



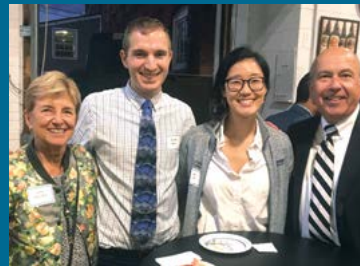
MASSACHUSETTS
MEDICAL SOCIETY

Annual Report 2019–2020

25,266
MMS members



100
pieces
of state legislation
testified upon



1.8
million NEJM page
views in a single day



32
MMS statements
to media



300+
CME accredited
activities offered

From the President

We entered the 2019–2020 fiscal year with extraordinary promise, intent on leveraging the legacy of the world’s greatest medical society toward a future of growth, relevance, and impact for patients, physicians, and our organization.

To set that course, together we deliberated, constructed, and approved a strategic plan that will ensure that we remain a trusted leader during a time when all aspects of medicine and health care are evolving at an unprecedented pace.

We made history, which undoubtedly will lead to impact, as the Massachusetts Medical Society incorporated our first-in-the-nation policy that health care is a basic human right. This principle will be our “north star” for every endeavor, be it on behalf of patients or our profession.

Of course, the most prominent event of the last year — and likely of our professional lifetimes — was the onset of a global pandemic that challenged our health care system and our resolve.

Not surprisingly, the MMS met the moment as leaders and collaborators, and our response and impact were simply astounding. Working alongside all of you when our patients and our communities needed us most was a privilege that filled me with immeasurable pride.

Thank you for your partnership, your friendship, and your dedication to our wonderful MMS and our patients. I wish my best to the Massachusetts Medical Society’s 138th president, Dr. David A. Rosman, whose incredible blend of leadership and compassion will guide our organization forward and continue to build the future.

*Maryanne C. Bombaugh, MD, MSc, MBA, FACOG
President, MMS, May 2019–May 2020*



From the Executive Vice President

During a historic and disruptive year in medicine, the Massachusetts Medical Society continued as a strong voice for physicians and for access to equitable health care for all.

Our actions are guided by the Society’s long-term strategic plan, which builds upon our strong foundation and sets priorities and direction for the next four years.

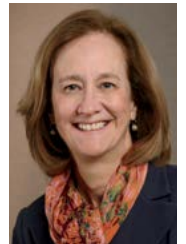
Among highlights of the past year, the Society worked to reduce administrative burdens on physicians, including simplifying the Massachusetts physician license application by 50 percent, and worked with the Health Policy Commission to identify ways to reduce prior authorization requirements. The MMS educated lawmakers and the public on the dangers of vaping. We also promoted development of a state-funded peer-to-peer medical consultation program for pain management and substance use disorder. And we asked Massachusetts physicians what they want from their Medical Society, listened to the answers, and are working toward those ends.

Then came the COVID-19 pandemic. The MMS pivoted rapidly to become a reliable, central source of daily information and an early national voice for the safety of frontline workers. We advocated successfully to expand telehealth payment and to secure provider liability protection. And we advised state leaders on the safe reopening of physician practices.

In publishing and education, NEJM Group continues to bring the best science and highest levels of medical knowledge to physicians worldwide. This was never more apparent than in recent months, when the *New England Journal of Medicine* published an unprecedented volume of content related to COVID-19, launched a podcast series with NEJM editors, and developed a COVID-19 Briefing e-newsletter.

The year ahead presents uncertainty due to the global pandemic, upcoming US elections, and economic forces. At the MMS, with a strategic plan to guide us and the unflinching passion and commitment of our members, we will continue to fervently advance our mission in support of the physicians and patients we serve.

*Lois Dehls Cornell
Executive Vice President, MMS*



Information in this report reflects activities of the Massachusetts Medical Society from May 2019 through May 2020. The MMS annual report is produced by MMS Publishing Operations and the Department of Communications. © 2020 Massachusetts Medical Society

Health Care Is a Basic Human Right

In May 2019, the Massachusetts Medical Society's House of Delegates passed a resolution stating that the "Enjoyment of the highest attainable standard of health, in all its dimensions, including health care, is a basic human right."

