



SMA ∴ Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

A BALANCED PORTFOLIO OF PRODUCTS



**Organized to Foster
Advocacy, Leadership, Quality and Professional Identity**

WWW.SMA.ORG

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SMA :: Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

SOUTHERN MEDICAL ASSOCIATION

is an organization committed to promoting the health of patients through physician advocacy and a culture of leadership which enhances professional development.

Through a renewed structure of “grass roots” involvement, SMA is fast becoming a vibrant community of physicians with a bias for action in order to meet the difficult challenges of providing medicine today. SMA is here not only to help you survive in this environment...but thrive.

Organized to foster Advocacy, Leadership, Quality and Professional Identity through a balanced portfolio of tangible and intangible products and services, this unique blend of opportunities provides you the means to build your professional identity and enhance your professional and leadership skills thus empowering you as a strong advocate for quality healthcare.

PROFESSIONAL DEVELOPMENT



PROFESSIONAL DEVELOPMENT

Information regarding any of the professional development features can be obtained by calling 1-800-423-4992, ext. 620.

SMA Professional Development embodies our mission to promote the health of patients through advocacy, leadership, education and service by providing multi-specialty Medallion Level quality education in a multifaceted, interdisciplinary curriculum across the continuum of care.

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

Southern Medical Association is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Southern Medical Association provider #5-125.

SOUTHERN MEDICAL JOURNAL - www.sma.org/smj

SMJ

SOUTHERN MEDICAL JOURNAL
A Publication Committed to Interdisciplinary Disease Management

Southern Medical Journal

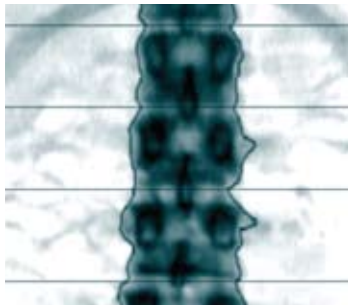
The official journal of the Southern Medical Association is one of the few remaining peer-reviewed journals and most respected scholarly publications in the medical field.

Monthly Subscription
CME/CE Featured Articles
Journal CME Archives
SMJ Table of Contents (TOC) Alert

**Subscription Included
in Membership
Non-Members \$260**

CONFERENCES – www.sma.org/cmecalendar

SMA presents Medallion Level CME throughout the year by offering CME/CE conferences based on topics selected from needs assessment results. These conferences offer nationally-known speakers teaching practical application of new and updated medical information and procedures. When possible, SMA partners with other groups to offer certification and training courses to enhance the learning experience.



February 18-21

Osteoporosis: Diagnosis, Management and Prevention

Amelia Island Plantation – Amelia Island, FL
Monthly Subscription
CME/CE Featured Articles
Journal CME Archives
SMJ Table of Contents (TOC) Alert

Members Save

PROFESSIONAL DEVELOPMENT

CONFERENCES



March TBD
HIT/EHR Workshops
Louisville, KY and Charlotte, NC

Members Save



March 22-24
Medico-Legal Aspects of
Healthcare:
Emerging Policy Issues
Hyatt Regency on Capitol Hill
Washington, DC

Members Save



June 5-12
Office-Based Dermatology
7-Day CME Cruise - Alaska
Aboard Holland America's
ms Rotterdam

Members Save



June 10-18
Comparative Healthcare
Systems: A Medical Tale
of Two Cities
London, England and Paris, France
In conjunction with Auburn University

Members Save



July 25-29
Focus on the Female Patient
Kiawah Island Golf Resort
Kiawah Island, SC

Members Save

CONFERENCES

CME/CE
CRUISES

WEBINARS

PROFESSIONAL DEVELOPMENT

CONFERENCES



August 6-8
Hypertension, Diabetes & Hyperlipidemia
Sawgrass Marriott Resort & Spa
Ponte Vedra Beach, FL

Members Save



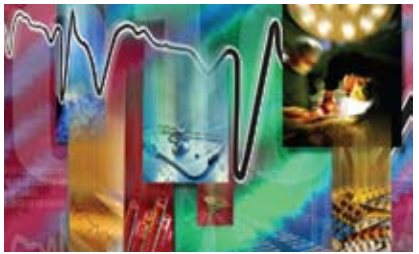
November 4-6
SMA Scientific Assembly
Gaylord Palms Resort & Convention Center
Kissimmee, FL

Members Save



November 12-14
Southern Region Burn Conference
Memphis, TN

Members Save



December 17-19
Medical Dilemmas in Patient Care
New York, NY

Members Save

CME/CE CRUISES



February 28-March 7
Winter Conference on Issues in Women's Health
7-Day CME Cruise - Eastern Caribbean
Aboard Holland America's *ms Westerdam*

Members Save

PROFESSIONAL DEVELOPMENT

CME/CE CRUISES



April 11-18
Orthopaedics and Sports Medicine
7-Day CME Cruise - Western Caribbean
Aboard Holland America's *ms Ryndam*

