

POCKET PAL

Health System Reform



MASA's 2010 Annual Session
April 9-10 • Huntsville



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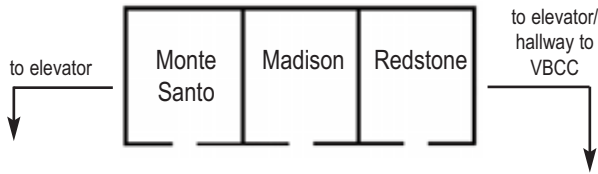


UnitedHealthcare and
Ovations are proud to
support the Medical
Association of the
State of Alabama
Annual Session.

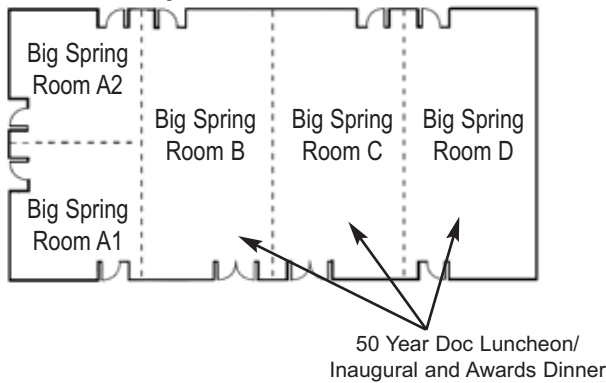
CONFERENCE CENTER MAP

SCHEDULE

Embassy Second Floor

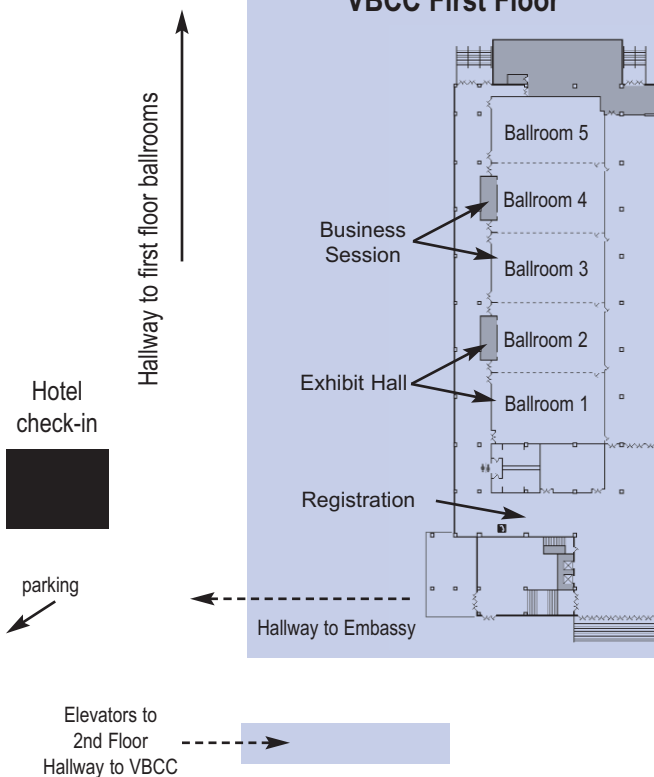


Embassy First Floor



50 Year Doc Luncheon/
Inaugural and Awards Dinner

VBCC First Floor



Thursday, April 8

6:00 p.m. – 8:00 p.m. ProAssurance Risk Reduction Seminar
Embassy Big Spring Rooms C-D

Friday, April 9

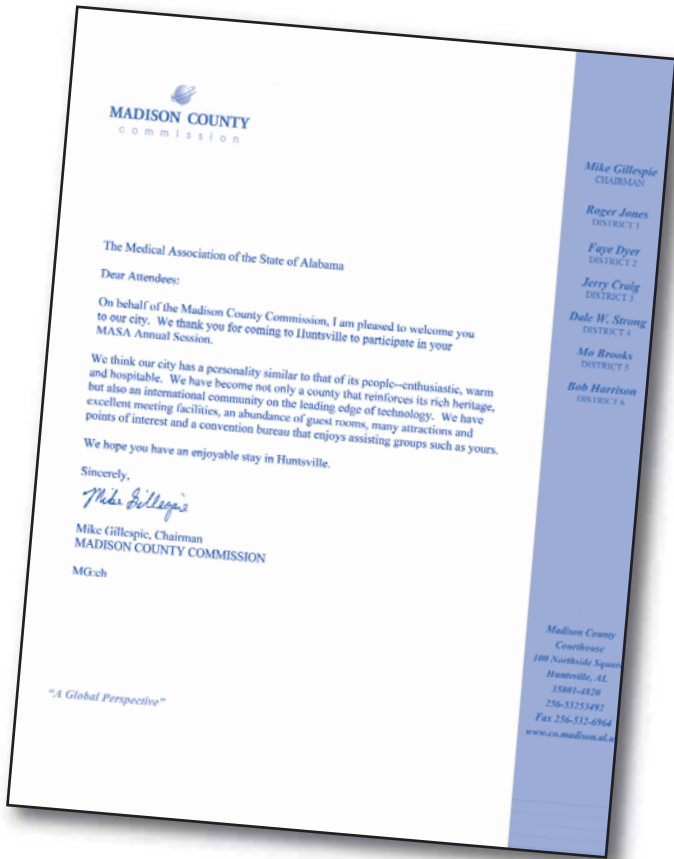
7:00 a.m. – 7:00 p.m. Registration – VBCC
7:30 a.m. – 2:15 p.m. Exhibit Hall Open
VBCC Ballrooms 1-2
7:30 a.m. – 9:00 a.m. Exhibit Hall Grand Opening
9:00 a.m. – 12:15 p.m. Collaborative Practice Seminar*
VBCC Ballroom 4
11:00 a.m. – 12:00 p.m. Reference Committee
VBCC Ballroom 3
12:00 p.m. – 1:00 p.m. 50 Year Club Luncheon*
Embassy Big Spring Rooms BCD
1:00 p.m. – 2:00 p.m. Break with Exhibitors – VBCC
2:00 p.m. – 3:00 p.m. Ellann McCrory, MD, Leadership Lecture
Moving Forward with Health System Reform: First Do No Harm
VBCC Ballroom 4
3:00 p.m. – 4:30 p.m. Panel Discussion: *Shaping Health System Reform* – VBCC Ballroom 4
5:00 p.m. – 6:00 p.m. Young Physicians Section,
Resident/Medical Student Section
Embassy Redstone
5:30 p.m. – 7:00 p.m. Wine Reception – VBCC Ballrooms 1-2
7:00 p.m. – 8:30 p.m. President's Inaugural and Awards Dinner*
Embassy Big Spring Rooms ABCD
8:30 p.m. President's Dessert Reception
Embassy Terrace/Atrium