This resolution became organizational policy — making the MMS the first state medical society in the United States to make the assertion that health care is a basic human right.

One month later, the American Medical Association, guided by the sentiment of the MMS resolution, adopted a similar policy.

MMS President Maryanne C. Bombaugh, MD, MSc, MBA, FACOG, authored the MMS resolution and was one of its cosponsors, along with MMS officers Drs. Alain Chaoui and David A. Rosman and the Board of Trustees.

Issues of health care access and equity will continue to guide the goals and priorities of the MMS in the year ahead.

"This is a health policy statement that includes the social determinants of health. It can help direct our advocacy — advocacy for improving the public's health and the public good that is the core of our Medical Society's mission — and is chiseled in stone on our building wall in Waltham."

— Maryanne C. Bombaugh, MD



MMS Responds to COVID-19

The arrival of COVID-19 in early 2020 presented a challenge to and transformation of Massachusetts medicine like no other.

The Massachusetts Medical Society responded swiftly. President Maryanne C. Bombaugh, MD, MSc, MBS, FACOG, was an early voice in the national media, calling for much-needed personal protective equipment for frontline workers. Inside the MMS, technology was deployed rapidly to enable virtual meetings for members and accelerate work-from-home for staff.

MMS leaders engaged in daily conversations with state agencies and officials and the office of Governor Charlie Baker to ensure that physicians were being heard and to provide needed clinical expertise.

Our Advocacy and Legislative Affairs team worked successfully to expand telemedicine payment and secure provider protection from civil liability — crucial measures for providing care. As the April surge abated in the state, Society officers and key committee chairs advised state officials on a public health data-driven approach to reopening medical practice in

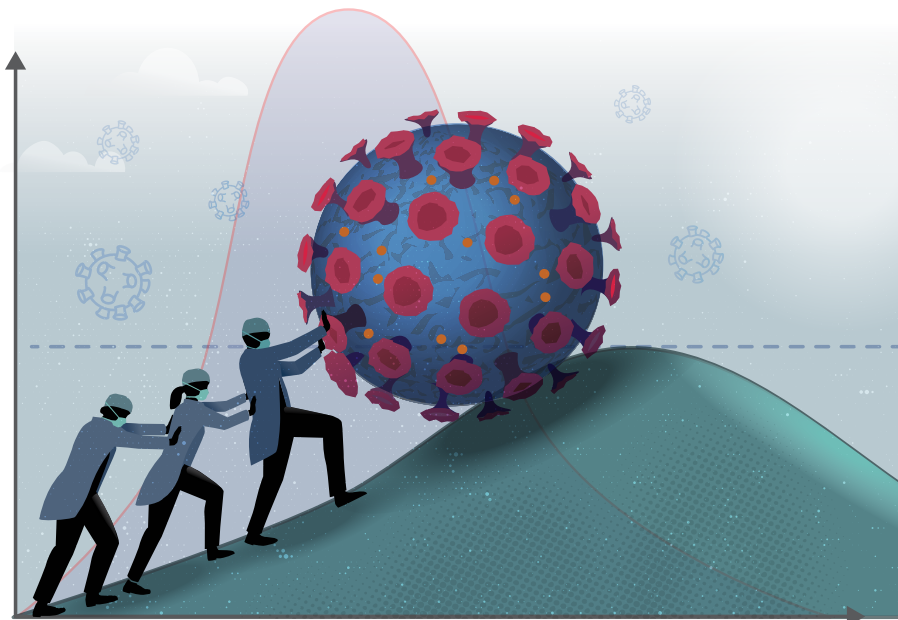
the document “[Considerations and Recommendations for Moving Forward Medical Practice in Response to the COVID-19 Crisis](#).”

Throughout, the MMS provided essential information to physicians and the public including a daily COVID-19 *Planning and Preparedness* newsletter sent to our 25,000+ members and more than 2,700 non-member subscribers.

As the disproportionate toll of COVID-19 on racial minorities became apparent, the MMS affirmed its commitment to work proactively to address structural racism and its harm to patients and physicians.

