

Take advantage of this FREE member benefit ... including FREE CME!

The Future of Health Care Is in Your Hands



TMA's Premier Educational Showcase and Expo for Texas Physicians and Medical Students

TexMed 2012 May 18-19 ★ Dallas



Physicians Caring for Texans

www.texmed.org/texmed2012



The Future of Health Care Is in Your Hands

As physicians struggle to stay ahead of the curve, the Texas Medical Association is here to help you with the uncertainties that lie ahead.

Join us for TexMed 2012 at the Sheraton Dallas May 18-19 as we take the future of health care into our own hands.

Schedule at a Glance

Thursday, May 17

8 am-7:30 pm

Registration open on the sky bridge between the hotel and convention side of the Sheraton.

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 great evening! Tickets are \$40 per person (no refunds); see the registration form to order (club members and their guests only).

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

7-10 pm

TEXPAC Golden Anniversary Celebration

In 1962, who knew our fledging grassroots organization would grow into one of the largest bipartisan PACs in Texas? From the national golden days of Camelot to our current turbulent times under the dome, we've had quite a journey — we've only just begun. Join us to celebrate half a century! Tickets are \$50; see the registration form to order.



Friday, May 18

6 am-6:30 pm

Registration open in the Expo Hall

6:30-7:30 am

TexMed Orientation

7 am-5 pm

Expo Hall open

7-7:45 am

CV Writing Workshop

Learn CV writing tips to help you put your best foot forward.

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

Chat with colleagues while checking 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: Anna Pou, MD Legal & Ethical Considerations in Crisis Care

Sponsored by Texas Medical Liability Trust

Dr. Pou was at Memorial Medical Center in New Orleans the summer Hurricane Katrina devastated the Louisiana coastline. Discover how her experience underscored the need for crisis standards of care, as well as legal protections for health care professionals and hospitals. Dr. Pou has championed precedent-setting legislation that is now law.



5-6 pm

TMLT Welcome Reception

Sponsored by Texas Medical Liability Trust

Enjoy cheese and wine with friends at this fun reception.

6-7 pm

2012-13 TMA/TMAA Presidents' Reception

Sponsored by Texas Medical Association Insurance Trust

Back by popular demand, the presidents' reception will honor 2012-13 TMA President Michael E. Speer, MD, and TMAA President Linda Adkins, both of Houston. The installation ceremony will take place at the House of Delegates session on Saturday.

7-11 pm

TMA Foundation's 19th Annual Gala: Going Gold for Great Health

You can Go for the Gold at the party of the year!

When you join your friends and colleagues at TMAF's 2012 gala, Going Gold for Great 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 and more. These gold medal programs are true winners in the effort to help Texans lead healthier lives now and in the future.

Tickets start at \$175 each, or \$225 for VIP access, 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.



Book Drive

Get out and support BookSpring's Reach Out and Read program (www.bookspring.org). Reach Out and Read promotes early literacy and school readiness in pediatric exam rooms by giving new books to children and advice to parents about the importance of reading aloud. Medical school student volunteers will collect books and money for the program on site at TexMed.



9 pm-2 am

Student, Resident, and Young Physician Mixer

Saturday, May 19

6 am-12:30 pm

Registration open in the Expo Hall

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)

10-11 am

Virginia Connally, M.D.: Trailblazing Physician, Woman of Faith Book-Signing

Sponsored by

Texas Medical Association Insurance Trust



Author Loretta Fulton will be on hand to sign copies of her biography of Dr. Virginia Connally, TMA's 2012 Distinguished Service Award winner, at the TMAIT booth in the Expo Hall. Meet Ms. Fulton and Dr. Connally at this one-time event Saturday morning. TMAIT will provide free copies of the book on a first-come first-served basis, so get there early!

7-10 pm

Texas Oenological Society Annual Wine Dinner

Location to be determined. Tickets are \$150; see the registration form to order.



DART Around Dallas

Big D, as Dallas has been called for half a century, was built in the 1800s on the fruits of oil and cattle businesses. Dallas owes its recent renaissance to the banking, electronics, fashion, and motion picture industries. Big in size, Dallas is also big at heart, a city that loves to have fun, the birthplace of the frozen margarita machine, and more shopping centers than any other urban American center. With all that Dallas has to offer, you'll want to plan a few extra days to stay and see the sights.

