



..... ULTIMATE
ATTENDEE'S GUIDE
..... TO
TexMed '15



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You're Entered to Win... a Samsung Gear Fit Fitness Watch

By downloading this eGuide, you were already entered once to win. **Stop by our Booth #228** in the Expo Hall to double your chances of winning during the event!



LETTER FROM THE PRESIDENT



Welcome to Austin! As the President of TMA Insurance Trust and an Austin resident for nearly 30 years, I would like to welcome you to the capital city for TexMed 2015! I hope that you enjoy our live music, blooming bluebonnets, and unique culture.

TMA Insurance Trust is excited to be a part of TexMed 2015 as the Pinnacle event sponsor! As an advisor to and advocate for Texas medical professionals since 1955, we truly believe in the difference that you make in your patients' lives each day. We are looking forward to getting to know you and your industry better throughout the weekend.

Our team of professional insurance advisors specialize in helping Texas physicians like you get the sound advice and quality coverage they need to protect themselves, their families and their employees. At TMA Insurance Trust, we are dedicated to understanding your unique needs, and we are equally committed to helping make a difference in your financial future.

I truly would love the opportunity to dialogue with you at TexMed. During the event, you can find me and the TMA Insurance Trust team at the following:

- **Booth #228** in the Expo Hall from 7:30 AM - 6 PM on Friday and 7:30 AM - 1:30 PM on Saturday
- The **TMA/TMAA Presidents' Reception** from 6 PM - 7 PM on Friday

If we happen to miss each other, please don't hesitate to reach out to me. I look forward to meeting you next week!

Sincerely,

A handwritten signature in black ink, appearing to read "James W. Smith".

President / Administrator, TMA Insurance Trust

Connect with me:



PS: Be sure to check out The Foodie's Guide to Austin for my recommendations of where to grab a bite to eat!

MEET YOUR KEYNOTE SPEAKERS



IRA BYOCK, MD

During TexMed's Opening General Session, Ira Byock, MD, will address the issue of palliative care and dying in America. Dr. Byock is the author of the book, *The Best Care Possible*, and is one of the foremost palliative care physicians in the country. In his session, he argues that to ensure the best end-of-life care possible we must not only remake our health care system but also move past our cultural aversion to talking about dying.

Stay Connected with me:



PATRICIA SHANDS, MD

Patricia A. Shands, MD, an orthopedic surgeon in the Anchorage Alaska area, will share her unique journey through health care during TexMed's Closing General Session. She'll share her motivational recount of her work with native/Inuit tribes and will speak about her journey through medicine as she moved from private practice to working with the Alaska Native Tribal Health Consortium.

Stay Connected with me:



8 MUST-HAVE APPS for TexMed

Make the most of your time at TexMed 2015 with these 8 mobile apps.
Click the black buttons in each section to download on your
iOS or Android device.



Evernote

Write notes, save articles, and present your findings.



FullContact Card Reader

Turns Business Cards into Contacts.



Tripadvisor

Local maps, photos and reviews of things to do, see, and eat.



Shoboxed

Snap a picture of your receipts to keep track of your spending.



ParkMe

Finds the closest, cheapest parking nearby.



Uber

Request, ride, and pay all using your mobile phone.



Hootsuite

Stay connected on all of your social media accounts.



Free Wifi Finder

Utilizes a live map that quickly shows local public Wi-Fi hotspots.



THE FOODIE'S GUIDE TO AUSTIN

We asked our team for the must-try spots around Austin. Here's what they had to say:



James
Prescott

"For a great selection of comfort foods try **Moonshine Patio Bar & Grill.**"

303 Red River Street
Austin, TX 78701



Wendell
England

"I always enjoy **Iron Works BBQ.** Make sure to try their beef ribs."

100 Red River Street
Austin, TX 78701



Danny
Chavez

"Great sausages, beer and an excellent European style bakery at **Easy Tiger.**"

709 East 6th Street
Austin, TX 78701



Nealy
Diden

"**Parkside** has great seafood, service, and atmosphere."

301 East 6th Street
Austin, TX 78701



Wendy
Hiles

"**Chez Nous** is a petite French place with 'Texas friendly' service."