NEJM GROUP: A WORLDWIDE INFORMATION LEADER

From the pandemic’s earliest days, NEJM Group produced a staggering volume of content at great speed. In late March, the dedicated pandemic page on the NEJM website achieved 1.8 million page views — a single-day record for NEJM. At the April peak, NEJM received up to 200 submissions daily. By mid-May, NEJM had published 152 articles related to COVID-19.



Providing Crucial COVID-19 Information in Massachusetts

11

MMS-hosted phone calls with Massachusetts Department of Public Health

>1,300

MMS members dialed in to a single DPH call in March

5

virtual member forums on COVID-related topics such as telehealth, physician wellness, and practice operations

Ongoing weekly

cosponsored calls with Massachusetts Division of Insurance on testing, prior authorization, and telemedicine coverage

> 27,000

recipients of *Planning & Preparedness* newsletter

The Members of the Massachusetts Medical Society

As the state's largest physician-led organization, the Massachusetts Medical Society attracts a diverse representation of physicians (including residents and fellows) and medical students who are deeply committed to addressing broad health care issues across the Commonwealth. A trusted and respected leadership voice in health care, the MMS advances medical knowledge and the medical profession to improve health care for all.

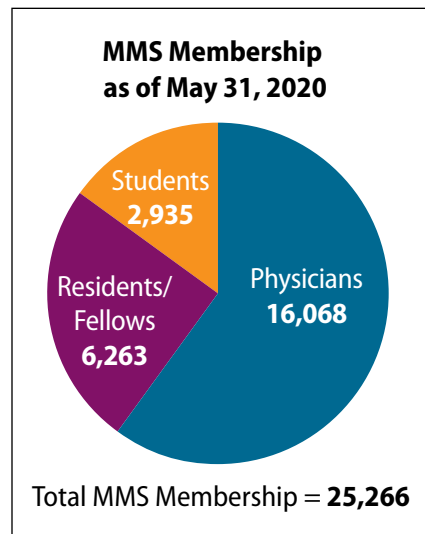
The Society relies heavily on its physician community to drive forward change. Members actively engage in influencing MMS policy and addressing

patient and physician needs through district societies, committees, task forces, sections, and leadership positions. Members enjoy collegiality across specialties through networking events and participate in high-quality CME courses, member forums, and other gatherings that address critical issues facing physicians and patients.

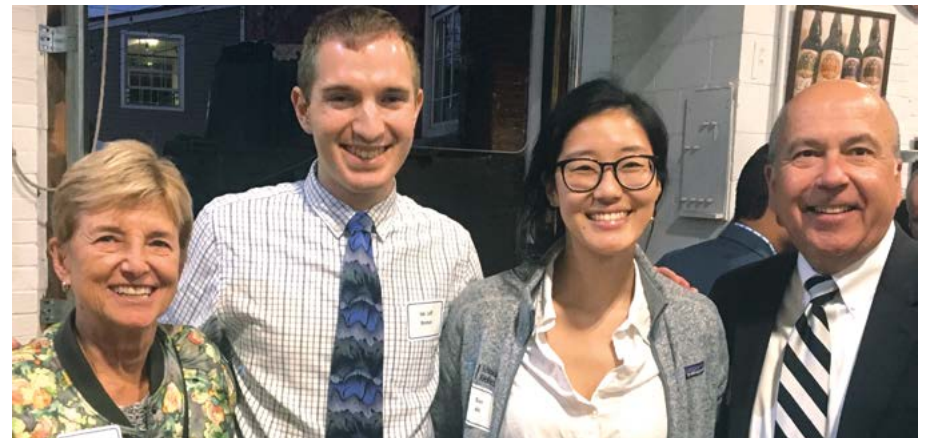
The Society continues to advance policies that support physicians in the practice of medicine, where the patient-physician relationship is at the center and within a health care system that respects the dignity and worth of all people.



A medical student delegation from the MMS (above) attended the 2019 American Medical Association Medical Student Section Annual Assembly in Chicago to create and debate health policy with students from across the country. The delegation included representatives from all four Massachusetts medical schools.



Members of the Plymouth District enjoy a networking and social dinner.