Saturday, April 10

7:00 a.m. Registration – VBCC
8:00 a.m. – 9:30 a.m. District Caucus meetings (Embassy)
District 1 – Big Spring Room C
District 2 – Madison Room
District 3 – Redstone Room
District 4 – Big Spring Room A-2
District 5 – Monte Santo
District 6 – Big Spring Room B
District 7 – Big Spring Room A-1
8:45 a.m. – 12:00 p.m. Exhibit Hall Open – VBCC
9:30 a.m. – 10:30 a.m. Jerome Cochran, MD, Lecture
The Surgeon General's Vision for a Healthy and Fit Nation
VBCC Ballrooms 3-4
10:30 a.m. – 11:30 a.m. Strolling Brunch – VBCC
11:45 a.m. – till MASA Business Session
VBCC Ballrooms 3-4
6:30 p.m. Family Fun Night
U.S. Space and Rocket Center

*Ticketed events

WELCOME



Dear Attendees:

On behalf of the Madison County Commission, I am pleased to welcome you to our city. We thank you for coming to Huntsville to participate in your MASA Annual Session.

We think our city has a personality similar to that of its people – enthusiastic, warm and hospitable. We have become not only a county that reinforces its rich heritage, but also an international community on the leading edge of technology. We have excellent meeting facilities, an abundance of guest rooms, many attractions and points of interest and a convention bureau that enjoys assisting groups such as yours.

We hope you have an enjoyable stay in Huntsville.

Sincerely,
Mike Gillespie, Chairman
MADISON COUNTY COMMISSION

WELCOME

Dear Attendees:

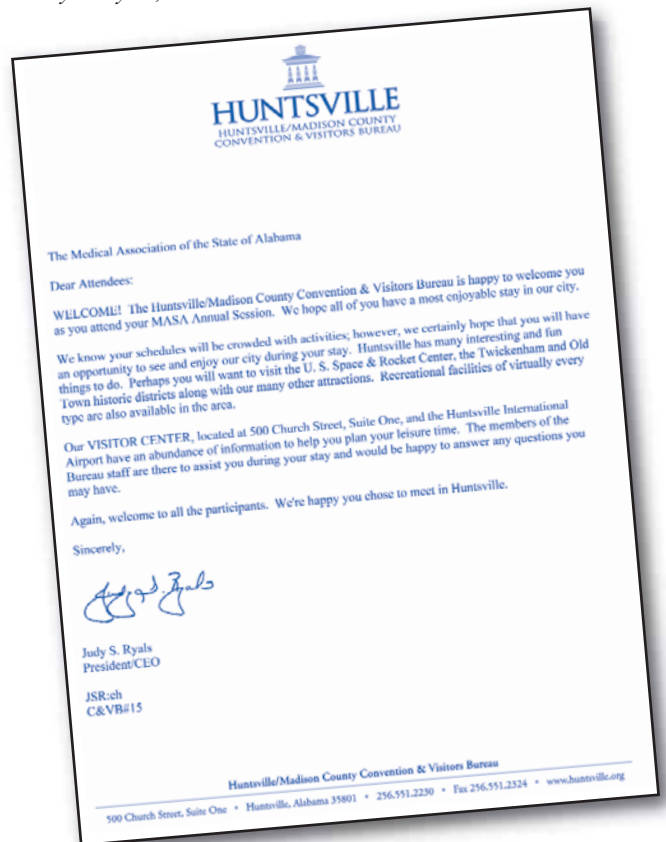
WELCOME! The Huntsville/Madison County Convention & Visitors Bureau is happy to welcome you as you attend your MASA Annual Session. We hope all of you have a most enjoyable stay in our city.

We know your schedules will be crowded with activities; however, we certainly hope that you will have an opportunity to see and enjoy our city during your stay. Huntsville has many interesting and fun things to do. Perhaps you will want to visit the U.S. Space & Rocket Center, the Twickenham and Old Town historic districts along with our many other attractions. Recreational facilities of virtually every type are also available in the area.

