

# 2012 NCMS ANNUAL MEETING

leadership in medicine: emerging issues in healthcare



October 26-27 • Raleigh Marriott City Center • Raleigh, North Carolina

North Carolina



Medical Society

*Leadership in Medicine*



Robert W. Monteiro, MD

# AN INVITATION FROM THE NCMS PRESIDENT

Dear Colleague:

I would like to invite you to participate in the 2012 North Carolina Medical Society Annual Meeting, which will be held at the Raleigh Marriott City Center on Friday, October 26<sup>th</sup> and Saturday, October 27<sup>th</sup>.

The theme of this year's meeting is "Emerging Issues in Healthcare," and it's fitting that our meeting is based in Raleigh, one of the centers of legislative and regulatory decision-making that directly impacts our profession. Raleigh is also an enjoyable city to visit, filled with inviting museums, art, night life, and shopping—a perfect backdrop for this meeting.

As always, the Annual Meeting presents us with an opportunity to collectively address the issues we

confront, to connect with one another socially, and to educate ourselves on the ever-changing face of medicine. This year's meeting boasts two must-attend educational sessions: "The Epidemic of Prescription Drug Abuse" and "Value-Driven Healthcare," featuring leading experts on these topics. The House of Delegates process has been streamlined, freeing up more time for learning and enjoying one another's company. I urge you to make plans to attend this important event.

A handwritten signature in blue ink, reading "Robert W. Monteiro, MD".

Robert W. Monteiro, MD  
NCMS President

# SCHEDULE OF EVENTS

## Friday, October 26, 2012

8:30am - 12 noon	NC Chapter/American College of Physicians Council Meeting
9:00am - 2:00pm	Commission for Public Health
1:00pm - 4:00pm	NC OB/GYN Society Executive Committee
1:00pm - 6:00pm	Exhibit Hall Open
1:00pm - 7:00pm	Meeting Registration Desk Open
1:00pm - 10:00pm	Member Business Center Open
2:00pm - 4:00pm	Educational Session I - Emerging Issues in Healthcare: "The Epidemic of Prescription Drug Abuse"
4:00pm - 6:00pm	House of Delegates: Session I
5:00pm-7:00pm	Radiological Society Executive Committee
6:00pm - 7:00pm	Cocktail Hour
7:00pm	President's Inauguration with reception to follow, featuring the music of the Chairmen of the Board

## Saturday, October 27, 2012

6:00am - 5:00pm	Member Business Center Open
7:00am - 8:30am	AMA Delegation Breakfast
7:00am - 8:30am	New Leadership College Scholars Orientation
7:30am - 8:30am	NCMS Women in Medicine Section Breakfast
7:30am - 4:00pm	Meeting Registration Desk Open
8:00am - 9:00am	HOD Credentialing
8:00am - 9:00am	Speaker / Reference Committee Caucus
8:00am - 2:00pm	Exhibit Hall Open
9:00am - 12 noon	House of Delegates: Session II
12:30pm - 2:00pm	NCMS PAC Luncheon
2:30pm - 4:30pm	Educational Session II - Emerging Issues in Healthcare: "Value-Driven Healthcare: Physician-Led Innovations in North Carolina"
4:30pm - 5:30pm	NCMS Board of Directors Open Forum

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# HOUSE OF DELEGATES

## House of Delegates Session I

Friday, October 26 - 4:00pm-6:00pm

This opening session of the House features leadership elections for the following year, as well as a talk by outgoing president **Robert W. Monteiro, MD**.

## Featured Speaker:

**Ardis Dee Hoven, MD**

President-Elect of the AMA

"Shaping the Future of Healthcare"

House of Delegates Session II

Saturday, October 27

**Ardis Dee Hoven, MD**, an internal medicine and infectious disease specialist in Lexington, Kentucky, was elected president-elect of the American Medical Association (AMA) in June 2012. She has been a member of the AMA Board of Trustees since 2005.