A member networking event at a Lowell brewery brings together (left to right) MMS Vice President Dr. Carole E. Allen, Medical Student Section Vice Chair Jeffrey Breton, Tufts medical student member Susan Kim, and General Counsel and VP for Advocacy and Member Relations Charles Alagero.

Public Health and Health Policy

Since our historic 2019 statement that “health care is a basic human right,” the Massachusetts Medical Society has continued advocacy to improve access to care in addition to new efforts to address social determinants of health (including racial/ethnic disparities, food insecurity, and behavioral and mental health) and other needs of vulnerable populations, who have been disproportionately affected by the health and economic impacts of the pandemic.

When COVID-19 took hold in March 2020, longstanding partnerships with local organizations and public health leaders enabled us to move quickly to provide physicians and the public with crucial information. We hosted **weekly calls with the state Department of Public Health (DPH)**, where MMS members could ask direct questions and receive informed answers during the rapidly evolving situation.

The MMS also partnered with the state to facilitate the **COVID-19 Relief Team Volunteer Program**, which matched nearly 500 volunteers with requests from 80 nursing and long-term care

facilities, field and state hospitals, shelters, and other programs.

HIGHLIGHTS THROUGHOUT THE YEAR

Among its public health initiatives, the MMS produced a 12-minute [video](#) on **how climate change affects health in Massachusetts**, for use in community meetings and on social media. A related [website](#) was developed and includes the video and resources to educate individuals to take action in their communities and for their own health.

A year-long campaign to address the health damages of vaping included a joint [video](#) between the MMS and the DPH that urges physicians to talk about vaping with patients and parents. We shared information with Governor Baker on vaping-related pulmonary disease and, in partnership with Tobacco Free Mass, provided written testimony and other support for a statewide ban on all flavored tobacco and vaping products. The ban passed and took effect June 1, 2020.

Tobacco Free Mass



MMS President Dr. Maryanne C. Bombaugh, Governor Charlie Baker, and Committee on Public Health member Dr. Michele David attend the November 2019 signing of a statewide ban on flavored tobacco and vaping products.



Dr. James B. Broadhurst, chair of the Committee on Public Health, addresses the 16th Annual Public Health Leadership Forum in October 2019.



Dr. Sahdev R. Passey, the 2019 MMS Senior Volunteer Physician of the Year, conducts a physical exam at a “Free Health Stop” clinic in Worcester.

Advocacy and Government Relations

Advocacy with state and federal government is central to the MMS's mission. We advocate on behalf of physicians to help them to provide the best care and on behalf of patients for quality and equity in health care. Our tactics and tools include direct lobbying, drafting legislation, grassroots member advocacy, and writing joint letters with aligned organizations.

In 2019–2020, MMS Advocacy and Government Relations contributed to the following:

- **Halting problematic federal out-of-network billing legislation** that would have jeopardized patient access and physician practice sustainability

- Advocating for a Massachusetts commission to study and make recommendations to address **racial disparities in maternal health outcomes**
- Forming a statewide coalition to develop a strategy and agenda to address **medical school affordability**
- Worked successfully to **expand telemedicine coverage during the COVID state of emergency**, to increase reimbursement and reduce administrative barriers
- Contributed to a massive email campaign by physicians that helped to **secure comprehensive medical liability protections** for care provided during the crisis

As the pandemic took hold, the Medical Society did the following:

- Sent 15 letters relating to **COVID-19 priorities** to state and federal policymakers and met one-on-one with 91 percent of the Massachusetts federal congressional delegation

In Washington during COVID

Lobbied for **5** federal bills that were passed, including **\$175 billion** in COVID-19 relief funds for health care providers

At the State House throughout the Year

Testified upon **100** pieces of state legislation

Analyzed **23** regulatory proposals, executive orders, and administrative bulletins



President-elect Dr. David A. Rosman speaks at the State House in support of the Senate's Mental Health ABC Act, joined by the Senate leaders and advocates of the bill.



Vice President Dr. Carole Allen testifies in a public hearing on H.3320/S.1209, An Act Removing Obstacles and Expanding Access to Women's Reproductive Health (ROE Act).