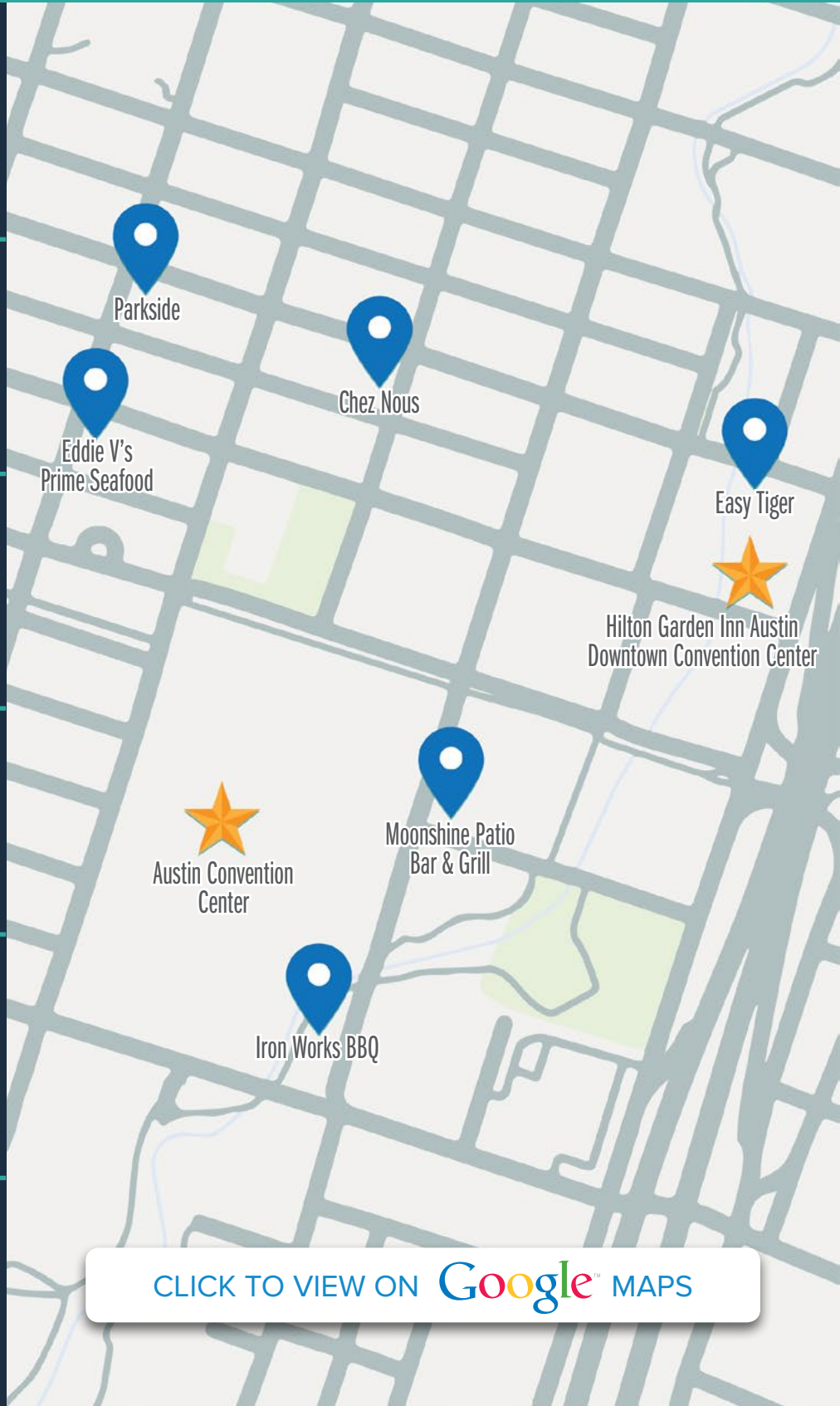
510 Neches Street
Austin, TX 78701



James
Prescott

"**Eddie V's** has a great atmosphere, great staff, and quality steaks and seafood."

301 East 5th Street
Austin, TX 78701



CLICK TO VIEW ON  MAPS

STAY CONNECTED

at TexMed 2015

QUICK REFERENCE GUIDE

Use these social platforms to connect with your peers and industry leaders at TexMed 2015.

Twitter:

Use the official hashtag in all of your updates, and click on the hashtag to see an aggregate of all updates from TexMed attendees. It's there to provide access to real-time updates about important event information and to help you network with your colleagues.

Facebook:

According to a recent [study](#), Facebook is the second best social platform to use at events behind Twitter. Share photos, status updates and post to the TexMed page. Send friend requests to colleagues you meet to stay connected post-TexMed.

