

April 2, 1996
Editorial Board Briefings Meeting
Marty, Patrick, Susan

Friday, April 5 is halfway point for the session. We need to ASAP schedule meetings with daily newspapers across the state within the next two weeks. Typical presentation: 20 minute presentation, questions and other topics, leave behind media kit. Tuesday and Thursday are best days for meetings. Fridays are bad.

Need to get copy of Legislative Media Kit from Andrea. Need to add terms or explanation of direct access, AWP, etc.

Florida Coalition for Health Care Choice is an ally that has scheduled editorial meetings for this and next week. We want to follow them. Their four messages are: civil remedies, direct access for dermatologists, Any Willing Cancer Center, and Dental Point of Service Mandates.

Patrick also spoke with Sam Miller of the Florida Insurance Council, who is good spokesperson for industry, leans toward Property and Casualty.

Wording: would like to schedule a meeting with you to discuss pending health care legislation in the Senate and House of Florida. How do they prefer meeting -- in person or on the phone? Who would you like to be included from your paper?

Carl Homer, VP of Public Policy, will be primary spokesperson for BCBSF. Has had experience with this before. Will want to review files of articles/editorials that paper and reporters have written about health care over past year before going to meeting. His assistant is Ann Ashwell at 18381. Call her for his availability.

Ft. Lauderdale Sun-Sentinel

Patrick has tentatively scheduled a meeting with them for Monday, April 15 at 1:00 p.m. in person.

Ellen Foreman -- reporter who's good.

Kingsley Guy -- editorial page editor and his assistant, Diana Mellion (Patrick made appointment through her) -- 305-356-4616.

They have recently written 2 editorials on Medicaid HMO reform. They wrote 5-part series last year on HMOs and see themselves as champions against fraud. Their senators are Jim Scott (president) and Jenny Brown-Waite, who sponsors the 886 bad bill.

Miami Herald

Martha Musgrove is good health care editorial writer. Her number is 305-376-3521. She prefers a phone meeting. Michelle Chandler is reporter -- influenced by doctors and not sympathetic to our cause.

Tallahassee Democrat

Knight-Ridder paper (one of our customers). Doesn't like HMOs; Andrea Brunais is editorial page editor and sees herself as consumer advocate; has had bad experience with managed care (not BCBSF). Dave Burnz is assistant editor and has also had bad experience. They are liberal. Told they are looking for good op-ed pieces on legislative issues this year.

Gary Fineout is reporter for press corps.

Florida Times-Union

Need to schedule an in-person meeting with Lloyd Brown. He is our friend. We need to maintain a good relationship with him.

Tampa Tribune

Diane Egner and Ed Roberts -- 813-259-7675

Meeting with Coalition on April 10. Diane is a bit negative--likes to test ideas in meeting. Need an in-person meeting because of importance.

Try to schedule with Ed first.

St. Pete Times

Flaherty weary of them (owned by Florida Trend). Stay away for this.

New York Times-Owned

Sarasota, Lakeland, Lake City, Ocala, Gainesville, Palatka, Fernandina Beach are all owned by NYT. Share editorials. Sarasota editor is Tom Tryan. Good to go after Lakeland because of Publix.

Bradenton Herald

Wrote bad articles.

Orlando Sentinel

Manning Pynn -- 407-420-5411. Liberal democrat paper. John Hale is assistant editor. Mike Oliver is reporter. Need to schedule meeting.

Please confirm or deny these statements and explain in further detail if needed:

“Failing to balance bill is specifically prohibited by the plans (Medicare and BCBSF) unless the patient is indigent.”

Payors have long been aware of doctor courtesy to see other doctors and not charge them, and payors have looked the other way.

What penalty is given to doctors who take the risk of failing to balance bill the doctor-patient from the payor?

If the doctor gives a discount to the patient, the doctor must give the same percentage discount to BCBSF.

“Doctors routinely write off balance billing because it is difficult for the insurance companies to enforce the rule.”

Our contracts with doctors and hospitals are all individual and different policies or rules may apply with each.