Our VISITOR CENTER, located at 500 Church Street, Suite One, and the Huntsville International Airport have an abundance of information to help you plan your leisure time. The members of the Bureau staff are there to assist you during your stay and would be happy to answer any questions you may have.

Again, welcome to all the participants. We're happy you chose to meet in Huntsville.

Sincerely,
Judy S. Ryals, President/CEO



Thursday, April 8

6:00 p.m. – 8:00 p.m.

ProAssurance Risk Reduction Seminar

Friday, April 9

Guests of the Embassy Suites receive a complimentary cooked-to-order breakfast. *Check with hotel staff for service times.*

7:00 a.m. – 7:00 p.m.

Registration

7:30 a.m. – 2:15 p.m.

Exhibits Open

Grand Opening Events

Strawberry DNA Extraction by HudsonAlpha

DNA is the genetic “instruction book” inside all living cells. The educational outreach team at the HudsonAlpha Institute for Biotechnology will talk about the location and function of DNA and lead participants in a hands-on experiment to extract DNA from various types of fruit, including juicy red strawberries.



U.S. Space and Rocket Center Demonstration

Participants will view alum crystals, which are directly related to biomedical experiments in space.

Fabulous give-aways

- Embassy Suites – Spa package with one night stay
- Ruth’s Chris Steakhouse – \$50 Gift Card
- Madison County Medical Society – “Uniquely Huntsville/Madison County” gift basket valued at \$150
- Huntsville/Madison County Convention and Visitors Bureau – Duffel bag of goodies

9:00 a.m. – 12:15 p.m.

Ensuring Quality in the Collaborative Practice: Working together to deliver quality healthcare

The seminar is designed for doctors of medicine and osteopathy, certified registered nurse practitioners and certified nurse midwives who are in or considering entering into a collaborative practice agreement. Faculty members are: Charlene Cotton, MSN, RN, Nurse Consultant for Advanced Practice Nursing of the Alabama Board of



Cotton



Enfinger



Hudson



Thomas

Nursing; Pat Enfinger, RN, Collaborative Practice Inspector of the Alabama Board of Medical Examiners; Ray Hudson, MD, Collaborative Practice Consultant to the Alabama Board of Medical Examiners; and Cheryl Thomas, MSM, RN, Collaborative Practice Inspector of the Alabama Board of Medical Examiners.

11:00 a.m. – 12:00 p.m.

Reference Committee Meeting

12:00 p.m. – 1:00 p.m.

****50 Year Club Luncheon***

Join us in honoring members of the Medical Association who have dedicated their lives to the medical profession. (See page 22 for a list of this year’s honorees.)

Advance ticket purchase is required.

1:00 p.m. – 2:00 p.m.

Break in Exhibit Hall

PROGRAM

2:00 p.m. – 3:00 p.m.

Ellann McCrory, MD, Leadership Lecture
*Moving Forward with Health System Reform:
First Do No Harm*



Turner

Grace-Marie Turner, president of the Galen Institute, will discuss cutting-edge ideas that support innovation, individual freedom, consumer choice, and competition in the health sector.

3:00 p.m. – 4:30 p.m.

Shaping Health System Reform



Griffith



Price

Learn how medical association policy mixes with Capitol Hill give-and-takes.

Panelists include two Capitol Hill insiders –

Congressmen **Parker Griffith, MD, (R-AL)** and **Tom Price, MD, (R-GA)** – and a former AMA Council on Medical Service member, **W. Jeff Terry, MD**, of Mobile.



Terry

5:00 p.m. – 6:00 p.m.

Young Physicians Section Meeting
Resident/Medical Student Section Meeting

5:30 p.m. – 7:00 p.m.

Wine Reception

PROGRAM

7:00 p.m. – 8:30 p.m.

**President's Inaugural and Awards Dinner*

Steven P. Furr, MD, of Jackson, will take the oath of office as MASA's 135th president. In addition, the following awards will be presented: Samuel Buford Word Award, Paul W. Burluson Award, Ira L. Myers Service Award, William Crawford Gorgas Award, William Henry Sanders Award, Douglas L. Cannon Broadcast Journalism Award and the William H. McDonald Print Journalism Award. (See page 21 for a list of this year's honorees.)



Furr

A dessert reception will follow.

Advance ticket purchase is required.

Saturday, April 10

Guests of the Embassy Suites receive a complimentary cooked-to-order breakfast. *Check with hotel staff for service times.*

7:00 a.m.

Registration

8:00 a.m. – 9:30 a.m.

District Caucus Meetings

8:45 a.m. – 12:00 p.m.

Exhibits Open

9:30 a.m. – 10:30 a.m.

Jerome Cochran, MD, Lecture –
*The Surgeon General's Vision for a
Healthy and Fit Nation*

Learn from Alabama's own **Regina M. Benjamin, MD, MBA**, about the challenges the nation's public health system faces in improving the health of Americans.



Benjamin

PROGRAM

10:30 a.m. – 11:30 a.m.

Strolling Brunch

Door Prize Drawings

11:45 a.m. – till

MASA Business Session

6:30 p.m.

Family Fun Night, U.S. Space and Rocket Center

Bring your family and join us for pizza, “space ice cream” and these amazing opportunities:

- Space Center Exhibits
- Simulators
- IMAX Movie

Special thanks to the Madison County Medical Society for co-sponsoring this event.