Members Save



June 11-13
Geriatric Practice for the 21st Century
Caribe Royale Orlando All-Suites Hotel
Orlando, FL

Members Save



June 19-26
Puzzling Diagnostic and Therapeutic Problems in the Adult Patient
7-Day CME Cruise -
New England/Canada
Aboard Holland America's
ms Rotterdam

Members Save

WEBINARS - LIVE AND ON-DEMAND EDUCATION



Coding Updates for Now and Later
The HiTech Act
How to Protect Your Practice
in a Down Economy

Members Save

RESIDENT TRAINING

MEDED ON-DEMAND

PROFESSIONAL DEVELOPMENT

RESIDENT TRAINING



Your Place in Today's Medicine
A Resident Physician Symposium

**Offered in conjunction
with Graduate Medical
Education Teaching
Institutions**



August 20-22, 2010
**Inaugural Residents & Fellows'
Forum**
Marriott Waterside Hotel & Marina
Tampa, FL

Members Save

MEDED ON-DEMAND LIBRARY – WWW.SMA.ORG/MEDED



Accredited CME/CE "On-Demand" 24/7
No Out-of-Office Time or Travel Expense
Over 100 Hours from which to choose
New lectures added throughout the year

**Unlimited Access and
CME credit is FREE for
SMA members along with
FREE CME and
Nursing Contact Hours
for their Clinical Staff**

PRACTICE MANAGEMENT

PRACTICE MANAGEMENT WWW.SMA.ORG/PM

Information regarding any of the practice management features can be obtained by calling 1-800-423-4992, ext. 620.

In today's ever changing economic environment, it is more important than ever to maintain a practice that not only returns a high profitability, but also increased patient satisfaction from delivery of quality healthcare. SMA offers you, its member the most comprehensive array of practice management resources available. These resources provide the essentials necessary for you to run an effective and efficient practice while meeting the expectations of your patients.

Healthcare Strategic Planning	Strategic planning services include feasibility studies, educational programs, and financial analysis including step-by-step guidance in both formulating a strategic plan and the implementation of necessary changes and plans	Members Save
Group Mergers and Formations	Provides a wide array of services beginning with determining whether a merger is feasible, and if it will ultimately be successful. During a merger, assistance is provided with compensation analysis, building the infrastructure of the newly formed group, and providing interim management assistance, if needed.	Members Save
Practice Operational Assessments	In this critical process, every available resource, from staff interviews to comprehensive data collection, is used to assess your practice's operational and financial status, establishing areas in need of improvement and restructuring.	Members Save
Revenue Cycle Analysis	Coker consultants are available to help you perform a complete assessment of your revenue cycle, reviewing all functions of your billing office and accounts receivable department and scanning for areas needing improvement and restructuring.	Members Save
Coding and Compliance	Chart auditing services to compare physicians' documentation with guideline requirements Revenue analysis to review coding patterns Compliance plan development and training sessions	Members Save

PRACTICE MANAGEMENT

Start-Up Assistance	<p>Feasibility and Demographic Analysis Providing pro forma income and cash flow statements Banking negotiations for start-up financing Forming plans and timelines Policy and procedure compilation and implementation Insurance contracting and negotiation Staff hiring and training</p>	Members Save
Fee Schedule Analysis	<p>Review and assess the viability of your fee schedules to ensure practice profitability.</p>	Members Save
Financial Analysis	<p>Don't ignore this important detail! SMA's healthcare-specific knowledge of finance and accounting is a crucial tool for helping you understand, manage, and correctly present comprehensive and accurate financial statements.</p>	Members Save
Employee and Physician Compensation Planning	<p>In an environment where reimbursement is decreasing and practice expenses are increasing, increases to employee salaries can be difficult to maintain. SMA can assist in the review of employee and physician salaries and assist with alternative programs such as incentive plans.</p>	Members Save
Contracting/ Reimbursement Analyses	<p>The number of contracts involved in maintaining a successful practice can be overwhelming. Our experienced consultants comprise the perfect team to review your payer agreements and negotiate on your behalf, where possible.</p>	Members Save
Interim Management	<p>Most of our consultants come from highly successful careers in practice management. Each one has the knowledge and on-the-job experience to guide any practice through a transitional period.</p>	Members Save



SMA Services, Inc.

A subsidiary of The Southern Medical Association

SMA SERVICES, INC.

SMA Services, Inc. is a wholly-owned subsidiary of the Southern Medical Association and provides the Personal and Professional Financial Security suite of products and services for SMA members.

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

Information regarding any of the financial security features can be obtained by calling 1-800-423-4992, ext. 670 for insurance or 680 for retirement.

FINANCIAL SERVICES – www.smaservicesinc.com

Whether you're looking for fresh financial ideas for yourself or your family, we have the products and financial planning assistance to help set you on your own path to financial success.