Born in Cincinnati, Dr. Hoven received her undergraduate degree in microbiology and then her medical degree from the



Ardis Dee Hoven, MD

## House of Delegates Session II

Saturday, October 27 - 9:00am-12:00 noon

Session II will focus on policy-making debate and decisions. Newly inducted President **Michael P. Moulton, MD**, will share his leadership priorities for the coming year.

University of Kentucky, Lexington. She completed her internal medicine and infectious disease training at the University of North Carolina, Chapel Hill. Since then, she has been in active practice and currently is the medical director of the Bluegrass Care Clinic.

Dr. Hoven will discuss the implications of the Supreme Court's decision to uphold the Affordable Care Act, as well as the AMA's efforts to shape the emerging healthcare system in the best interests of physicians and patients. She'll discuss the latest on new delivery models, medical liability reform, and efforts to fix the broken Medicare system. She will also introduce the AMA's new strategic plan and explain how it fits into the picture.



# INAUGURAL EVENTS

## Presidential Inauguration and Reception Friday, October 26 - 7:00pm

Please join us for the Inauguration of **Michael P. Moulton, MD**, and the presentation of the Presidential Jewel to **Robert W. Monteiro, MD**, on Friday evening beginning at 7:00pm.

Following the Inauguration, all meeting attendees and their guests are invited to the **Inaugural Reception** to celebrate Dr. Moulton's new role at the Medical Society. The evening will feature light hors d'oeuvres, drinks, and dancing to the standards of beach music icons the **Chairmen of the Board**.



