

By Physicians. For Physicians.

Below is an excerpt from a letter we received from an appreciative policyholder we defended:

I feel it is time to express my appreciation to those who have helped me through this traumatic period in my life. I would truly like to thank MAG Mutual for all the help during this malpractice case. The company stood strongly behind me and constantly looked out for my best interest.

I cannot possibly thank MAG Mutual enough for sending me such an outstanding attorney as Chris Ray. I will be forever grateful to Chris for the way he not only handled the case, but the extremely professional manner and personal way he handled me.

Little did I know when I came into practice in 1985 and joined what was a relatively new fledging company that I would need them so badly in my future, but I am certainly glad that I made that decision to join them in 1985. Again I express my sincere thanks.

*Sincerely,
A satisfied Georgia Plastic Surgeon*

In future issues of *The MAGnet*, we will share more stories and letters about your company.

MAG Mutual: By Physicians. For Physicians.

MAG Mutual's Speakers' Bureau

MAG Mutual can provide your organization with interesting and informative programs on a variety of topics. As an educational service to the medical community, we provide MAG Mutual speakers for specialty societies, hospital staffs, county medical societies and office managers' associations.

Topics include medical liability trends, risk management tactics, personal financial planning, employment practices and asset protection strategies. Our Speakers' Bureau can fill most program needs at no cost.

For more information or to schedule a program, contact Steve Davis at **1-800-282-4882, ext. 5690** or sdavis@magmutual.com.

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JUNE 2006
www.magmutual.com

Risk Management Tips

Learning "Relationship-Centered Care"

Why would the U.S.'s top medical school ask its students to spend valuable time following a patient instead of a doctor? At medical schools across the country, educators are beginning to realize that empathy is as valuable to a doctor as any clinical skill.

One physician recounts his frustration with a patient he considered noncompliant. The patient had been hospitalized for a second myocardial infarction, but couldn't give the physician any details about his first one. Although "MI" or myocardial infarction are terms commonly used in the medical profession, the patient didn't realize that the terms meant "heart attack." The medical jargon used without further explanation kept the patient from fully understanding his problem and participating in his own care.

Pioneers in the patient-physician relationship movement have introduced these ideas:

- The greatest benefits and the highest quality of care can emerge only from a healthcare system that is based on caring, respectful relationships and a healthcare education system that helps students, faculty and practitioners learn how to form such relationships with patients and their communities
- Physicians don't stand outside the patient's experience as detached observers/scientists. They influence both the patient's (and his family's) experience of illness and the course of healing. Therefore, the physician's character is as much an instrument of healing as drugs and procedures
- Professional education must support the clinician's self-development: Without self-knowledge, a practitioner's own emotional responses to patient needs may act as a barrier to effective care and can result in harm to the patient

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Health-Care Heroes Awards: Nine Years of Success

For the ninth consecutive year MAG Mutual Insurance Company, in conjunction with The Atlanta Business Chronicle, sponsored the Health-Care Heroes Awards. The awards were presented May 25 at the Intercontinental Hotel in Atlanta. MAG Mutual is proud to be part of recognizing the true "heroes" who are committed to the pursuit of excellence in the healthcare field.

The winners were:

Robert H. Franch, M.D., Emeritus Staff
Children's Healthcare of Atlanta • *Lifetime Achievement*

Dorothy E. Mitchell-Leef, M.D.
Partner, Reproductive Biology Associates • *Physician*

Maureen Kelley
Nell Hodgson Woodruff School of Nursing, Emory University
Allied Health Professional

John S. Blanco, M.D.
Children's Healthcare of Atlanta • *Health-Care Innovation*

Christopher D. Hillyer, M.D.
Medical Director, American Red Cross Blood Services,
Southern Region • *Community Outreach*

John H. Burson III, Ph.D., M.D.
Chattahoochee Healthcare • *Military Service*

Congratulations to the 2006 Health-Care Heroes award winners, finalists and nominees. You've certainly proven yourselves worthy of the word "hero."

*MAG Mutual-Insured Physician
is Health-Care Heroes Award Winner*

Dr. John H. Burson, III., Chairman, Tanner Health Systems Board of Directors, was presented with a Military Service award for his courage under fire. The 71-year-old surgeon, a retired Army

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Why Wait for the Mailperson To Bring Our Latest Newsletters?

Join hundreds of your peers who are receiving free email notification of the most current MAG Mutual electronic newsletters. Just go to our Website—www.magmutual.com—click on the “Sign Me Up” button on the bottom left-hand side and answer the three quick questions. The following month you will receive notice when the latest *MAGnet* and *Healthcare Risk Manager* publications are posted on our site.

(Learning “Relationship-Centered Care”; continued from page 1)

- With a renewed emphasis on people skills and self-awareness, medical educators are aiming to produce a generation of doctors who try to understand their patients. This effort may be the best antidote for the widespread dissatisfaction with today's healthcare system

If you have questions or for more information, please call Georgette Samaritan, Senior Risk Management Consultant at **404-842-5686** or **1-800-282-4882, ext. 5686**.

(Health-Care Heroes Awards, continued from page 1)

Reserve lieutenant, rejoined the military and volunteered for a 90-day tour in Iraq patching wounded soldiers and civilians.

Dr. Burson has been a MAG Mutual medical professional liability insurance policyholder since 1984.



Tracking Voice Recognition Technology

We'd like your input. If you have experience with voice recognition technology or are considering purchasing a system, please tell us about it. Email David Miller, MAG Mutual Healthcare Solutions, Inc., at dmiller@magmutual.com. Thanks for your help!

MAG Mutual Annual Report Presents Solid Financial Picture

The 2005 MAG Mutual Insurance Company Annual Report has been sent to all policyholders. Please review your company's financial report; you'll find a solid financial picture of your physician-owned and -led carrier. You'll also read about five physicians serving on your company's Board of Directors. As you'll see, they share your goal of excellent patient care.



THE MAGNET™

GEORGIA'S SOURCE FOR IMPO

By Physicians. For Physicians.

Your Company

Every insurance company claims to understand the needs of its policyholders. But MAG Mutual goes far beyond a casual understanding—we truly know the men and women who practice medicine; what, where and how they do it.

This month's featured Board member is Dr. Willie Adams, Jr. He has served on the Board of Directors nearly as long as MAG Mutual has been in existence. Dr. Adams has helped shape the company's growth and evolution, not only through sharing his expertise, but by reminding colleagues of the lessons of time. He remembers actions that have been taken in the past and refreshes the Boards' memory when similar issues arise.

Dr. Adams—a practicing OB/GYN in Albany, where he is also the elected mayor—says the changing realities of practicing medicine will require continued strong leadership and hard work to help physicians—and MAG Mutual—thrive in the future.

“Reimbursements are going down, and the price of everything else is going up,” he says. “I'm seeing more and more private practice physicians struggling to pay overhead. It's going to be a challenge for MAG Mutual to continue extending a helping hand to those physicians—but we will.”

Your Defense...a Testimonial

In addition to our Board members' understanding of medicine, they also understand that professional liability claims are a direct and personal attack on your training, your skill and your reputation. So MAG Mutual works diligently to successfully defend you.

(Continued on inside flap)

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