With up-to-date knowledge on the trends impacting the financial services industry, our team of experts is hands down the best group to help you make the necessary decisions relating to your personal or professional financial requirements. Information regarding any of the Financial Services Products can be obtained by calling 1-800-423-4992. Insurance Products call ext. 670; Retirement Products call ext. 680; or you may visit www.smaservicesinc.com.

INSURANCE PROGRAM OPTIONS - www.smaservicesinc.com/ins

<p>Open Access Plus</p>	<p>Offers you in-network and out-of-network benefits. Deductible options are \$1,000, \$1,500, \$3,000, and \$5,000. <i>The maximum lifetime benefit for this plan is \$2,000,000.</i></p>	<p>Members Only</p>
<p>Basic Medical Plan</p>	<p>Offers you in-network and out-of-network benefits</p> <ul style="list-style-type: none"> • \$1,500 deductible • Inpatient Services • Outpatient diagnostic x-rays and laboratory services • Doctor's office visits • Eligible expenses paid at 60% in-network and 50% out-of-network • No prescription coverage <p>The maximum lifetime benefit for this plan is \$2,000,000.</p>	<p>Members Only</p>

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

INSURANCE PROGRAM OPTIONS - www.smaservicesinc.com/ins

The Physicians' Courtesy Plan

Designed for physicians who are extended professional medical courtesies by colleagues and only require a hospital expense plan.

\$1,500 deductible
 The plan pays 80% of all eligible expenses after the individual or family deductible is reached. Eligible expenses are defined in the CIGNA plan documents.
 The plan's maximum out-of-pocket expense is \$5,000 individual and \$10,000 family. The out-of-pocket expense does not include the plan deductible.
 The plan pays 100% of eligible expenses once the deductible and out-of-pocket expenses have been reached.
The maximum lifetime benefit for this plan is \$2,000,000.

Members Only

Hospital Indemnity Plan

This plan does not coordinate benefits with other insurance plans
 Daily hospital benefits: \$100, \$200, \$300 and \$500 per day, per person, up to 30 days maximum per calendar year.
 Pays double benefits for ICU (30 days per year)
 Pays up to \$500 for certain surgical procedures

Members Only

Vision Service Plan

You simply pay your co-payment once per year and VSP handles the rest (VSP doctor)
 You may choose between glasses or contact lenses

Members Only

Dental Coverage

Annual deductible is \$50 per individual and \$100 per family with a calendar maximum of \$1,000 in benefits per person.
 Benefits may vary depending on plan selected.
 Dependent children are covered for orthodontia until the end of the quarter following their 26th birthday if unmarried or the end of the quarter following their 30th birthday if unmarried, full-time students. If an individual did not have coverage for orthodontic services at the time the initial placement was made, benefits will not be payable for orthodontic services under this Dental Insurance.

Members Only

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

INSURANCE PROGRAM OPTIONS - www.smaservicesinc.com/ins

<p>Health Savings Account</p>	<p>SMA offers two HDHP's that meet all criteria for an HSA. You do not have to be in an SMA sponsored plan to participate in our HSA. For complete information regarding an HSA, visit the U.S. Treasury Department website at www.ustreas.gov or the Internal Revenue Service website at www.irs.gov and review publication 553.</p>	<p>Call For More Information</p>
<p>Medicare Supplement</p>	<p>This supplemental policy covers: Hospitalizations Skilled nursing facility care Hospice care Certain medical expenses not covered by Medicare</p>	<p>Call For More Information</p>
<p>Group Disability</p>	<p>Group Long Term Disability Group Short-Term Disability</p>	<p>Members Only</p>
<p>Individual Long-Term Disability Product</p>	<p>SMA Services, Inc. has developed relationships with several carriers to offer its members individual disability products. These products offer monthly benefits to a maximum of \$15,000. They are non-cancelable and are guaranteed renewable.</p>	<p>Members Save</p>
<p>Overhead Expense Insurance</p>	<p>If you become disabled this policy will: Help meet the expenses of running your office Reimburse for expenses such as rent, utilities, and lease payments Help pay salaries for employees (except those who are members of your profession) Help pay for your temporary replacement</p>	<p>Call For More Information</p>
<p>Group Life Insurance Term Life is available for physicians in amounts up to \$2,000,000. Coverage is also available to their spouse and employees in amounts up to \$500,000.</p>	<p>Special Benefits: The accelerated benefit provision allows you to receive up to 75% of your life insurance benefit if you become terminally ill and have a life expectancy of less than 12 months. This payment allows you to use benefits as you desire: to cover medical expenses or to maintain your quality of life. The repatriation benefit is an additional benefit that will return your remains if you die more than 200 miles from home.</p>	<p>Members Only</p>

INSURANCE

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

INSURANCE PROGRAM OPTIONS - www.smaservicesinc.com/ins

Accidental Death & Dismemberment

Accidental Death & Dismemberment offers benefits for physicians up to \$2,000,000. Coverage for spouse and employees is available in amounts up to \$500,000.