Google+:

Share event pictures and videos, and include the official hashtag in your posts to join the Instagram conversation during the event. Similar to Twitter, click on the hashtag to see an aggregate of all updates from TexMed attendees.

LinkedIn:

LinkedIn is an excellent tool to use during the event to stay connected with attendees after the event. Connect with your colleagues in real-time, then follow up with them afterwards to stay in touch.

Instagram:

Share event pictures and videos, and include the official hashtag in your posts to join the Instagram conversation during the event. Similar to Twitter, click on the hashtag to see an aggregate of all updates from TexMed attendees.

Let's Connect!



Twitter



Facebook



Google+



LinkedIn



Instagram

Official Hashtag

Use [#tmamtg](#) in your tweets to join the conversation at TexMed 2015. Check the feed to get live updates on meetings and events, and see what other attendees are saying about the conference in real-time.

Additional Hashtags

[#TexMed15](#) →

[#TexMed2015](#) →

[#TexMed](#) →

EVENTS SCHEDULE



THURSDAY 4/30

(BOT) Investments Committee
7:00 AM - 9:00 AM
Hilton, 414

(BOT) Board of Trustees
8:30 AM - 12:00 PM
Hilton, 408

**MedEd: Subcommittee for
Academic Physicians**
9:30 AM - 11:00 AM
Hilton, 416AB

**MedEd: Council on Medical
Education**
11:00 AM - 1:30 PM
Hilton, Governor's C

PHW: Regional Education
11:30 AM - 1:30 PM
Hilton, 617

**Physicians Benevolent Fund
Committee**
1:30 AM - 3:00 PM
Hilton, 414

**Council on Science & Public
Health**
12:00 PM - 4:00 PM
Hilton, 410

Council on Socioeconomics
1:00 PM - 5:00 PM
Hilton, Governor's D

**TexMed At the Capitol Kickoff
Meeting**
1:00 PM - 1:30 PM
Hilton, Governor's B

**AdHOC Committee To Study
Inactive CMS**
1:00 PM - 2:00 PM
Hilton, 415AB

TMA Foundation Board
1:30 PM - 3:30 PM
Hilton, 412

PHW: Program Effectiveness
1:30 PM - 2:00 PM
Hilton, 617

MedEd: Executive Session
1:45 PM - 4:00 PM
Hilton, 416AB

This itinerary details **ALL TexMed happenings**, including CMEs, committee meetings, all main events, receptions and more, in chronological order.

Keep this schedule on hand during the event to make sure you don't miss a thing.