EXHIBITORS

Alabama Army National Guard – Booth 3

Ronald Santana
1630 S Broad St
Mobile, AL 36605-1806
251-370-4675
ronald.santana@us.army.mil

Alabama Board of Medical Examiners – Booth 42

Cheryl Thomas
848 Washington Ave
Montgomery, AL 36104-3839
334-242-4116
cthomas@albme.org • www.albme.org

Alabama Department of Public Health, Colorectal Cancer Program – Booth 8

Allison Lance
Colorectal Cancer Prevention
201 Monroe St
Montgomery, AL 36104-3735
334-206-3887
allison.lance@adph.state.al.us • www.alabamacancercontrol.org

Alabama Physicians Health Program – Booth 40

Dr. Greg Skipper
19 S Jackson St
Montgomery, AL 36104-3812
www.alabamaphp.org

Alabama Society of Physician Assistants – Booth 44

Christy Long
PO Box 1900
Montgomery, AL 36102-1900
334-315-6112
aspa@knology.net • www.myaspa.org

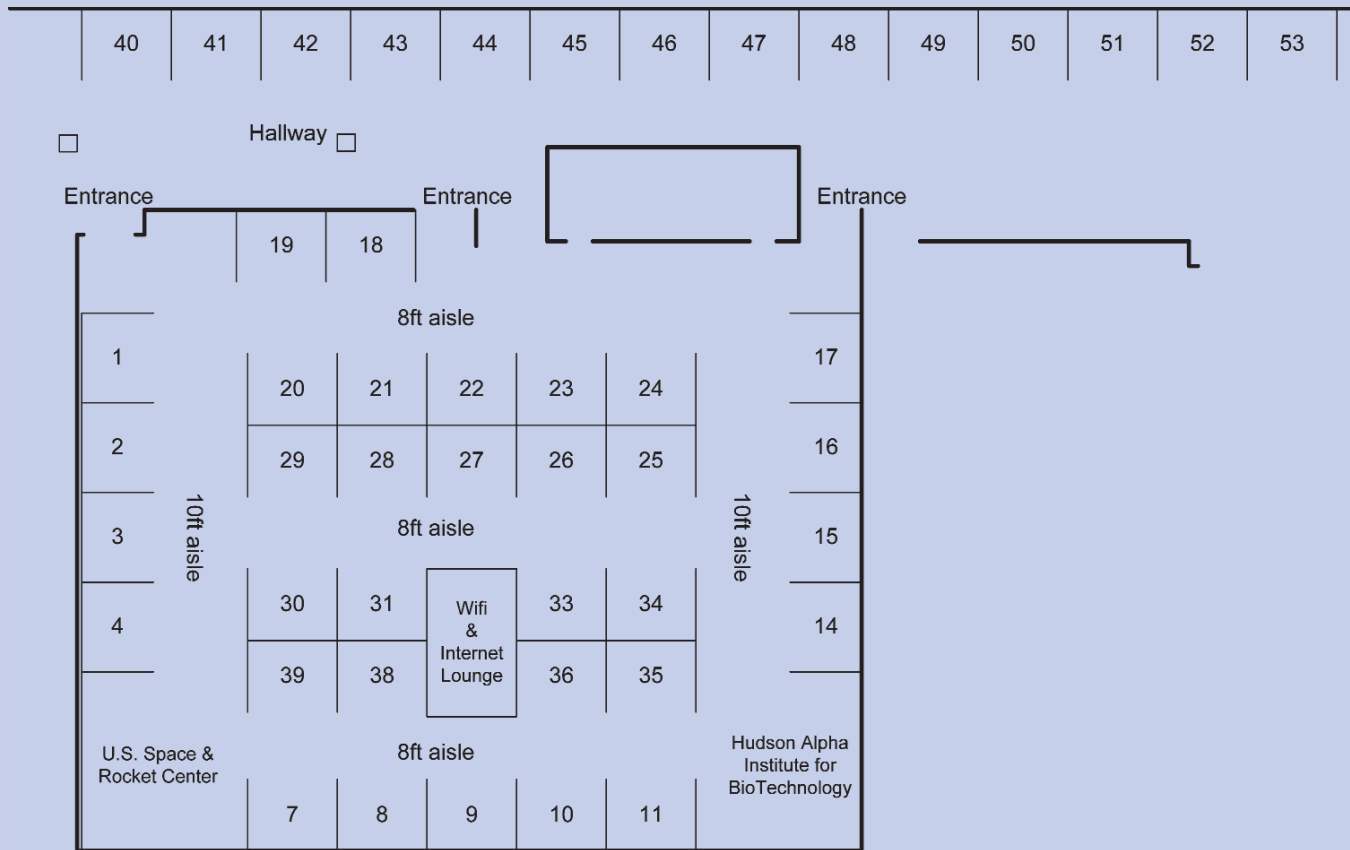
Alabama Vascular/Vein Center – Booth 34

James H. Isobe, MD
700 Montgomery Hwy Ste 210
Birmingham, AL 35216-1869
205-823-0151
jmisobe@me.com • www.alabamavasculard.com

All-Kids, Children's Health Insurance Program – Booth 20

Ms. Knoxe Williams
PO Box 303017
Montgomery, AL 36130-3017
334-206-2933
knoxe.williams@adph.state.al.us • www.adph.org/allkids

