

e-Reports advertising

ISMA e-Reports, the biweekly ISMA e-newsletter, offers physicians and their staff members the legal, insurance and regulatory news they need to care for patients and run their medical businesses.

ISMA e-Reports is sent to physicians and health care professionals around Indiana. That gives you the opportunity to place your message in the hands of doctors, executives and medical practice managers statewide. No other publication can help you reach this special statewide target audience.

ISMA has a limited number of ad spaces in its e-newsletters. Place multiple ads and receive a 20 percent discount!

ad specifications

Dimensions

Sidebar ad: 225 pixels (W) x 200 pixels (H)

Cost: \$125 - (2 available per issue)

Run a double size ad for \$200 after 20% discount

Banner ad: 720 pixels (W) x 160 pixels (H)

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Advertisements must be provided at the correct size and saved as an Illustrator, Photoshop or PDF file or as a (72 DPI) JPEG, PNG or TIF. You may include one url or email address to link to.

For smaller dimensions, include white space where appropriate.

Women in Medicine Retreat: February 17-19

Reserve a room by **JANUARY 27** for the reduced room rate!

ISMA INDIANA STATE MEDICAL ASSOCIATION

e-REPORTS

Jan. 25, 2017 edition | archive | RSS

Physician action called key to blocking merger

Advocacy by physicians against the proposed \$34 billion merger of Aetna Inc. and Humana Inc. was crucial to a court ruling that the deal violated antitrust laws, according to the American Medical Association. Tuesday, the AMA called the decision by US District Judge John D. Bates "a landmark win...for organized medicine and the nation's patients." ISMA members, responding to an AMA-ISMA survey last year, overwhelmingly opposed the merger.

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Join us Feb. 1 for the Tobacco Tax Rally

The Alliance for a Healthier Indiana, of which the ISMA is a founding partner, is working hard to improve Hoosiers' health. Its first goal is to lower the number of Hoosiers who smoke and deter new smokers from starting.

That's why the Tobacco Tax Rally, scheduled for Wed. Feb. 1, is important. We need your support as legislators prepare to consider House Bill (HB) 1578.

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Volunteer Health Care Registry opens

Licensed Indiana physicians may now apply to be listed in the Volunteer Health Care Registry, which provides immunity from civil liability for participants who meet the requirements.

The volunteer registry, which is part of the Indiana Professional Licensing Agency (PLA), was established by House Enrolled Act 1145 to offer more health care services freestanding from traditional health care facilities. Agency officials hope the registry will provide a convenient way for Hoosiers to address their health needs and encourage medical practitioners to care for Hoosiers in their neighborhoods, according to a PLA statement.

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225 px X 200 px

ISMA welcomes new members

Each member strengthens the ISMA in its efforts to advocate for patients and medical practice. On behalf of nearly 8,000 physicians, we extend a warm and hearty welcome to these new members, who add to our collective strength.

ISMA WEBINARS

CME

2017 Medicare Updates
MACRA-MIPS - Final Rule: Next Steps
Effective & Compliant Utilization Of Advanced Care Providers
Decisions That Matter: Advance Care Planning for Patients with Serious Illness

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