Supporting Physicians and Their Practices

The Massachusetts Medical Society advocates for system change on behalf of members, provides direct support for physician practices, and collaborates with partners throughout the state on patient safety and quality.

The work of the MMS this year included the following:

- Contributed to **reducing administrative burdens** around licensure, credentialing, prior authorization, and documenting meaningful quality measurement
- Continued work on **physician burnout** by hosting a **Medical Student and Residency Burnout Roundtable** in collaboration with the Massachusetts Health and

Hospital Association, where nearly 50 representatives of medical schools and residency programs shared activities and challenges, leading to recommendations in a [widely available report](#)

- Actively participated, with more than 35 organizations and the [Betsy Lehman Center for Patient Safety](#), on the newly created [MA Healthcare Safety and Quality Consortium](#) to develop a Roadmap to Safety for the Commonwealth

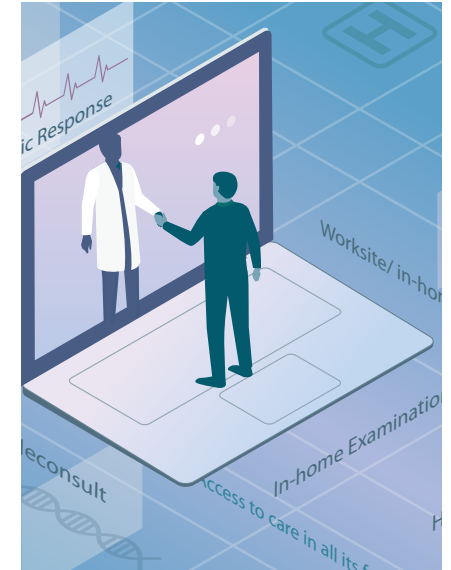
Throughout the year, the MMS **Physician Practice Resource Center** fielded questions and concerns from hundreds of members regarding medical practice, licensure, closing

and opening a practice, and payer matters. After the initial surge of the pandemic, the MMS Practice Solutions team created the physician resource [Tips for Expanding Practice During COVID-19](#).

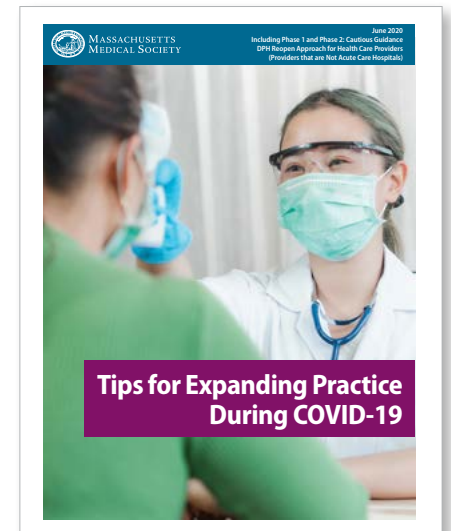
TELEHEALTH INITIATIVE AND COVID-19

As one of four organizations chosen by the American Medical Association to spearhead the grant-funded [Telehealth Initiative](#), the MMS in early 2020 created resources to help physicians redesign their practices for telehealth.

When COVID-19 struck, the Society was positioned to assist rapid implementation of telehealth, thanks to experience and tools developed during the Initiative. After accelerating work with nine pilot practices, all efforts turned to assisting other members with vendor selection and implementation. New information was posted almost daily to the MMS website, creating one of the most extensive resources in the state for payer coding and billing.



MMS Director of Practice Solutions and Medical Economics Yael Miller, MMS Immediate Past President Alain A. Chaoui, MD, and MMS President Maryanne C. Bombaugh, MD (front row, left to right), meet with members of the National Committee for Quality Assurance in July 2019 about simplifying quality measurement as a means of alleviating physician burnout. *Photo by Eric Musser/NCQA.*



A Leadership Voice in Health Care

The Massachusetts Medical Society provides a trusted leadership voice in health care across the Commonwealth and nationally.

The Communications department informs members, legislators, regulators, and the public of our policies and advocacy efforts through the Medical Society's website, social media, and daily engagement with local and national media. Direct-to-member communications (the *Vital Signs* monthly publication and *Vital Signs This Week* e-newsletter) also inform about professional and educational events and topics of interest.