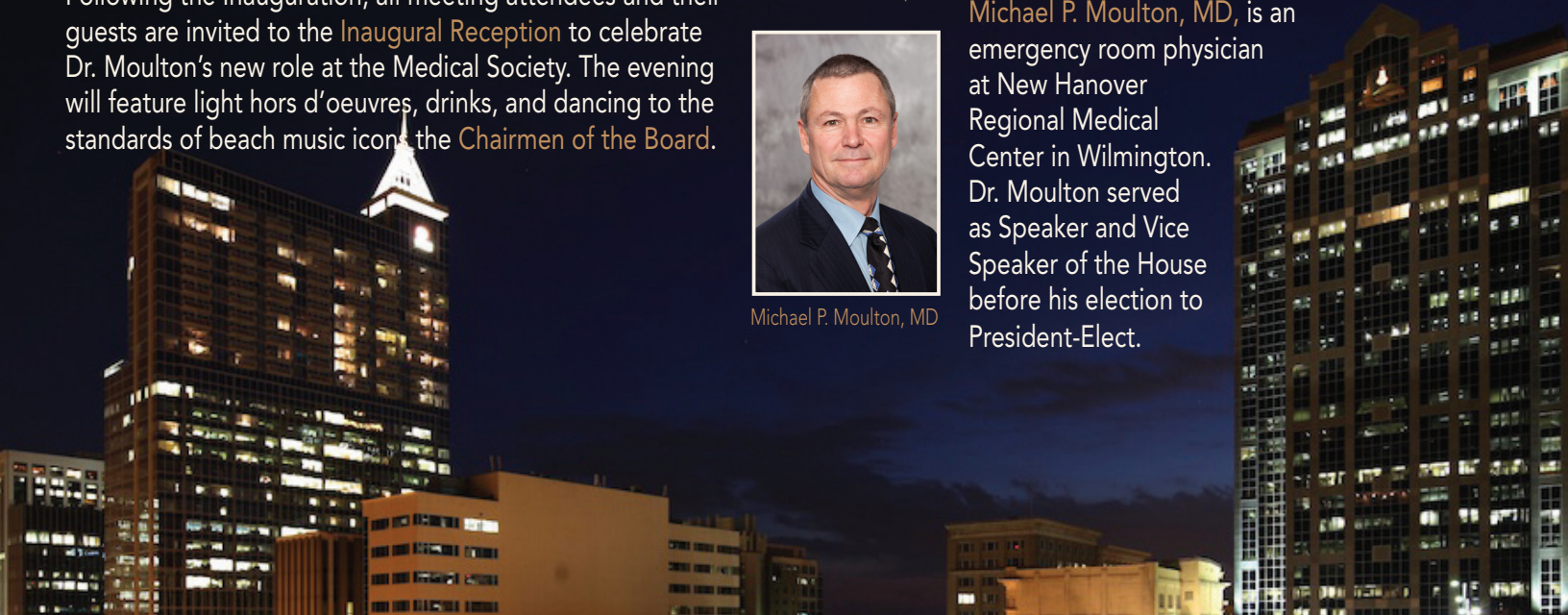
Robert W. Monteiro, MD



Michael P. Moulton, MD

**Robert W. "Charlie" Monteiro, MD**, of New Bern was installed as the 158<sup>th</sup> President of the North Carolina Medical Society on October 22, 2011. Dr. Monteiro is board certified in Internal Medicine and practices with CarolinaEast Internal Medicine.

**Michael P. Moulton, MD**, is an emergency room physician at New Hanover Regional Medical Center in Wilmington. Dr. Moulton served as Speaker and Vice Speaker of the House before his election to President-Elect.



# EDUCATIONAL OPPORTUNITIES

## SESSION I - The Epidemic of Prescription Drug Abuse

Friday, October 26 - 2:00pm-4:00pm

In North Carolina, doctor-prescribed painkillers have become more deadly than illegal drugs. Prescription overdoses have tripled over the past decade and represent the nation's leading accidental killer, outpacing car crashes, according to the U.S. CDC. This forum will quantify the problem and present prevention options for providers and the medical community.

### Objectives:

- To outline the current impact of prescription drug abuse and help healthcare providers to spot possible drug abuse/addiction among patients;
- To identify resources in the community that are available to patients and physicians to combat and to prevent abuse.

### Speakers\*:

**Fred Brason**, Executive Director of Project Lazarus

**Anthony Caprio, MD**, Chair, NCMS Opioid Task Force

**Roy A. Cooper**, Attorney General of North Carolina

**Scott G. Kirby, MD**, Medical Director, NC Medical Board



Attorney General Roy Cooper

### Featured Speaker:

**Roy A. Cooper**  
**NC Attorney General**

Roy Cooper serves as North Carolina's Attorney General to fight crime and protect consumers. He was first elected in 2000 and was reelected to a third term in 2008 with more total votes than any candidate for office in North Carolina history.

Before becoming Attorney General, Roy Cooper practiced law and served in the legislature as House Judiciary Chair and later Senate Majority Leader and Judiciary Chair.

He will speak about North Carolina's efforts to prevent drug abuse and to promote prescription drug safety, including the Controlled Substance Reporting System, participation in drug "take back" events, law enforcement, and work with the medical and pharmacy communities.

*\*Tentative Speaker List*

## **SESSION II - Value-Driven Health Care: Physician-Led Innovations in North Carolina**

### **Saturday, October 27 - 2:30pm-4:30pm**

The movement toward accountable care is gaining momentum and is reinventing health care. Physician involvement and understanding of value-driven care is crucial. The NC Toward Accountable Care Consortium and Initiative is leading efforts to educate the medical community about new models of care. This panel discussion features some active, innovative models making progress in North Carolina.

#### **Objectives:**

- To define the concept of value-driven or accountable care and to offer case studies of this model in action;
- To identify resources that can assist the medical community in implementing value-driven care.

#### **Speakers\*:**

Conrad L. Flick, MD, FAAFP, Family Medical Associates of Raleigh  
Perrin W. Jones, MD, East Carolina Anesthesia Associates, PLLC  
John J. Meier, IV, MD, Wake Internal Medicine and Pediatrics  
Stephen W. Nuckolls, CEO, Coastal Carolina Health Care, PA  
Ward S. Oakley, Jr., MD, Pinehurst Surgical  
Grace Terrell, MD, President, CEO, Cornerstone Health Care

## **MEETING HIGHLIGHTS**

### **NCMS PAC Luncheon**

**Saturday, October 27 - 12:30pm-2:00pm**

NCMS PAC members are invited to attend this informative luncheon where the 2012 elections will be the main focus of discussion.

