

MARYLAND PSYCHIATRIC SOCIETY



January 22, 2020

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Al Redmer, Jr. Commissioner
Maryland Insurance Administration
200 St. Paul Place
Baltimore, MD 21202

Dear Commissioner Redmer:

Thank you for your efforts to review and improve Maryland's network adequacy regulations. In addition to two sets of comments that we submitted in collaboration with the Legal Action Center and with the American Psychiatric Association, we would like to offer another prong in the solution to this problem.

We share the widespread concern about inadequate numbers of behavioral health providers available to insureds, especially psychiatrists. As you probably know, many health plans spent a lot of money over a couple of decades to set up barriers to behavioral health care and drive psychiatrists and other behavioral health providers out of their networks. (The parity law was one of the responses to this egregious behavior.) Having been burdened with excessive oversight, large amounts of unpaid care and other frustrations, many more experienced psychiatrists are not eager to come back into networks. They have since established private-pay practices to avoid these problems.

The nagging concern is for patients who are priced out of care because of very limited in-network options. While insurers say they are doing everything possible to add psychiatrists to their networks, not one has responded to our invitations to connect with our membership (e.g. participate in our October Career and Practice Night). We did meet with CareFirst following the MIA's November hearing. We hope that they, along with others, will engage with the opportunities we can provide.

As a result, we have decided to forward the attached information to you hoping that you will make it available to any parties who claim to be unable to find psychiatrists for their networks. These options give a range of possibilities for health plans to connect with psychiatrists and try to repair their reputations and update clinicians on their current practices and rates, etc. We intend to continue sharing these opportunities with carriers but, without knowing the best contact, we are concerned that this useful information may be overlooked.

We welcome the opportunity to work with MIA and others to improve access to quality psychiatric care in our state. Please let us know if there are other ways we can be of assistance.

Sincerely,

Marsden H. McGuire, M.D., M.B.A.
President

Opportunities to Connect with Maryland Psychiatrists

Maryland Psychiatric Society, the state medical specialty organization representing more than 700 psychiatrists, offers a variety of ways to communicate with its members. Whether it be news about job openings, insurance offerings, behavioral health services, medications, continuing medical education programs or other information of interest to psychiatrists, we are happy to assist in getting the word out.

Following are our standard options, but we are open to new ideas or suggestions.

Contact Meagan Floyd at mfloyd@mdpsych.org or 410-625-0232.

Advertising Opportunities

Create/Maintain a Presence

MPS News: a monthly, full color, e-publication that is sent directly to all members.

- Classified ads (text only) include a 30-day listing on the MPS website www.mdpsych.org for that month's issue.
- Display ads (formatted for specified size, with logo, etc.) can also be posted online, if desired.

All ad orders close on the 20th of the preceding month. [Click here](#) for rates.

Online Only Ads – If an urgent need arises and the next issue of *MPS News* would require waiting too long, ads can be posted on the MPS website ASAP for the same rates indicated above.

The Maryland Psychiatrist: Published two or three times per year, this journal-style full color, e-publication is sent directly to all members. It includes display ads only. [Click here](#) for rates.

MPS Membership Directory: MPS members consistently rank the annual directory high among their membership benefits since it is an excellent reference tool for information and referrals. This print publication is sent directly to all members. Advertisers receive a **complimentary copy** with their purchase. The Directory includes display ads only. Deadline to reserve ads is July 30th. [Click here](#) for rates.

Direct Mail Opportunities

Offering you Flexibility

Mailing Label Rental: Electronic labels sent directly to a mail house or a set of peel and stick labels sent via USPS are both available. All label rentals are one-time use only. Material must be submitted to the MPS office for approval prior to mailing. This option gives the most flexibility for delivering the content desired with optimal timing. [Click here](#) for rates.

E-Blast: Email forwarding service to MPS members for outside organizations. Material must be submitted to the MPS office for approval prior to email being sent. Email will be sent by the MPS office to directly members. This option also accommodates timing considerations. [Click here](#) for rates.

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Support & Display Opportunities

Maximize Your Personal Contact

Resident/Fellow Trivia Night: This activity is held on a weekday evening in January at a venue in downtown Baltimore where teams of residents and fellows compete for cash prizes. This is our highest attended and highest ranked event among our resident and fellow members. Limited support opportunities in the amount of \$1000 are available, which includes a display table with 2 representatives at the event. A list of attendee names is available after the event.

Spring CME Activity: Held on a week day evening in Baltimore, this meeting is often offered in conjunction with MedChi, The Maryland State Medical Society. Attendance averages 50 physicians. Support at the \$500 level includes a display table with 2 representatives at the event. A list of attendee names is available after the event.

MPS Annual Dinner Meeting: Held in April in the Baltimore metro area, this is a social and networking event that celebrates the year's achievements and the official change of officers. Winners of the Best Paper Award and Best Poster Contest are presented. The meeting draws an attendance of about 100. Supporters are recognized in all promotional materials. Display tables are not available.

\$1500 Gold - Full page ad in the program booklet plus 2 tickets to the dinner

\$1000 Silver - Half page ad in the program booklet

\$500 Bronze - Quarter page ad in the program booklet

2020 Southern Psychiatric Association & Maryland Psychiatric Society Meeting: This outstanding conference will be held September 9th-12th at The Royal Sonesta Hotel in Baltimore. Exhibitor benefits include acknowledgement in SPA and MPS 2020 communications, final program, and a special newsletter to all members highlighting exhibitors. [Click here](#) for rates and information.

- One 6' table at the meeting with up to two representatives
- Final attendee list (name, city, state only)
- Up to 200-word product description in a newsletter.

Career & Practice Night: Held in October in downtown Baltimore, this happy hour event is offered free to psychiatric residents and fellows as well as practicing psychiatrists. It is an excellent opportunity to meet candidates and increase your presence in Maryland. Early in the evening, vendors provide brief, 2-minute introductions, after which everyone mingles and enjoys refreshments. Display tables cost \$600 and up to two representatives may attend. Vendors are featured on MPS social media accounts, and in *MPS News*. A list of attendee names is available after the event.

Psychopharmacology CME Event: Held on a Saturday in November in the Baltimore metro area, this full-day CME symposium consistently draws an attendance of 150. Display opportunities are available for \$850, which includes a table with 2 representatives at the event. Vendors are featured on MPS social media accounts, and in *MPS News*. A list of attendee names is available after the event.



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