To communicate across ages and audiences, the MMS did the following this year:

- Increased its social media presence, including Instagram, to reach younger members, prospects, and partners
- Expanded video offerings and production capabilities, nearly doubling the number of video messages over the prior year

FILLING A CRITICAL NEED IN THE COVID-19 INFORMATION GAP

Recognizing early in the pandemic the need for a central, reliable resource to provide current information about the pandemic in Massachusetts, the MMS in March rapidly created an expansive COVID-19 webpage and launched the *Planning and Preparedness* newsletter that was emailed each

weekday to our 25,000 members. The newsletter quickly attracted nearly 3,000 additional subscribers including legislators, journalists, and health professionals. The newsletter is ongoing.

As the pandemic continues, the MMS continues to be a powerful and unwavering advocate for physicians, public safety, and data-driven health policies.

IN THE MEDIA

Altogether, MMS leaders this year participated in 45 on-the-record media interviews, making the Society a leading voice on COVID-19-related matters (testing, telehealth, and reopening the state) and also advancing its position on legislative and public health issues, including surprise billing, health equity, and vaccination.



MMS in the News

599
media
placements

45
media
interviews (80%
increase over
prior year)

32
MMS
statements
to media

Social Media Presence



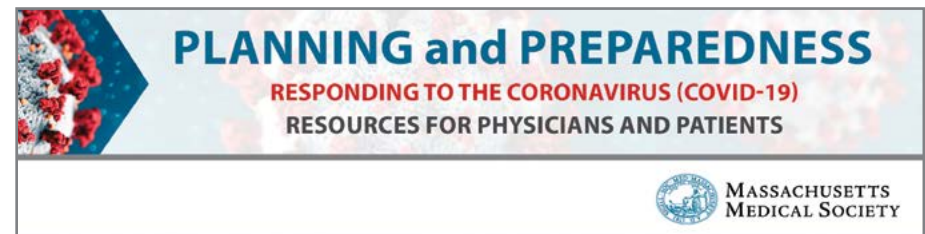
10,593 followers =
15.6% increase



3,826 followers =
45.8% increase



Now on Instagram!



NEJM Group

NEJM Group advances medical knowledge, from research to patient care, delivering information and education in clinical science and practice that improve patient outcomes worldwide.

TRANSITION IN LEADERSHIP

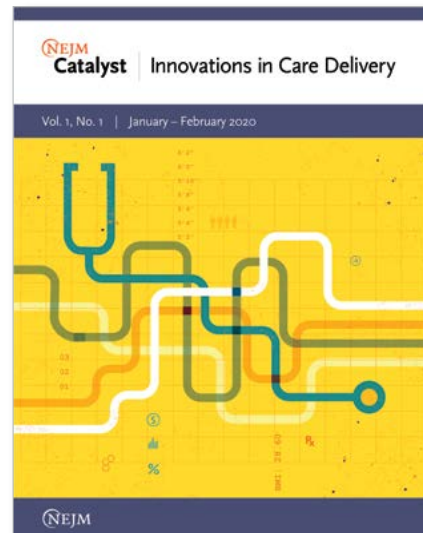
Eric J. Rubin, MD, PhD, became editor-in-chief of the *New England Journal of Medicine* and NEJM Group in September 2019, taking on the responsibility for oversight of all editorial content and policies. Dr. Rubin succeeded Jeffrey M. Drazen, MD, who served as editor-in-chief for 19 years.



Throughout the COVID-19 pandemic, NEJM Group has demonstrated its leadership in informing and educating physicians. The *New England Journal of Medicine* has published world-leading information about COVID-19 at unprecedented pace and volume and continues to be a trusted source for scientific discovery, clinical information, and content that informs policy debate.

NEJM GROUP LAUNCHES NEW DIGITAL JOURNAL

NEJM Catalyst Innovations in Care Delivery, a new bimonthly digital journal launched in December 2019, identifies the most impactful and practical ideas to accelerate health care delivery transformation. The journal serves an audience committed to improving patient outcomes including clinical leaders, health care executives, clinicians, and academics. In response to COVID-19, the volume of content on NEJM Catalyst doubled during spring 2020.