TexMed At The Capitol

2:00 PM - 4:00 PM

Capitol, Legislative Conference Center, E2.002

PHW: Assistance Fund

2:00 PM - 2:30 PM

Hilton, 617

(BOC) Board of Councilors

2:00 PM - 5:00 PM

Hilton, 415AB

TMA Leadership College

2:30 PM - 5:00 PM

Hilton, Governor's A

MOST Coalition

2:30 PM - 4:00 PM

Hilton, Governor's C

PHW: Resident and Student Assistance

2:30 PM - 3:00 PM

Hilton, 617

PHW: Development of Symposia

3:00 PM - 5:30 PM

Hilton, 617

Texas Ophthalmological Association Executive Council

3:00 PM - 6:00 PM

Hilton, 406

TMA Foundation Advisory Committee

3:30 PM - 4:30 PM

Hilton, 412

Interspecialty Society Committee

4:30 PM - 6:00 PM

Hilton, 416AB

Committee on Child & Adolescent Health

5:00 - 7:00 PM

TBA

Committee on EMS and Trauma

5:00 PM - 7:00 PM

Hilton, 614

Council on Health Care Quality

5:00 PM - 8:00 PM

Hilton, 410

Council on Health Service Organizations

5:00 PM - 7:30 PM

Hilton, 412

Texas Association of Otolaryngology Board Meeting

5:00 PM - 7:00 PM

Hilton, 417A

TMAIT Board of Trustees

5:30 PM - 8:00 PM

Hilton, 616B

PHW: Public Education on Physician Health Matters

5:30 PM - 6:00 PM

Hilton 617

Ad Hoc Committee on Health Information Technology

6:00 PM - 9:00 PM

Hilton, 415AB

TEXPAC 300/Capital Club and TMA Alliance Reception

6:00 PM - 7:00 PM

Hilton Governor's C

Committee on Patient/Physician Advocacy

6:00 PM - 9:00 PM

Hilton, Governor's D

Committee on Rural Health Forum

6:00 PM - 8:00 PM

Hilton, 617

Committee on Membership

6:00 PM - 8:00 PM

Hilton, 616A

PHW: Committee Executive Session

6:30 PM - 7:00 PM

Hilton, 416AB

50 Year Club Dinner

6:30 PM - 9:00 PM

TBD

Task Force on Behavioral Health

7:00 PM - 9:00 PM

Hilton, 617

PHW: Committee on Physician Health & Wellness

7:00 PM - 8:30 PM

Hilton, 416

TEXPAC Board of Directors

7:00 PM - 9:00 PM

Hilton, Governor's E

MSS Executive Council

8:00 PM - 9:30 PM

Hilton, 612

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FRIDAY 5/1

Small Districts Caucus

6:30 AM - 8:00 AM

Hilton, Governor's Ballroom B

West Texas Caucus

6:30 AM - 8:00 AM

Convention Center, 8

TexMed Orientation

6:30 AM - 7:30 AM

TBD

Texas Delegation To the AMA

6:30 AM - 7:45 AM

Hilton, 408

General Registration Hilton

7:00 AM - 7:00 PM

TBA

Expo Hall

7:00 AM to 6:00 PM

*Join us in the Expo Hall. You can check out 100+ exhibits, grab refreshments in the Physician Lounge, and play Expo Bingo to win great prizes.

House of Delegates

8:30 AM - 12:00 PM

Convention Center,
Exhibit Hall 2

Reference Committee:

Medical Education

9:30 AM - 12:00 PM

Hilton, 404

Reference Committee:

Socioeconomics

9:30 AM - 12:00 PM

Hilton, Governor's B

Reference Committee:

Science and Public Health

9:30 AM - 12:00 PM

Hilton, 400

Reference Committee:

Financial & Organizational Affairs

9:30 AM - 12:00 PM

Hilton, Governor's A

Friends of Bill W. Meeting

10:00 AM - 11:00 AM

Hilton, 612

Council on Legislation

11:30 AM - 3:00 PM

Hilton, 406

Past Presidents Council Luncheon

12:00 PM - 1:00 PM

Hilton, 402

Council on Practice Management Services

12:00 PM - 3:30 PM

Hilton, 415AB

MSS Chapter Presidents

12:00 PM - 1:00 PM

Hilton, 403

YPS Business Meeting

12:00 PM - 1:30 PM

Hilton, 412

Ad Hoc Select Committee on Medicaid, CHIP, and Uninsured

1:00 PM - 5:00 PM

Hilton, Hilton, 602

Committee on Maternal & Perinatal Health

1:00 PM - 3:00 PM

Hilton, 414

MSS: Medical Student Section Business Meeting

1:00 PM - 3:30 PM

Hilton, 408

Committee on Blood & Tissue

1:30 PM - 3:30 PM

Hilton, 403

TMA Leadership College

1:30 PM - 4:30 PM

Hilton, 416AB

Candidate Forum

2:00 PM - 3:00 PM

Hilton, 400

RFS Business Meeting

2:00 PM - 3:30 PM

Hilton, 412

TMA Be Wise -- Immunize Outreach Meeting

2:15 PM - 3:15 PM

Hilton, 402

TMA Be Wise -- Immunize Physician Advisory Panel

3:30 PM - 4:30 PM

Hilton, 402

Opening General Session

3:30 PM - 5:00 PM

Dr. Ira Byock

TMA Leadership College - Wrap Up Session

4:30 PM - 5:00 PM

Hilton, 416

TMALC Alumni Reception

5:00 PM - 6:00 PM

Hilton, 404

Border Health

5:30 PM - 7:00 PM

Hilton, 412

Committee on Primary Care and Medical Home

5:30 PM - 7:30 PM
Hilton, 414

TMA/TMAA Presidents'

Reception

6:00 PM – 7:00 PM
Cedar Door Patio Bar and Grill

Committee on Cancer

6:30 PM - 8:30 PM
Hilton, 415AB

TMAF Gala

7:00 PM - 11:00 PM
Hilton, Austin Ballroom F - H

FRIDAY CME's

CME: Let's Get Active and Healthier!