EXHIBIT HALL



Booth	Company Name
1	The Medical Practice Resource Group
2	The Burell Group
3	Alabama Army National Guard
4	UAB Huntsville Regional Medical Campus
5-6	US Space & Rocket Center
7	Professional Communication Services, LLC
8	Alabama Department of Public Health, Colorectal Cancer Program
9	Southern Medical Association
10	Merck & Co., Inc.
11	Reckitt Benckiser
12-13	HudsonAlpha Institute for Biotechnology
14	American Medical Association
15	US Army Healthcare Recruiting
16	Disability Determination Service

Booth	Company Name
17	Benchmark Orthotics and Prosthetics
18	Healthcare Workers' Compensation Fund
19	Blue Cross Blue Shield of Alabama
20	All-Kids, Children's Health Insurance Program
21	drs4drs
22	PB Brokerage, LLC
23-26	ProAssurance, Inc.
27	Professional Billing, Inc.
28	INSPIRIS
29	Purdue Pharma, L.P.
30	SportsMED Orthopaedic Surgery & Spine Center
31	Sherlock, Smith & Adams
32/37	Jackson Thornton Technologies, LLC
33	Cunningham Pathology LLC
34	Alabama Vascular/Vein Center

Booth	Company Name
35	Gammons-Laidig Group
36	Radical Radiology
38	UAB Medicine Physician Services
39	University of Alabama Alumni Association
40	Alabama Physicians Health Program
41	AMASA
42	Alabama Board of Medical Examiners
43	MASA
44	Alabama Society of Physician Assistants
45	Madison County Medical Society/Madison County Medical Alliance
46	North Alabama Medical Reserve Corps
47	Novo Nordisk
48	Cardiovascular Associates, P.C.
49	United HealthCare

EXHIBITORS

AMASA – 41

Mrs. Terri Turner
19 S. Jackson St
Montgomery, AL 36104
(334) 954-2500
www.masalink.org/about.aspx?id=226

American Medical Association – Booth 14

Gail Fritz
515 N State St
Chicago, IL 60654-4820
312-464-5319
gail.fritz@ama-assn.org • www.ama-assn.org

Benchmark Orthotics and Prosthetics – Booth 17

Glen Waldner
2865 Zelda Rd
Montgomery, AL 36106-2614
334-395-8118
glen.waldner@physiocorp.com

Blue Cross Blue Shield of Alabama – Booth 19

Rhenae M. Kennedy
450 Riverchase Pkwy E
Birmingham, AL 35244-2858
205-220-3801
rkennedy@bcbsal.org • www.bcbsal.com

The Burrell Group – Booth 2

Andrew Burrell
300 Cahaba Park Cir Ste 111
Birmingham, AL 35242-5044
205-991-8190
aburrell@theburrellgroup.com

Cardiovascular Associates, P.C. – Booth 48

Margaret Ann Webb
1280 Columbia Road, Suite 100
Birmingham, AL 35216
205-599-3525
mwebb@cvapc.com • www.cvapc.com

Cunningham Pathology LLC – Booth 33

Abi Wright
924 Montclair Rd Ste 200
Birmingham, AL 35213-1200
205-383-7684
awright@cunninghampathology.com
www.cunninghampathology.com

EXHIBITORS

Disability Determination Service – Booth 16

Olivia Fralish
PO Box 830300
Birmingham, AL 35283-0300
205-989-2239
kari.yeager@ssa.gov

drs4drs – Booth 21

Melody Gill
207 Commerce Cir SW Ste 4
Decatur, AL 35601-6839
256-351-9788
mlgill@drs4drs.com • www.drs4drs.com

Gammons-Laidig Group – Booth 35

Helen Gammons
4800 Whitesburg Dr S Ste 30-292
Huntsville, AL 35802-1698
256-882-6359
hg@gammons-laidig.com • www.gammons-laidig.com

Healthcare Workers' Compensation Fund – Booth 18

Rebecca D. Hall
2567 Fairlane Dr Ste 300
Montgomery, AL 36116-1643
334-323-9136
rhall@hwcf.net • www.hwcf.net

HudsonAlpha Institute for Biotechnology

Cathy Kholanjani
601 Genome Way
Huntsville, AL 35806-2908
256-327-0400
ckholanjani@hudsonalpha.org • www.hudsonalpha.org

INSPIRIS – Booth 28

Kathy Rudman
10 Cadillac Drive, Suite 350
Brentwood, TN 37027
310-903-3460
kathy.rudman@inspiris.com • www.inspiris.com

Jackson Thornton Technologies, LLC – WiFi Lounge

Kyle Sylvest
200 Commerce Street
Montgomery, AL 36106
334-834-7660
ksylvest@jttconnect.com • www.jacksonthornton.com

EXHIBITORS

Madison County Medical Society/ Madison County Medical Alliance – Booth 45

Ms. Laura Moss
3330 L and N Dr SW Ste I
Huntsville, AL 35801-5349
256-881-7321
lauramcms@bellsouth.net • www.madisoncountydoctors.org

MASA – Booth 43

Mr. Cary Kuhlmann
Mrs. Jennifer Hancock
19 S Jackson St
Montgomery, AL 36104-3812
334-954-2500
www.masalink.org

The Medical Practice Resource Group – Booth 1

Al G. Reynolds
1770 Independence Ct
Birmingham, AL 35216-1259
205-868-9222
al@themprg.com • www.themprg.com