Special Benefits:

The seat belt benefit will pay you up to \$10,000 in additional benefits in the event you die as the result of an automobile accident and you were properly wearing and using the seat belt system.

The family benefits package provides your eligible family members with additional financial help for childcare, college or career training.

Members Only

Individual Life Insurance

Economical Term Life
Universal Life Product
Return of Premium Term
Impaired Risk Insurance

Call For More Information

Other Insurance - Liberty Mutual

Auto, home, and renter's insurance. Ease and convenience of paying your premiums through checking account deductions with no down payment or finance charges.

Fast, easy, around-the-clock claims service, and a variety of discounts including multi-car, multi-policy, safe-driver, passive restraints, and anti-theft device discounts.

Members Save

Long-Term Care

- Issues ages 40 to 85
- Up to 60% discount on joint applications
- Preferred, select and sub-standard rates are available
- Single, 10- and 20- year and lifetime pay options

Call For More Information

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

INSURANCE PROGRAM OPTIONS - www.smaservicesinc.com/ins

<p>Medjet Assist</p>	<p>No matter where you or your family travels, everyone needs protection if hospitalized in an unfamiliar location. Your Medjet Assist membership allows you to be flown to the medical center of your choice. The decision is yours! As a member, you are protected domestically and internationally 24-hours a day, 7-days a week.</p>	<p>Members Save</p>
<p>Medical Professional Liability Insurance</p>	<p>Coverage to help you protect your reputation and deliver an unparalleled level of advocacy, security and service. There are a variety of limits available for your practice. Coverage may be tailored to fit your exact needs.</p>	<p>Call For More Information</p>

RETIREMENT PROGRAM OPTIONS – www.smaservicesinc.com/ret

QUALIFIED PLANS

<p>Defined Contribution Plan</p>	<p>A defined contribution plan is a retirement plan that “provides an individual account for each participant and for benefits based solely upon the amount contributed to the participant’s account, and any income, expenses, gains and losses, and any forfeiture of accounts of other participants which may be allocated to such participant’s account.” [ERISA § 3(34); IRC § 414(i)]</p>	<p>Call For More Information</p>
<p>Profit Sharing Plan</p>	<p>A profit sharing plan is a defined contribution plan to which the company agrees to make “substantial and recurring,” although generally discretionary, contributions. Amounts contributed to the plan are invested and accumulate (tax free) for eventual distribution to participants or their beneficiaries either at retirement, after a fixed number of years, or upon the occurrence of some specified event (e.g., disability, death, or termination of employment).</p>	<p>Call For More Information</p>

INSURANCE
RETIREMENT

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

QUALIFIED PLANS

Money Purchase Pension Plan

A money purchase pension plan is a defined contribution plan in which the company's contributions are mandatory and are usually based solely on each participant's compensation.

[Call For More Information](#)

401(k) Plan

A 401(k) plan is a qualified profit sharing or stock bonus plan that offers participants an election to receive company contributions in cash or to have these amounts contributed to the plan. A participant in a 401(k) plan does not have to include in income any company contributions to the plan merely because an election could have been made to receive cash instead. [IRC §§ 401(k) (2), 402(a)(8)]

[Call For More Information](#)

Keogh Plan

A Keogh, or H.R. 10, plan is a qualified retirement plan maintained by a self-employed individual, either a sole proprietor or a partner. The self-employed individual may take a tax deduction for annual contributions to the plan made on behalf of the individual and on behalf of any eligible employees. A Keogh plan may be either a defined contribution plan or a defined benefit plan.

[Call For More Information](#)

Defined Benefit Plan

A defined benefit plan is a retirement plan "other than an individual account plan." A plan that is not a defined contribution plan is classified as a defined benefit plan. Under a defined benefit plan, retirement benefits must be definitely determinable. For example, a plan that entitles a participant to a monthly pension for life equal to 30 percent of monthly compensation is a defined benefit plan. [ERISA § 3(35); IRC § 414(j)] The most common types of defined benefit plans are flat benefit plans and unit benefit plans.

[Call For More Information](#)

Hybrid Plan

A hybrid plan uses features of a defined benefit and defined contribution to achieve a specific result.

[Call For More Information](#)

QUALIFIED PLANS

New Comparability Plan

A new comparability plan is generally a profit-sharing plan or a money purchase pension plan in which the contribution percentage formula for one category of participants is greater than the contribution percentage formula for other categories of participants. As with an age-based profit sharing plan, to satisfy the nondiscrimination requirements, a new comparability plan is tested under the cross-testing rules. A new comparability plan must contain a definite predetermined formula for allocating contributions made to the plan among the participants. [Tres Reg §§ 1.401-1(b) (1) (i), 1.401-1(b)(1)(ii)]

Call For More Information

Target Benefit Plan

A target benefit plan is a hybrid or cross between a defined benefit plan and a money purchase pension plan. It is like a defined benefit plan in that the annual contribution is determined by the amount needed each year to accumulate (at an assumed rate of interest) a fund sufficient to pay a projected retirement benefit (the target benefit) to each participant on reaching retirement age. Thus, if a target benefit plan contains a target formula, such as 40 percent of compensation, that is identical to the benefit formula in a defined benefit plan and is based on identical actuarial assumptions (e.g., interest rates, mortality, employee turnover), the employer's initial contribution for the same group of employees will be the same.