6:30 AM - TBD
Convention Center, Level 1,
Expo Hall

CME: Allergy, Asthma, and Immunology

7:30 AM - 10:30 AM
Convention Center, Level 3,
Room 9C

CME: Otolaryngology Day 1

7:30 AM - 2:00 PM
Convention Center, Level 2,
202D

CME: Pain Medicine

7:30 AM - 11:30 AM
Convention Center, Level 3,
10A

CME: Heart Failure Symposium

8:00 AM - 2:30 PM
Convention Center, Level 3,
Room 6

CME: Occupational Medicine

8:00 AM - 2:00 PM
Convention Center, Level 4,
Ballroom G

CME: Ophthalmology Day 1

8:00 AM - 3:00 PM
Convention Center, Level 3,
Room 8

CME: Psychiatry

8:00 AM - 2:00 PM
Convention Center, Level 3,
Room 7

CME: Accountable Care: New Payment Models, New Opportunities

9:00 AM - 2:30 PM
Convention Center, Level 3,
Room 9A

CME: Ethics in Medicine Forum

1:00 PM - 2:50 PM
Convention Center, Level 3,
Room 10A

CME: Physician Health and Wellness

1:00 PM - 2:00 PM
Convention Center, Level 3,
Room 9C

CME: General Session, The Best Care Possible

3:30 PM - TBD
Convention Center, Street
Level, Expo Hall

SATURDAY 5/2
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You're already entered to win! But...

We're looking forward to seeing you at **booth #228** in the Expo Hall. Stop by to double your chances of winning a Samsung Gear Fit.



SATURDAY 5/2

Council on Health Promotion

6:00 AM - 8:30 AM
Hilton, 400

MSS Caucus

6:30 AM - 8:00 AM
Hilton, 402

Bexar CMS Caucus

6:30 AM - 8:00 AM
Convention Center, 10C

Dallas CMS Caucu

6:30 AM - 8:00 AM
Convention Center, 9C

Harris CMS Caucus

6:30 AM - 8:00 AM
Convention Center, 9AB

Small Districts Caucus

6:30 AM - 8:00 AM
Convention Center, 8

Tarrant CMS Caucus

6:30 AM - 8:00 AM
Convention Center, 7

Travis CMS Caucus

6:30 AM - 8:00 AM
Convention Center, 10AB

West Texas Caucus

7:00 AM to 1:30 PM
Convention Center, 8

House of Delegates

8:30 AM - 12:00 PM
Convention Center,
vExhibit Hall 2

Saturday Closing Lunch

11:30 AM - 1:30 PM
Expo Hall

IMG: International Medical Graduate Section

12:00 PM - 1:30 PM
Hilton, 400

TMA Leadership College Graduation

12:00 PM - 1:30 PM
Hilton, 408

Closing General Session

1:30 PM - 2:30 PM
Dr. Patricia Shands

SATURDAY CME's

CME: TexMed Poster Session

8:00 AM - 1:30 PM
Convention Center, Level 1,
Expo Hall

CME: Anesthesiology

9:00 AM - 3:45 PM
Convention Center, Level 4,
Ballroom G

CME: Colon and Rectal Surgery

9:00 AM - 10:30 AM
Convention Center, Level 3,
Room 10C

CME: Emergency Medicine

9:00 AM - 3:30 PM
Convention Center, Level 3,
Room 9C

CME: Geriatric Medicine

9:00 AM - 11:55 AM
Convention Center, Level 3,
Room 10A

CME: Ophthalmology Day 2

9:00 AM - 1:00 PM
Convention Center, Level 3,
Room 8

CME: Otolaryngology Day 2

9:00 AM - 12:15 PM
Convention Center, Level 1,
Room 3

CME: Physical Medicine and Rehabilitation

9:00 AM - 11:30 AM
Convention Center, Level 3,
Room 7

CME: Quality and Patient Safety: Value Based Care Opportunities

10:00 AM - 1:05 PM
Convention Center, Level 3,
Room 9A

CME: General Session, Journey Through Medicine

1:30 PM - TBD
Convention Center, Street Level,
Expo Hall

CME: Holistic Medicine

2:30 PM - 4:35 PM
Convention Center, Level 3, 10A

About TMA INSURANCE TRUST



Since 1955, TMA Insurance Trust has served as trusted advisors for Texas physicians, their families, and their employees. Created and exclusively endorsed by the Texas Medical Association, we at TMA Insurance Trust are proud to partner with TMA member physicians to meet their personal insurance needs and protect their livelihood. We walk alongside physicians throughout their entire career journey from medical school to residency and all the way through to retirement.