Dallas Zoo

With 106 acres to explore and thousands of animals to visit, a spin through the Dallas Zoo becomes an unforgettable adventure with opportunities to learn about exotic wildlife, engage in interactive fun, and support worldwide conservation and research to protect and preserve endangered species. A multi-species habitat, the new Giants of the Savanna mixes up elephant and giraffe savannas ... elephants on the north side, and ostriches, impalas, and a zebra on the south ... creating fascinating animal interactions that are unique to each visit. www.dallaszoo.com

Dallas Museum of Art

Founded in 1903, the Dallas Museum of Art (DMA) is housed in the 370,000-square-foot Edward Larrabee Barnes-designed building – the first arts organization in the newly designated Arts District. Today, the DMA ranks among the leading art institutions in the country and is distinguished by its innovative exhibitions and groundbreaking educational programs. The museum houses more than 24,000 works of art spanning 5,000 years of human creativity. www.dm-art.org

Rangers Ballpark in Arlington (Texas Rangers)

Home of the back-to-back American League champions, Rangers Ballpark in Arlington serves as the centerpiece of a 270-acre complex that solidifies Arlington as an entertainment giant in the Southwest. Along with the 49,170-seat open-air ballpark and the Texas Rangers Baseball Hall of Fame in center field, this unique complex hosts a four-story office building, a youth baseball park, a 12-acre lake, and parks and recreation space on the perimeter.

For those baseball fans attending TexMed, there is a home game Thursday night against the Oakland Athletics. <http://texas.rangers.mlb.com>

White Rock Lake

Enjoyed by more than 1 million visitors a year, White Rock Lake offers breathtaking views of downtown with easy accessibility to residents throughout North Texas. "The crown jewel of Dallas' park system" spans more than 1,015 acres and is over nine miles around. The lake is home to wildlife, cyclists, runners, walkers, rowers, bird watchers, fishers, picnickers, and other outdoors enthusiasts. Cultural, sports, and others events are held at the lake throughout the year. www.whiterockdallas.org

Nasher Sculpture Center

The Nasher Sculpture Center is one of the few institutions in the world devoted to the exhibition, study, and preservation of modern sculpture. Conceived as an urban retreat for the enjoyment of modern art, the center's collection – which numbers more than 300 sculptures together with 20th-century paintings and drawings – rotates in thematic installations throughout its seamless blend of indoor and outdoor exhibition spaces. www.nashersculpturecenter.org

Dallas Area Rapid Transit (DART) shuffles visitors, shoppers, fun seekers, and sports fans around Big D in a big way. The DART gets you around Dallas with modern public transit services and customer facilities tailored to make your trip fast, comfortable, and economical. A DART stop is located across the street from the Sheraton. www.dart.org



Sponsors

Special thanks to the following for their support of TexMed 2012

Titanium Level



Gold Level



BlueCross BlueShield of Texas

Silver Level



Sheraton Dallas HOTEL

Bronze Level



Expo & Showcase

Thanks to our exhibitors and sponsors, TexMed has remained a free benefit. 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 2012 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-5 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
Book-Signing	Saturday, 10-11 am
Prize Drawings	During Expo Hall Hours

Physician Lounge and Cyber Café

Connect with work and colleagues in the Physician Lounge where Internet kiosks 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 or Registration Desk. Visit six (6) exhibitors you choose from the listed exhibitors on the card, and you can be entered to win an iPad2 and other great prizes.

TMA Portrait Studio – Smile for the Camera!

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

Book-Signing @ TMAIT Booth #907

Virginia Connally, M.D.: Trailblazing Physician, Woman of Faith
Sponsored by Texas Medical Association Insurance Trust

Loretta Fulton will sign copies of her biography of Dr. Virginia Connally, TMA's 2012 Distinguished Service Award winner, at the TMAIT booth in the Expo Hall on Saturday from 10 to 11 am. TMAIT will be providing free copies of the book on a first-come first-served basis, so get there early!

Fun Station

TexMed 2012 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.