Call For More Information

Cash Balance Plan

A cash balance plan is a hybrid of a traditional defined benefit pension plan and a 401(k) plan, enabling high net worth business owners and partners to maximize retirement benefits. With a cash balance plan, each participant has a hypothetical account. This account is not allocated within the trust; instead, recordkeeping is done separately by the plan actuary as an accounting function.

Call For More Information

RETIREMENT
YOUNG PHYSICIAN PRODUCTS

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

QUALIFIED PLANS

Plan Document Design	SMA Services, Inc. (SMAS) is the sponsor of an approved prototype document for defined contribution plans. We have access to hybrid plan documents on an “as needed basis.” SMAS has partnered with a nationally-known provider for the defined benefit documents, as well as all of the administrative functions for a defined benefit plan.	Call For More Information
Plan Administration	SMAS can serve as the third-party administrator for your defined contribution retirement plan. By allowing SMAS to serve in this capacity, you will free up more of your time to devote to your family and practice. Our annual fees start as low as \$650.00.	Call For More Information
The SMA-IRA	Traditional IRA Spousal IRA Simplified Employee Pension (SEP-IRA)	Call For More Information

FINANCIAL SERVICES FOR THE YOUNG PHYSICIAN

Term Life Insurance	Up to \$150,000 of Term Life coverage and \$1,000/month of Long-Term Disability without evidence of insurability is available to new members (Membership is FREE to medical residents) under age 65 and working full-time. You have 30 days from your joining date to take advantage of this opportunity	Members Only
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FINANCIAL SERVICES FOR THE YOUNG PHYSICIAN

Long-Term Disability

\$1,000/month of Long-Term Disability without evidence of insurability is available to new members (Membership is FREE to medical residents) under age 65 and working full-time. You have 30 days from your joining date to take advantage of this fantastic opportunity. VHA's Non-Acute Care Services program helps members achieve the lowest

total cost across their supply chain by harnessing the buying power of our 24,000 non-acute members and our 1,400 acute care members. Our broad portfolio of contracts includes surgical equipment and supplies, medical supplies, pharmaceuticals, furniture, office equipment, services, capital equipment, and more. We have the broadest contract portfolio in the health care industry!

Members Only

PHYSICIANS GROUP PURCHASING – www.sma.org/ppp

The Physicians' Purchasing Program area of Financial Services is designed to bring you a variety of quality name-brand products and services, both professionally and personally, with many offering substantial discounts to SMA members, their families and employees.

PHYSICIANS' PURCHASING PROGRAM

GIV

Over 65,000 products including vaccines, injectables, over the counter meds, exam room supplies (gloves, gowns, syringes, etc.), diagnostics, furniture and a full line of equipment. All products are available to SMA members at discounted rates.

Members Save

Philips HeartStart OnSite Defibrillator

The first defibrillator available for commercial and institutional users without a prescription.

Members Save

Coding Books and Software

Coding Books and Software offered to you at deeply discounted prices. We offer products to you from AMA, Ingenix, PMIC, Mag Mutual and The Coding Institute.

Members Save

PHYSICIANS' GROUP PURCHASING

PERSONAL AND PROFESSIONAL FINANCIAL SECURITY

PHYSICIANS' PURCHASING PROGRAM

Consumer Products

Bose Electronics, Hartmann Luggage, Oreck Products, and Swarovski Silver Crystal are just a few of the brands available.

Members Save

Prescriber's Letter

SMA Members receive a discounted subscription to Prescriber's Letter – unbiased, trustworthy advice regarding the latest news in drug therapy. You can even earn free CME credits from reading the Letter (at least 12 credits in your first year)!

Members Save

Paychex

Paychex is a national payroll processing and payroll tax preparation company for small- and medium-sized businesses. It can prepare your payroll checks, administer your taxes, provide direct deposit and track employees' time and attendance. SMA members receive a special pricing discount of 15% off payroll processing charges. For more information, call 1-800 PAYCHEX (1-800-729-2439) and mention code 5625.

Members Save

Autoflex Leasing

Autoflex Leasing specializes in providing automobile leasing services to medical professionals.

Members Save

Schwab Fireproof Filing Cabinets and Safes

A complete line of fireproof filing cabinets and safes from Schwab Corp., the leader in vital record protection for over 130 years.

Members Save

PHYSICIANS' PURCHASING PROGRAM

Reception Room Magazine Subscriptions

Over 200 of the leading magazine publications are available at discounted rates up to 50%. Order all your magazines from one source - once a year.