COVID-19 INTERACTIVE CASES DEVELOPED FOR CLINICIANS

In May 2020, NEJM Group released **COVID-19 Rx: Treatment Simulations**, a series of five COVID-19 interactive cases designed to teach clinicians on the front lines of the pandemic.

The detailed cases feature clinical information on fictional patients. In addition, a COVID-19 interactive primer was launched and covers the basic concepts of managing mild patients who are suspected or confirmed of having COVID-19.



NEJM GROUP EDUCATION

NEJM Group Education includes all continuing medical education (CME) offered by MMS and NEJM Group, plus CME jointly provided with our educational partners.

CME Activity Data (12 Months)

300+
accredited
activities
offered

2,450+
hours of
instruction
offered

136,000+
physician
interactions

20,500+
non-physician
learner
interactions

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May 2019–May 2020

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MSc, MBA, FACOG



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Vice President
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Tyler Lang, Alternate Student Trustee

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President Sophia X. Bogdasarian, RN,
are also members of the Board of Trustees.*

Physician Group Members of the Massachusetts Medical Society

Acton Medical Associates	CAPAnesthesia	Emerson Emergency Physicians	Hawthorn Medical Associates — Ob/Gyn
Andover Pediatrics	Cape Cod Anesthesia Associates	Emerson Hospitalist Service	Healthcare South
Associates in Internal Medicine	Cape Cod Ear, Nose, and Throat Specialists	Emerson IPA	Heart Center of MetroWest
Asthma & Allergy Affiliates	Caring Health Center	ENT Specialists	Highland Healthcare Associates IPA
Atrius Health	Central Mass IPA	ENT Surgeons of Western New England	Hilltown Community Health Center
Baystate Brightwood Health Center	Charles River Community Health	Essex County OB/GYN Associates	Holliston Pediatric Group
Baystate Mason Square Neighborhood Health Center	Child Health Associates	Essex Neurological Associates	Holyoke Health Center
Baystate Medical Practice	CHMC Otolaryngologic Foundation	Eye Health Services	Hopedale Cardiovascular Associates
Baystate Ob/Gyn Group	CHMC Surgical Foundation	Fallon Health	Hyde Park Pediatrics
Baystate Trauma	Codman Square Health Center	Family Doctors	Internal Medicine Physicians of the North Shore
Berkshire Medical Center Physicians	Commonwealth Anesthesia Associates	Family Health Center of Worcester	Lexington Eye Associates
Berkshire Orthopedic Associates	Commonwealth Pathology Partners	Family Medicine Associates of South Attleboro	Lexington Pediatrics
Beth Israel Deaconess OB/GYN & Midwifery	Community Health Center of Cape Cod	Family Medicine Associates of Hamilton	LGH Merrimack Valley Cardiology Associates
Blue Cross Blue Shield of Massachusetts	Community Health Center of Franklin County	Fenway Health	LGH WomanHealth
Boston ENT Associate	Community Health Programs	Garden City Pediatrics	Lincoln Physicians
Boston Health Care for the Homeless Program	Community Healthlink	Greater Boston Gastroenterology	Longwood Pediatrics
Boston IVF (Formerly IVF New England)	Congenial Health	Greater Lawrence Family Health Center	Lowell Community Health Center
Boston Sports & Shoulder Center	Dana-Farber Gastrointestinal Oncology	Greater Lowell Pediatrics	Lowell General Medical Group
Boston University Affiliated Physicians	Dermatology Associates of Concord	Greater New Bedford Community Health Center	Lynn Community Health Center
Boston University Radiology Associates	Digestive Health Specialists	Greater Roslindale Medical & Dental Center	Main Street Pediatrics
BourneWood Clinical Associates	Dimock Center	Hampshire Gastroenterology Associates	Manet Community Health Center
Bowdoin Street Health Center	Dowd Medical Associates	Harvard Pilgrim Health Care	Mass. Eye & Ear Anesthesiology
Brigham & Women's Hospitalist Service	Duffy Health Center	Harvard Street Neighborhood Health Center	Mass. Gastroenterology Association
Brigham & Women's Physicians Group	East Boston Neighborhood Health Center		Mass. Psychiatric Society
Brockton Neighborhood Health Center	Edward M. Kennedy Community Health Center		Mass. Society of Eye Physicians and Surgeons
Brookside Community Health Center			Medical Associates Pediatrics
Cambridge Health Alliance			