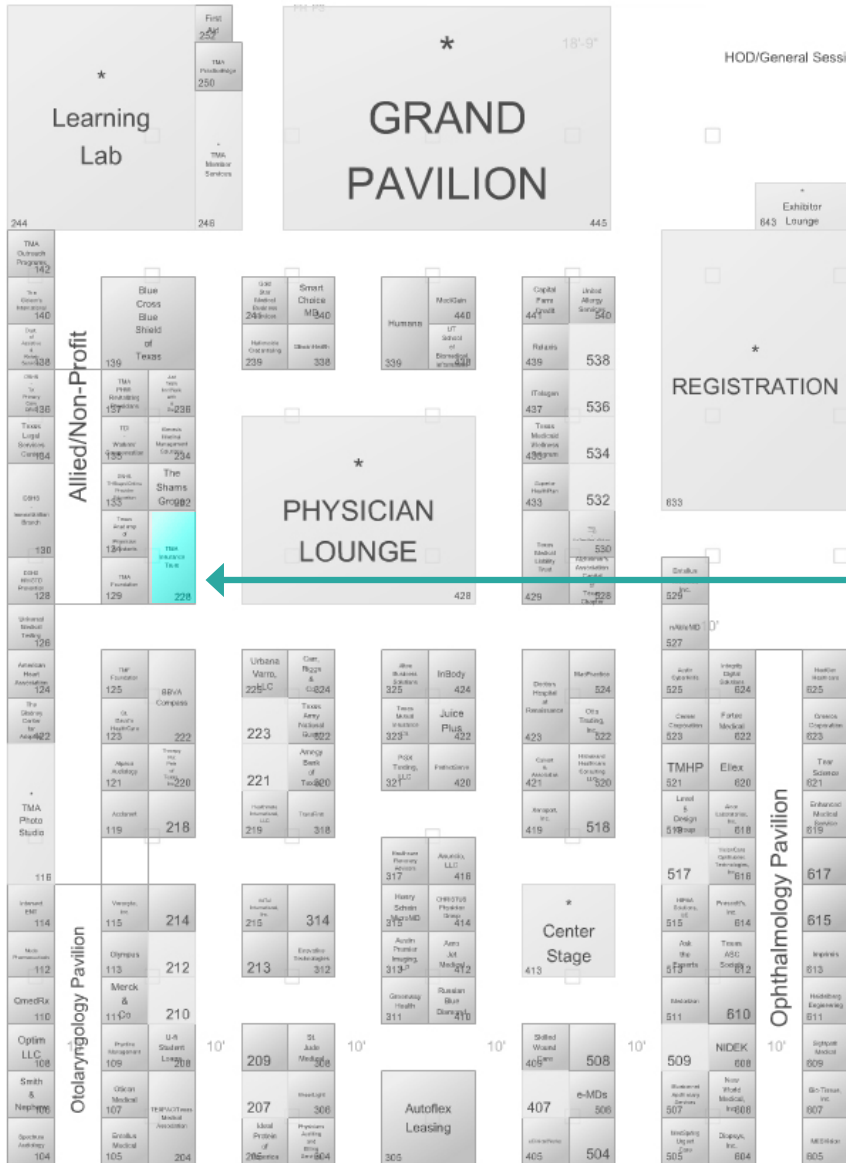
At TMA Insurance Trust, our advisors are committed to helping you find the right combination of policies that will protect you and your family. We offer physician-specific insurance products at competitive rates that are available exclusively through TMA Insurance Trust, or we can search the open market for the coverage that best fit your needs.

TMA Insurance Trust is proud to offer the following physician-focused insurance coverage for individuals and medical practices:

- Life Insurance
- Disability Insurance
- Health Insurance
- Office Overhead Expense Insurance
- Long Term Care Insurance
- Dental Insurance
- Personal Accident Insurance
- Supplemental Hospital Indemnity Insurance
- Critical Illness Insurance
- Travel Insurance

We would love to see how we can serve you. Start the conversation by visiting us at **Booth #228** at TexMed; see next page for Expo Hall Map. In the meantime, visit us at www.tmait.org to learn more.

WHERE TO FIND US



FIND US AT
BOOTH #228

GO TO INTERACTIVE EXPO HALL MAP