Members Save

Discounts on Dell Computers

SMA Members can save big on your next Dell! SMA has a special membership code enabling you to receive discounts on your next purchase.

Members Save

Patient Prompt

The world's first Two-Way Appointment Confirmation Solution. SMA Members receive a discount on this fully-automated appointment reminder system.

Members Save

Epocrates/Epocrates® Handheld Software

Find everything you need in one place with the Epocrates Essentials premium all-in-one mobile guide to drugs, diseases, and diagnostics.

Benefits: You'll have instant access to continually updated information in three essential, integrated references: Epocrates Rx Pro, Epocrates SxDx, and Epocrates Lab.

Members Save

Bank of America WorldPointsSM

The Most Rewarding Card of AllSM
Earn points and get the rewards you want-cash, travel, merchandise, and gift certificates.

Members Save

PHYSICIANS' PURCHASING PROGRAM

Career Center

SMA has partnered with careerbuilder.com to offer significant discounts to SMA members. careerbuilder.com is the nation's leading recruitment resource through more than 130 local newspapers with Sunday print circulation of 15 million readers and 26 million unique visitors to its' newspaper website each month.

Members Save

VHA

VHA's Non-Acute Care Services program helps members achieve the lowest total cost across their supply chain by harnessing the buying power of our 24,000 non-acute members and our 1,400 acute care members. Our broad portfolio of contracts includes surgical equipment and supplies, medical supplies, pharmaceuticals, furniture, office equipment, services, capital equipment, and more. We have the broadest contract portfolio in the health care industry!

Members Save



SMA tours

SMA TOURS – www.sma-tours.com

SMA Tours operates as a full-service travel agency, utilizing travel professionals with years of experience internationally, as well as domestically, in addition to experienced Certified Meeting Professionals (CMP).

- Continuing Education Cruises
- Custom Designed Group or Individual Travel
- Corporate Meeting and Incentive Travel
- Vacation Packages – Personal and Professional
- Honeymoons and Destination Weddings
- And More!

ADDITIONAL PRODUCTS/SERVICES

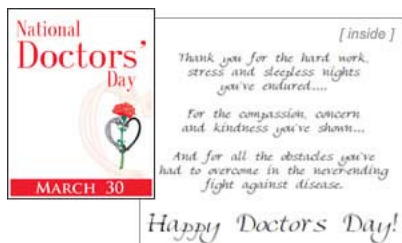


**NATIONAL
DOCTORS' DAY®**

DOCTORS' DAY PRODUCTS – www.sma.org/drscopy

March 30th is National Doctors' Day, a special observance to recognize the tireless efforts of physicians around the nation.

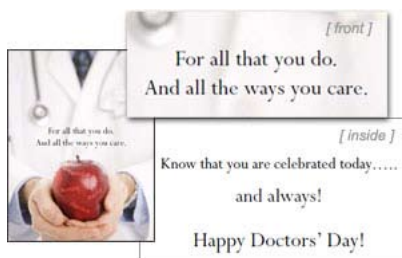
DRS' DAY PRODUCTS



Greeting Cards

Show them you care with these 5.5" x 4.25" greeting cards made especially for Doctors' Day. Envelopes are included.

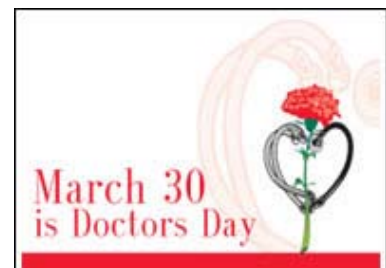
\$1.25 each



NEW! Greeting Cards

Show them you care with these 5.5" x 4.25" greeting cards made especially for Doctors' Day. Envelopes are included.

\$1.25 each



Hospital Tray Cards

3.5" x 4.5" Tent cards which can be displayed right on patients' trays. (Shrinkwrapped in bundles of 100.)

\$11.00 per bundle



Invitations (without mail panel)

These colorful 8.5" x 5.5" invitations can be used as either postcards or note cards and event details can be added by running through your laser printer. (2 invitations per 8.5" x 11" sheet.)

\$2.50 per sheet



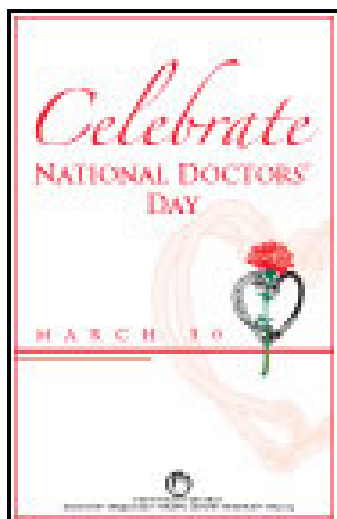
Lapel Pin

1 1/2" metal lapel pin with butterfly fastener. Give a gift that will last for years to come!