Physician Group Members of the Massachusetts Medical Society *(continued)*

Merrimack Urology Associates
MGH Chelsea Healthcare Center
MGH Everett Family Care
Milford Gastroenterology
Mount Auburn Cardiology Associates
Mount Auburn Hospital Dept.
of Medicine
MVPediatrics
Needham Pediatrics
New England Dermatology
New England ENT & Facial
Plastic Surgery
New England OB-GYN Associates
Newburyport Local Chapter
Newton-Wellesley Internists
Newton-Wellesley
Neurology Associates
Newton-Wellesley Obstetrics &
Gynecology
Newton-Wellesley Physicians
Primary Care
North End Waterfront Health
North Shore Ambulatory
Anesthesia Partners
North Shore Community Health
North Shore Physicians Group
Northampton Area Pediatrics
Northeast Medical Practice (Addison
Gilbert Hospital Group)
Northeast Urologic Surgery

Ophthalmic Consultants of Boston
Orion Emergency Services
Orthopedic Affiliates
Orthopedic Care Physicians Network
Orthopedics Northeast
Outer Cape Health Services
Pediatric Associates at Northwoods
Pediatric Associates of Brockton
Pediatric Associates of Greater Salem
Pediatric Associates of
Hampden County
Pediatric Associates of Norwood
and Franklin
Pediatric Health Care Associates
Pediatric Physicians Organization
at Children's
Pediatrics at Newton Wellesley
Personal Physicians HealthCare
Pioneer Valley Cardiology
Pioneer Valley Pediatrics
Pioneer Valley Radiation Oncology
Plymouth Bay Orthopedic Associates
Pondville Medical Associates
Prima Care Gastroenterology
Primary Care of Wellesley
Quincy Pediatric Associates
Radiology & Imaging
Reliant Medical Group
Schatzki Associates
SkinCare Physicians

South Boston Community
Health Center
South End Community Health Center
South Shore Cardiology
South Shore Health
South Shore Internal Medicine
South Shore Orthopedics
South Shore Radiology Associates
South Shore Skin Center
South Shore Urology
South Shore Women's Health
South Suburban Gastroenterology
Southeastern Surgical Associates
Southern Jamaica Plain Health Center
Sports Medicine North
Springfield Anesthesia Service
Springfield Health Services for
the Homeless
SSTAR Family Healthcare Center
Steward Medical Group (Brockton)
Suburban Internal Medicine
Truesdale Internal Medicine
Tufts Health Plan Medical Affairs
Department
Tufts Medical Center Endocrine Division
Tufts Medical Center General
Medical Associates
Tufts Medical Center Community Care
UMass Managed Care Providers
UMass Memorial Medical Group

Upham's Corner Health Center
Urology Consultants of the
North Shore
Valley Women's Health Group
Wellesley Women's Care
Wesson Women's Group
Western Mass. Gastroenterology
Associates
Western Mass. Pathology Services
Westford Internal Medicine
Weston Pediatric Physicians
Whittier Street Health Center
Wilmington Pediatrics
Woburn Medical Associates
Women's Health Care
Women's Health of Central
Massachusetts



MASSACHUSETTS MEDICAL SOCIETY

860 WINTER STREET, WALTHAM, MA 02451-1411
TEL (781) 893-4610 TOLL-FREE (800) 322-2303
FAX (781) 893-8009 WWW.MASSMED.ORG

45

media interviews
(80% increase over
prior year)

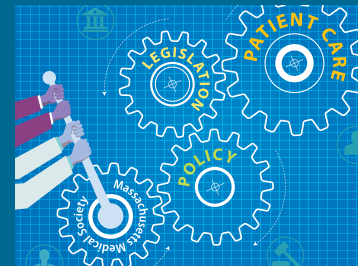
>27,000

recipients of *Planning
and Preparedness*
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5

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instruction offered