Merck & Co., Inc. – Booth 10

Rita Wright
11605 Haynes Bridge Rd., Ste 300
Alpharetta, GA 30009
205-572-5827
rita_wright@merck.com • www.merck.com

North Alabama Medical Reserve Corps – Booth 46

Ashley Hays
3330 L and N Dr SW Ste 1
Huntsville, AL 35801-5380
256-881-7321
ashleymcems@bellsouth.net • www.northalabamamrc.com

Novo Nordisk – Booth 47

John Howard
802 Fagan Springs Drive SE
Huntsville, AL 35801
jhwa@novonordisk.com
www.novonordisk-us.com • www.novomedlink.com

PB Brokerage, LLC – Booth 22

Royce Snider
1800 N Westwood Blvd
Poplar Bluff, MO 63901-2832
573-421-3600
royce@se-holdings.com

EXHIBITORS

ProAssurance, Inc. – Booths 23, 24, 25, 26

Mr. Tom Phelps
100 Brookwood Pl Ste 500
Birmingham, AL 35209-6832
205-877-4400
www.proassurance.com

Professional Billing, Inc. – Booth 27

David Levins
2257 Taylor Road, Suite 200
Montgomery, AL 36117
dlevins@mypbi.com • www.mypbi.com

Professional Communication Services, LLC – Booth 7

Diane C. Phillips
101 Bob Wallace Ave SW Ste B1
Huntsville, AL 35801-3843
256-536-3821
dcphillips@pcshsv.com • www.pcshsv.com

Purdue Pharma, L.P. – Booth 29

One Stamford Forum
Stamford, CT 6901
203-588-7458
anna.boccuzzi@pharma.com • www.pharma.com

Radical Radiology – Booth 36

Amber Trotman
524 Huffman Rd
Birmingham, AL 35215-8300
205-520-9320
atrotman@radicalradiology.com • www.radicalradiology.com

Reckitt Benckiser – Booth 11

Dionne Liner
Keith Tuck
11002 Rockcliff Dr NW
Huntsville, AL 35810-1225
keith.tuck@rb.com • www.rb.com

Sherlock, Smith & Adams – Booth 31

Chip DeShields
3047 Carter Hill Rd
Montgomery, AL 36111-1801
334-263-6481
chip.deshields@ssainc.com • www.ssainc.com

Southern Medical Association – Booth 9

Kendra Blackmon
35 W Lakeshore Dr
Birmingham, AL 35209-7254
205-945-1840
kblackmon@sma.org • www.sma.org

EXHIBITORS

SportsMED Orthopaedic Surgery & Spine Center – Booth 30

LeighAnn Lackey
4715 Whitesburg Dr S
Huntsville, AL 35802-1632
256-509-2188
llackey@sportsmedlink.com • www.sportsmedalabama.com

University of Alabama Alumni Association – Booth 39

Erica Hollins
811 20th Street South
Birmingham, AL 35294-2140
205-934-4463
ehollins@uab.edu • www.alabamamedicalalumni.org

UAB Huntsville Regional Medical Campus – Booth 4

Paula Cothren
301 Governors Drive SW
Huntsville, AL 35801
256-539-7757
pdc@uab.edu

UAB Medicine Physician Services – Booth 38

M.J. Tucker
500 22nd St S
Birmingham, AL 35233-3110
205-934-6898
mjtucker@uabmc.edu

UnitedHealthcare – Booth 49

Mellisia Spain
33 Inverness Center Parkway
Birmingham, AL 35242
205-537-8566
mellisia_spain@UHC.com • www.uhc.com

US Army Healthcare Recruiting – Booth 15

Katherine Murdock
2100 16th Ave S Ste 100
Birmingham, AL 35205-5053
205-930-9719
katherine.murdock@usarrc.army.mil

US Space & Rocket Center

Kami Davis
1 Tranquility Base
Huntsville, AL 35805-3371
kamid@spacecamp.com • www.spacecamp.com/museum/

JEROME COCHRAN, MD, LECTURE



Vice Admiral Regina M. Benjamin, MD, MBA, took office as the 18th Surgeon General of the United States Public Health Service in 2010. As America's Doctor, she provides the public with the best scientific information available on how to improve their health and the health of the nation. Dr. Benjamin also oversees the operational command of 6,500 uniformed health officers who serve in locations around the world to promote, protect, and advance the health of the American People.

Dr. Benjamin is founder and former CEO of the Bayou La Batre Rural Health Clinic. In 2002 she became president of the Medical Association State of Alabama, and in 1995, she was the first physician under age 40 and the first African-American woman to be elected to the American Medical Association Board of Trustees. She served as president of the American Medical Association Education and Research Foundation and chair of the AMA Council on Ethical and Judicial Affairs.

The Office of the Surgeon General has named four areas of focus in addressing public health concerns: disease prevention, eliminating health disparities, public health preparedness, and improving health literacy.

Jerome Cochran, MD, (1831-1896) was born in Mississippi and earned his medical degree at the Medical College, University of Nashville, Tenn., in 1861. He started his medical work in Alabama in Mobile where he first served as professor of chemistry at the Medical College of Alabama (1868-1873) and then chairman of the Department of Public Hygiene and Medical Jurisprudence (1873-1879). He was also very active in the Medical Society of Mobile County.

