For more information about member benefits, please contact the RCMA @ (951) 686-3342

JOIN

JOIN TODAY!

...For The Promotion Of The Science And Art Of Medicine

... For The Care And Well-Being Of Patients

... For The Protection Of The Public Health

... For The Betterment Of The Medical Profession



Dues Category	RCMA/CMA Dues Rate
1 st Year New Members*	\$473
2 nd Year New Members*	\$710
Regular Membership	\$945



* 1st & 2nd Year New Member Discounts only applies to those who have not previously been a part of organized medicine in California

Yes, I want to join the Riverside County Medical Association and California Medical Association. Please contact my office to retrieve any additional information needed to complete my membership application.



Office Contact: _____ Phone: _____

Print Name: _____ Date: _____

Signature: X _____

Payment Information

VISA MasterCard AMEX Check Payable To: RCMA

Card #: _____

Exp. Date: _____ Security Code _____ Total Amount: _____

Cardholder Name: _____

Authorized Cardholder

Signature Required: X _____

Card Billing Address: _____

Completed forms may be Faxed to the RCMA @ (951) 686-3342, Emailed to rcma1@rcmanet.org, or Mailed to the RCMA, 3993 Jurupa Ave., Riverside, CA 92506