\$5.00 each

ADDITIONAL PRODUCTS/SERVICES

DOCTORS' DAY PRODUCTS



Posters

Make sure everyone in the building remembers Doctors' Day by promoting it with these full color, 11" x 17" posters

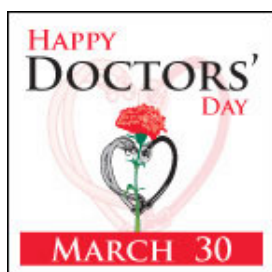
\$3.00 each



Mylar Balloons

18" Red Mylar Balloon for use in decorating your event and dropping by your favorite doctors' office. Balloons will be delivered un-inflated.

\$2.50 each



Mylar Balloons

18" Red Mylar Balloon for use in decorating your event and dropping by your favorite doctors' office. Balloons will be delivered un-inflated.

\$2.50 each



Travel Mugs

These durable 12 oz. mugs are insulated and fit perfectly in a car cup holder.

\$6.00 each

MULTI-MEDIA PLATFORMS

<p>Communities of Interest/Practice</p>	<p>A community provides multiple online tools within a single platform for you to effectively advocate for issues of importance as well as unique opportunities for further development of leadership skills. A community can be established for you based on your particular requirements in order to accomplish your specific goals. Or you may join one or more of the existing communities of interest within SMA Community to offer your input and support.</p>	<p>Members Save</p>
<p>Website Development - www.sma.org/webdev</p>	<p>SMA Websites are built specifically with physicians in mind and include special features geared towards improving patient-client relationships, as well as providing practice management tools for running a more efficient practice. Sites include email addresses and hosting costs. - No hidden fees!</p>	<p>Members Save</p>
<p>Marketing Services</p>	<p>SMA marketing services can take any project from design to delivery, offering practice managers or physicians the ability to communicate with their patients in an organized and consistent manner. This enables your practice to consistently develop and maintain patient-physician relationships, while helping grow the practice through conventional and technological methods. Prices Vary</p>	<p>Members Save</p>
<p>Audio and Video Production</p>	<p>Our Multimedia division can also create audio and video products - whether it's CD-ROM or streamed from your website, audio or video messages are a much more powerful medium for communicating with your patients or educating your staff. Prices Vary</p>	<p>Members Save</p>
<p>Blog Sites</p>	<p>Blogs are a stand alone tool which provides an easy way to communicate your feelings with your colleagues, patients, family and friends by regular entry of commentary on specific items of interest. They too can help you effectively advocate for issues of importance as well as unique opportunities for further development of leadership skills.</p>	<p>Members Save</p>



SMA ∴ Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity



**This unique blend of opportunities provides you the means to balance
YOUR CAREER, YOUR INTERESTS AND YOUR CHECKBOOK**

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**Where else can you get this much value
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SMA is an organization committed to promoting the health of patients through physician advocacy and a culture of leadership which enhances professional development.

Advocacy, Leadership, Quality and Professional Identity play an integral role in SMA's Professional Development, Practice Management and Personal and Professional Financial Security components of Total Practice Performance.

The products and services within these components provide you the means to build your professional identity and enhance your professional and leadership skills thus empowering you as a strong advocate for quality healthcare.

Join this vibrant community of physicians today!

Medallion Level CME



Practice Management Personal & Professional Financial Security



SMA Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

We understand your busy schedule. Call Member Services at 800.423.4992 and we will be happy to complete this form for you! You may also fax this application to 205.945.1830 or apply online at www.sma.org/join.

Name _____ Degree _____

Office Address _____

City _____ State _____ Zip _____

Home Address _____

City _____ State _____ Zip _____

Office Phone _____ Home Phone _____

Preferred Mailing Address: Office Home

Fax _____ Email _____

Specialty _____ Sub-Specialty _____

DOB ___/___/___ Male Female SSN ___/___/___ Spouse's Name _____

Reason For Joining: CME Program Insurance Retirement Internet Offerings
 Other Referring Colleague _____

Practice Name _____

Prac. Mgr _____

Medical School Attended _____

Licensed to Practice in these States _____

DUES (ANNUAL) SMA MEMBERSHIP

Physician: 1 Year \$295* 2 Years \$560* 3 Years \$840*

*30% of dues are for *Southern Medical Journal*.

Resident/Fellow: **No Charge** End of Residency Date _____

Medical Student: **No Charge** Graduation Date _____

Allied Health: **1 Year \$147.50** Physician Assistant Licensed Nurse Practitioner

Allied Health Professional: _____

FORM OF PAYMENT

Charge: Visa MC Discover AMEX Check: Payable to SMA.

Card # _____ Expiration Date _____

Name On Card _____

Signature _____

Credit Card Billing Zip Code _____ numeric signature code _____

JOINING MEMBERS

Please Note! You have 31 days from your joining date to take advantage of \$150,000 of Term Life and \$1,000 Long Term Disability benefits without evidence of insurability as long as you are under the age of 65 and working full time. Benefits are different for residents. Call for information.