The State Association was in disarray after the Civil War and Dr. Cochran played a prominent role in its reorganization. Serving as secretary of the Association from 1869-1873, he proposed a strong centralized approach in a new constitution that was adopted at the Association's meeting in Tuscaloosa in 1873.

In 1875, a state law implementing this plan was passed by the Alabama Legislature, with the creation of state and county boards of health. Two years later, requirements for licensure through a board of medical examiners were established. In both cases, these functions of public health and licensure were to be controlled through physician leaders of the Association.

In 1879, the first state appropriation of \$3,000 was made for public health and Dr. Cochran was appointed as the first state health officer, a position he held until 1896.

For his outstanding leadership and contributions to the Association and to public health in Alabama, the membership voted in 1898 to honor him. This lecture is a continuation of this tradition.

ELLANN MCCRORY, MD, LEADERSHIP LECTURE

GENERAL INFORMATION



Grace-Marie Turner is president of the Galen Institute, a public policy research organization she founded in 1995 to promote an informed debate over free-market ideas for health reform.

She has been instrumental in developing and promoting ideas for reform that transfer power over health care decisions to doctors and patients. She speaks and writes extensively about incentives to promote a more competitive, patient-centered marketplace in the health sector.

Grace-Marie speaks extensively in the U.S. and abroad, including at the London School of Economics, Oxford University, and the Gregorian University at the Vatican in Rome. She testifies regularly before Congress and advises senior government officials, governors, and state legislators on health policy.

Grace-Marie is founder and facilitator of the Health Policy Consensus Group which serves as a forum for analysts from market-oriented think tanks around the country to analyze and develop policy recommendations. She is the editor of *Empowering Health Care Consumers through Tax Reform* and produces a widely-read weekly electronic newsletter, *Health Policy Matters*. She has been published in major newspapers, including *The Wall Street Journal* and *USA Today*, she has appeared on ABC's 20/20 and on hundreds of radio and television programs in the U.S. In 2007, she received the 2007 Outstanding Achievement Award for Promotion of Consumer Driven Health Care from Consumer Health World.

This lectureship was named for a longtime supporter of the Medical Association of the State of Alabama, Ellann McCrory, MD. Raised in Butler Springs, Dr. McCrory attended the University of Alabama Medical School, completed a radiology residency in Memphis and went into private practice in Fort Payne. Among the many friendships she developed was a young singer in Memphis who would come to cheer up her patients with his music. His name was Elvis Presley.

Dr. McCrory joined MASA in 1966. She served as vice president of the Association in 1986 and was elected to the Board of Censors in 1988, serving until 1998. She was named the chairman of the Credentials Committee of the Board of Medical Examiners, which she led until 1998. The members of the Medical Association honored her by naming this lectureship for her in 1998.

Registration

The registration desk for counsellors, delegates and members of the Association will be open in the VBCC Hall of Meeting Rooms from 7:00 a.m. – 7:00 p.m. on Friday; and 7:00 a.m. – 4:00 p.m. on Saturday.

Badges

No person will be admitted to any education or business session of the Association or to the exhibit area without an official badge.

Exhibits

Exhibits will be located in VBCC Ballrooms 1-2. Exhibit viewing days and hours are:

Friday	Saturday
7:30 a.m. – 2:15 p.m.	8:45 a.m. – Noon
5:30 p.m. – 7:00 p.m.	

A strolling brunch will be served on Saturday from 10:30 a.m. – 11:30 a.m. **Please plan to visit with the exhibitors and show appreciation for their financial support of your annual meeting.**

Reference Committee

Reference Committee A will convene to hear opinions of the members on all reports and resolutions at 11:00 a.m. on Friday in VBCC South Hall Ballroom 3.

President's Inaugural and Awards Dinner

The annual awards ceremony and inaugural dinner will be at 7:00 p.m. on Friday in honor of the winners of the 2010 MASA Awards. The winners of the awards to be presented by MASA are as follows:

- **The Samuel Buford Word Award** is given in recognition of service to humanity beyond the usual scope of medical practice and rendered at some personal sacrifice. **Carl A. Grote Jr., MD**, of Huntsville, is the 2010 Word Award recipient.
- **The Paul W. Burleson Award** was established in 2000 to recognize distinguished service to physician organizations and is named in honor of longtime MASA member Paul W. Burleson, MD. **J. Max Austin, MD**, of Birmingham, is the 2010 Burleson Award recipient.
- **The Ira L. Myers Service Award** is given to members of the Medical Association who have served the medical profession faithfully and meritoriously during their lifetime. The 2010 award will be presented to **Merle M. Salter, MD**, of Birmingham, and awarded post-humously to **Peter W. Morris, MD**, of Birmingham.
- **The William Crawford Gorgas Award** is given to a citizen

GENERAL INFORMATION

of the state of Alabama for outstanding service to the community in the health field. **Paul Butrus**, of Birmingham, is the 2010 recipient of the Gorgas Award.

- **The William Henry Sanders Award** is given to an outstanding person, lay or professional, engaged in full-time public health work, but who has served above and beyond the call of duty. **Monica Knight**, of Mobile, is the 2010 Sanders Award winner.
- **The Douglas L. Cannon Broadcast Journalism Award** recognizes outstanding efforts in the field of medical reporting for radio and television, and encourages factual and responsible reporting. The 2010 recipient is **Bobby Milk** of WLRH Public Radio in Huntsville.
- **The William H. McDonald Print Journalism Award** recognizes outstanding efforts in the field of medical reporting in printed publications and encourages factual and responsible reporting. The 2010 recipient is **Dee Ann Campbell** of the *Choctaw Sun-Advocate*.