Continuing Medical Education

Thanks to the efforts of our TMA physician volunteers and the support of Texas specialty societies, TexMed offers more than 100 hours of FREE CME opportunities. From business operations and the future of medicine, to quality initiatives and performance improvement, TexMed offers multidisciplinary programming that encourages cross-specialty dialogue.

Visit the CME section of our website at www.texmed.org/texmed2012 to view specifics. CME is FREE with your TexMed registration, and TexMed is FREE for all TMA members!

FREE CME Tracks

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

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 at least 2.5 hours of approved risk management lectures. This discount will be applied to the physician's next eligible policy period.

Business Meetings

TexMed 2012 business meetings run from Thursday, May 17, through Saturday, May 19. To view the most current schedule of meetings by date, location, or meeting type, visit www.texmed.org/texmed2012.

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 18.

TMA must receive resolutions submitted by county medical societies or individual delegates by **March 30** 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.

TexMed Is for Office Staff, Too!

From practice managers to the front office, your staff will benefit from attending TexMed 2012.

Top 5 Things for Office Staff to See and Do at TexMed 2012

1. Attend programs focused on critical care practices, regulations, practice management, physician health, quality, and much more.
2. Check out new products for your office in the Expo Hall.
3. Meet the incoming presidents at the 2012-13 TMA/TMAA Presidents' Reception.
4. Hear General Session speaker Anna Pou, MD, recount her experience during Hurricane Katrina and find out how she advocated protecting critical care workers during a disaster.
5. Connect with colleagues at the Networking lunch.

Registration for Office Staff

FREE One-Day Pass to General Session and Expo Hall only for TMA members' office personnel on Friday

\$75 TMA members' office personnel (access to all CME)

\$125 Other nonphysician attendees, e.g., nurses, PAs, office personnel who work for nonmembers

Registration Includes

- Complimentary Continental breakfast and breaks.
- CME VIP pass that allows you to choose among 100 hours of FREE CME representing more than 13 specialty societies.
- Invitations to social events, including the TMLT Welcome Reception.
- Admission to the Expo Hall with new products for your practice.

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.

Who Attends for Free

- TMA members and their immediate family
- County medical society or specialty society staff
- Guests or speakers for business meetings and CME programs
- Students, interns, residents, and fellows
- One-Day Pass for TMA members' office personnel for Friday's Expo Hall and General Session

Registration Fees

FREE One-Day Pass to General Session and Expo Hall only for TMA members' office personnel on Friday

\$75 TMA members' office personnel (access to all CME)

\$125 Other nonphysician attendees

\$200 Nonmember physicians

\$525 Non-exhibiting vendors

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 office staff to attend CME programming at a discounted rate of \$75.
- Invitations to social events, including the TMLT Welcome Reception.
- Admission to the Expo Hall with presentations and education on new services and products for your practice and a chance to win daily prizes.



Housing & Travel

Make your housing reservations at the Sheraton Dallas no later than **April 23, 2012**, to receive the special discounted TMA rate!

Sheraton Dallas

400 N. Olive St.
Dallas, TX 75201
Reservations: (800) 325-3535
Room Rate: \$159 single/double*

Book your room online at www.texmed.org/texmed2012

**A credit card guarantee is required for all reservations. All rooms are subject to a 13-percent city and state tax.*

Air Travel

Dallas/Fort Worth International Airport (DFW) is approximately 22 miles northwest of the Sheraton Dallas and is serviced by most major air carriers.

Located downtown, Dallas Love Field Airport (DAL) is approximately six miles northwest of the Sheraton Dallas and is serviced by Southwest Airlines, Continental Airlines, and Delta Airlines.

Ground Transportation

Across from the Sheraton Dallas, the Dallas Area Rapid Transit (DART) "Eastern Transit Center" gives you access to all rail lines to and from the airport, downtown, and 12 surrounding cities. The DART's modern public transit services and customer facilities are tailored to make your trip fast, comfortable, and economical.



Accessibility

The Sheraton Dallas Business Center has scooters and wheelchairs available to rent for TexMed attendees with special needs. You can reach the business center at (214) 303-4141.