Check here to apply. Call 800.423.4992 for more information or email benefits@smaservicesinc.com

Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. In 2005, SMA was resurveyed and awarded "accreditation with commendation" for a six year term by the ACCME.

THE SMA BALANCED PORTFOLIO

For more information, simply check the appropriate box below and fax to 205-945-1830. An SMA Professional will contact you regarding any questions you may have or you may call 800-423-4992 so an SMA Professional can assist you over the phone. You can also visit our website at www.sma.org.

Name _____ Degree _____

Office Address _____ City _____ State _____ Zip _____

Home Address _____ City _____ State _____ Zip _____

Office Phone _____ Home Phone _____ Email Address _____

D.O.B. _____ / _____ / _____ Best time to be contacted _____ am / pm ET/CT/MT/PT

Medallion Level Professional Development			
<input type="checkbox"/> Residents & Fellows National Forum <input type="checkbox"/> Your Place in Today's Medicine <input type="checkbox"/> <i>Southern Medical Journal</i> <input type="checkbox"/> <i>SMJ</i> Table of Contents Alert <input type="checkbox"/> <i>SMJ</i> CME Articles <input type="checkbox"/> MedEd On-Demand Library	<input type="checkbox"/> Conferences <input type="checkbox"/> Research and Education Endowment Fund <input type="checkbox"/> CME/CE Cruises <input type="checkbox"/> Webinars	Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. All CME activities are planned and produced in accordance with ACCME Essentials, Standards and Policies. Southern Medical Association is an approved provider for continuing nursing education by the Alabama State Nurses Association (ASNA), an accredited approver by the American Nurses Credentialing Center's Commission on accreditation (ANCC). Southern Medical Association Provider #5-125.	
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<input type="checkbox"/> Healthcare Strategic Planning <input type="checkbox"/> Group Mergers and Formations <input type="checkbox"/> Practice Operational Assessments <input type="checkbox"/> Revenue Cycle Analysis <input type="checkbox"/> Coding and Compliance	<input type="checkbox"/> Start-Up Assistance <input type="checkbox"/> Fee Schedule Analysis <input type="checkbox"/> Financial Analysis <input type="checkbox"/> Employee and Physician Compensation Planning	<input type="checkbox"/> Contracting/Reimbursement Analyses <input type="checkbox"/> Interim Management <input type="checkbox"/> Training, Publishing, and Education	
Personal And Professional Financial Security			
Insurance Program Products <input type="checkbox"/> Open Access Plus <input type="checkbox"/> Basic Medical Plan <input type="checkbox"/> The Physicians' Courtesy Plan <input type="checkbox"/> Hospital Indemnity Plan <input type="checkbox"/> Vision Service Plan <input type="checkbox"/> Dental Coverage <input type="checkbox"/> HealthSavings Account <input type="checkbox"/> Medicare Supplement <input type="checkbox"/> Group Long Term Disability <input type="checkbox"/> Group Short Term Disability <input type="checkbox"/> Individual Long Term Disability Products <input type="checkbox"/> Overhead Expense Insurance <input type="checkbox"/> Group Life Insurance <input type="checkbox"/> Accidental Death & Dismemberment <input type="checkbox"/> Individual Life Insurance <input type="checkbox"/> Liberty Mutual Offerings <input type="checkbox"/> Long Term Care <input type="checkbox"/> Medjet Assist <input type="checkbox"/> Medical Professional Liability Insurance	Retirement Program Products <input type="checkbox"/> Defined Contribution Plan <input type="checkbox"/> Defined Benefit Plan <input type="checkbox"/> Hybrid Plan <input type="checkbox"/> Plan Document Design <input type="checkbox"/> Plan Administration <input type="checkbox"/> Plan Investments <input type="checkbox"/> The SMA-IRA <input type="checkbox"/> Registered Representatives <input type="checkbox"/> Financial Services for Young Physicians SMA Marketing Services <input type="checkbox"/> Website Development <input type="checkbox"/> Printing and Graphic Design <input type="checkbox"/> Audio and Video Production SMA Tours <input type="checkbox"/> CME Cruises <input type="checkbox"/> Tour Packages <input type="checkbox"/> Travel Club	Physicians' Purchasing Program <input type="checkbox"/> Phillips HeartStart OnSite Defibrillator <input type="checkbox"/> Coding Books & Software <input type="checkbox"/> Consumer Products <input type="checkbox"/> Prescriber's Letter <input type="checkbox"/> Paychex <input type="checkbox"/> Autoflex Leasing <input type="checkbox"/> Schwab Fireproof Filing Cabinets and Safes <input type="checkbox"/> Reception Room Magazine Subscriptions <input type="checkbox"/> Dell Computers <input type="checkbox"/> Patient Prompt <input type="checkbox"/> Epocrates® Handheld Software <input type="checkbox"/> SMA Sponsored Bank of America Card <input type="checkbox"/> GIV - Medical Surgical Products <input type="checkbox"/> Career Center <input type="checkbox"/> VHA-Non Acute Care	
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