Fifty Year Club Members

MASA will honor members of the 50 Year Club during a luncheon at noon on Friday.

Tony Joe Akin, M.D., Huntsville
Henry Luther Anderson Jr., MD, Tuscaloosa
Fred Curry Ballard, MD, Anniston
Jeff Hixon Beard, MD, Daphne
Donald Oliver Bedsole, MD, Satsuma
William Hugh Bell, III, MD, Huntsville
William Eugene Birdsong, MD, Jasper
John Durwood Bradley Jr., MD, Birmingham
Frederick R. Brosch, MD, Birmingham
Russell Leslie Browning, MD, Madison
John Richard Bruhn, MD, Panama City, Fla.
Edward Loy Bryant, MD, Mobile
Andrew Damrell Burch, Sr., MD, Mobile
Pat Ed Burlison, MD, Huntsville
Pei-Cheng Chi, MD, Birmingham
George Mosely Cooper, MD, Tuscaloosa
Jack Melvin Dabbs, MD, Birmingham
Edgar Martin Daly, MD, Tuscaloosa
Robert R. Daniel, MD, Montgomery

James Clayton Davie, MD, Birmingham
Jerry Arnold Davis, MD, Tuscaloosa
Alpheus Monroe Deason Jr., MD, Birmingham
Otto Franz Eisenhardt, MD, Livingston, Texas
Tulio Romulo Figarola, MD, Huntsville
Robert Newell Finchum, MD, Birmingham
Wayne House Finley, MD, PhD, Birmingham
Robert Swaim Flowers, MD, Honolulu, Hawaii
William Houston Goodson Jr., MD, Huntsville
John Roland Guice, MD, Decatur
William Brown Hanson, MD, Dothan
Robert Lee Hayes Jr., MD, Brewton
Janice Hill Hodges, MD, Scottsboro
William Plexico Hood Jr., MD, Dothan
Joseph Wayne Johnson, MD, Red Level
Robert Ellsworth Jones Jr., MD, Birmingham
Claude Laurier, MD, Orange Beach
Robert Michael Little, MD, Calera
Robert Burton Mardre Jr., MD, Opelika
Ellann McCrory, MD, Fort Payne

GENERAL INFORMATION

Jolly McKenzie, MD, Decatur
Bobby Charles Merkle, MD, Uniontown
Mallory Forbes Miree, MD, Birmingham
Robert Searcy Moorman Jr., MD, Huntsville
Shin Joong Oh, MD, Birmingham
Willard Rodney Ott, MD, Birmingham
Daniel Mitchell Rencher, III, MD, Mobile
Luther Washington Richardson Jr., MD, Tuscaloosa
Elizabeth F. Richardson Ruben, MD, Indianapolis, Ind.
Ethan Baruch Ruben, MD, Pisgah
Robert Taylor Russell, MD, Birmingham
John Emanuel Semon, MD, Mobile
Thomas Emerson Simpkins Jr., MD, Birmingham
Joanne Smith T, MD, Opelika
Hans Dennis Sommer, MD, Mobile
Ernest Vernon Stabler Jr., MD, Greenville

Robert Edly Stewart, MD, Huntsville
William Pipkin Stone Jr., MD, Decatur
Alan Jerry Swindall, MD, Dadeville
Marcus Clay Thomas, MD, Montgomery
John Oliver Tingley, MD, Birmingham
Charles Gary Tomberlin, MD, Andalusia
James Thomas Townsley, III, MD, Huntsville
Mylan Stephen Tucker, MD, Birmingham
Walter Yarbrough Walker, MD, Huntsville
Harold Rudolph Wells, MD, Birmingham
Jerre Roland White, MD, Tuscaloosa
Walter Miller White, MD, Birmingham
Frank Coleman Young Jr., MD, Montgomery

ProAssurance Risk Reduction Seminar

The 2010 ProAssurance Loss Prevention Seminar will address the recent government regulations, corporate changes in medicine, judicial actions, and other changes that impact your practice as well as the ethical decisions you face each day. **The seminar is FREE for MASA members!**

Ticketed Events

The following events require preregistration. Information is available at the registration desk.

- Collaborative Practice Seminar
- 50 Year Club Luncheon
- President's Inaugural and Awards Dinner

Continuing Medical Education

The Medical Foundation of Alabama designates this educational activity for a maximum of 5.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Medical Association of the State of Alabama through the joint sponsorship of the Medical Foundation of Alabama and the Medical Association of the State of Alabama. The Medical Foundation of Alabama is accredited by the Medical Association of the State of Alabama to provide continuing medical education to physicians.

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State Health Officer

Donald E. Williamson, MD, Montgomery

The Medical Association of the State of Alabama and The Alabama Board of Medical Examiners present



PRESCRIBING AND PHARMACOLOGY OF CONTROLLED DRUGS: CRITICAL ISSUES AND COMMON PITFALLS

July 30 - August 1

Sandestin Golf and Beach Resort, Destin, Fla.

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Montgomery

Registration Fee: \$375

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Accommodations: Call the Embassy Suites
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Register online at www.masalink.org
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