Thanks to our Silver Sponsor, the Sheraton Dallas, a portion of your room rate will be used to offset TexMed costs, ensuring that TexMed remains a free member benefit.



Physicians Caring for Texans

Registration Form

Return form with payment to: TexMed2012,
401 W. 15th St., Austin, TX 78701, or fax to (512) 370-1693

TexMed 2012

May 18-19 ★ Dallas

SECTION 1: REGISTRANT INFORMATION

AP

Name _____ Preferred for Name Badge _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

SECTION 2: REGISTRATION

A. Physicians/Students

TMA member Free
Texas resident, fellow, student Free
TMA nonmember physician \$200
Subtotal: _____

B. Guests

TMA member's family Free
TMA invited speaker/guest Free
County medical society staff Free
Specialty society staff Free
Guest's Full Name: _____

C. Nonphysician Attendees

Fri. Pass for members' staff Expo Hall and General Session only Free
TMA member's office staff \$75
Other nonphysician attendee \$125
Non-exhibiting vendor \$525
Subtotal: _____

D. Social Events/Products

50-Year Club (Thurs.-No Refunds) @ \$40
TEXPAC Anniversary Dinner (Thurs.) @ \$50
Networking Lunch (Fri.) @ \$15
TMA/TMAA Presidents' Reception (Fri.) @ Free
TMA Foundation Benefit (Fri.) + VIP Access @ \$175
 @ \$50
Book-Signing (Sat.) @ Free
Wine Society Dinner (Sat.) @ \$150
Subtotal: _____

E. Student/Resident Scholarships

Help defray expenses for medical students and residents to attend TexMed by offering a donation of:
 \$25
 \$50
 \$100
 Other: _____
Subtotal: _____

F. Total Due

Please include all subtotals in this box.
A. Physicians/Students \$ _____
B. Guests \$ Free
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

Board of Councilors
 Board of Trustees

TMA Council Meetings

Health Promotion
 Health Service Org
 Legislation
 Medical Education
 Past Presidents
 Practice Mgmt Services
 Quality
 Science & Public Health
 Socioeconomics

TMA Committee Meetings

Blood and Tissue
 Cancer
 Child/Adolescent Health
 EMS/Trauma
 Infectious Diseases
 Interspecialty Society
 Maternal/Perinatal Health
 Membership
 Pt/Physician Advocacy
 Physician Health/Rehab
 Physicians Benevolent Fund
 Professional Liability
 Rural Health

TMA Section Meetings

IMG Business Meeting
 MSS Business Meeting
 Chapter Presidents
 Executive Council
 RFS & YPS Business Meeting

Ad Hoc Meetings

Border Health
 Coalition for Patient Safety
 Health Information Technology
 Medicaid/CHIP/Uninsured
 Primary Care Coalition

Conference Events

CME Programs
 CV Writing Workshop
 House of Delegates
 TexMed Orientation

Other Meetings

Texas Delegation to AMA
 TEXPAC Board
 TMA Foundation
 TMAIT
 Other, please specify: _____

Register Online at www.texmed.org/texmed2012 or call (800) 880-7955



Texas Medical Association
401 West 15th Street
Austin, TX 78701-1680

Physicians Caring for Texans

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 1787
AUSTIN, TX

Get a Grip on the
Future of Health Care
at **TexMed 2012!**

Take advantage of this FREE member benefit!

TexMed 2012
May 18-19 ★ Dallas

**The Future of
Health Care
Is in Your Hands**

- Learn from Anna Pou, MD, the need for crisis standards of care, as well as legal protections for health care professionals and hospitals, gleaned from her experience in Hurricane Katrina, at the General Session on Friday.
- Get involved with TMA policy at the House of Delegates Session on Saturday.
- Earn FREE CME ... a TMA membership benefit ... with more than 100 hours of programming to choose from.
- Discover solutions and resources for your practice at the 100+ exhibits of the Expo Hall.
- Mingle with friends at TEXPAC's 50th Anniversary Dinner on Thursday, and the TMA/TMAA Presidents' Reception and TMA Foundation's 19th Annual Gala, Going Gold for Great Health, on Friday evening.



www.texmed.org/texmed2012

Physicians Caring for Texans