### **Cocktail Hour in the Exhibit Hall**

**Friday, October 26 - 6:00pm-7:00pm**

Before the inaugural events, take some time to network and mingle with your colleagues in a low-key environment.

### **NCMS Women in Medicine Section Breakfast**

**Saturday, October 27 - 7:30am-8:30am**

Female physicians, PAs, and med students are invited to a special breakfast meeting where attendees will discuss healthcare issues impacting their professional and personal lives.







# HOTEL ACCOMMODATIONS

Raleigh Marriott City Center  
500 Fayetteville Street, Raleigh, NC

## About the Raleigh Marriott City Center

Connected to the Raleigh Convention Center, the Raleigh Marriott City Center has spacious guest rooms featuring luxurious bedding, Wi-Fi and 37-inch flat-panel plasma TVs. After a day of meetings or sightseeing, guests can relax in the indoor pool and whirlpool, visit the well-equipped fitness center or get a cup of coffee at Starbucks. For a relaxing meal or cocktail with friends, guests can sample the authentic Italian cuisine of the Posta Tuscan Grill.

## Reservation Information

Reserve your room by visiting the accommodations section at [www.ncmedsoc.org/annualmeeting](http://www.ncmedsoc.org/annualmeeting) or by calling the Marriott at 1-800-228-9290. Be sure to mention that you are attending the NCMS Annual Meeting in order to receive the discounted rate.



# EXPERIENCE RALEIGH

While in Raleigh, be sure to visit some of the best that the state's capital has to offer. For more ideas and information, go to [godowntownraleigh.com](http://godowntownraleigh.com).

## Museums

Contemporary Art Museum (CAM) Raleigh  
409 W Martin Street, Raleigh, NC 27603  
[camraleigh.org](http://camraleigh.org)

Marbles Kid Museum and IMAX Theater  
201 E. Hargett Street, Raleigh, NC 27601  
[marbleskidsmuseum.org](http://marbleskidsmuseum.org)

North Carolina Museum of Art  
2110 Blue Ridge Road, Raleigh, NC 27607  
[ncartmuseum.org](http://ncartmuseum.org)

North Carolina Museum of History  
5 E. Edenton Street, Raleigh, NC 27601  
[ncmuseumofhistory.org](http://ncmuseumofhistory.org)

North Carolina Museum of Natural Sciences  
11 W. Jones Street, Raleigh, NC 27601  
[naturalsciences.org](http://naturalsciences.org)

Raleigh City Museum  
220 Fayetteville Street, Raleigh, NC 27601  
[raleighcitymuseum.org](http://raleighcitymuseum.org)

## Events

NY Rangers vs. Carolina Hurricanes  
Friday, Oct. 26, 7:00pm, PNC Arena  
1400 Edwards Mill Road, Raleigh, NC

NC State vs. UNC  
Saturday, Oct. 27, Kenan Memorial Stadium, Chapel Hill, NC. Gametime: TBA

Junior League "A Shopping Spree"  
Oct. 25-28, 2012  
Raleigh Convention Center (connected to the Raleigh Marriott City Center)

## Tours

Historic Raleigh Tours/Trolley  
1 Mimosa St, Mordecai Historic Park  
Raleigh, NC 27604-1203  
(919) 857-4364 or [raleighnc.gov/mordecai](http://raleighnc.gov/mordecai)

Triangle Glides Segway Tours  
321 S. Blount Street (historic City Market)  
Raleigh, NC 27601  
(800) 979-3370 or [TriangleGlides.com](http://TriangleGlides.com)

## Shopping/Dining

Cameron Village  
1900 Cameron Street, Raleigh, NC 27605  
[shopcameronvillage.com](http://shopcameronvillage.com)

City Market/Moore Square  
Moore Square area (between Person and S. Blount streets) Raleigh, NC 27601  
[citymarketraleigh.com](http://citymarketraleigh.com)

Glenwood South  
Glenwood Street, west of Harrington Street and north of Hillsborough Street  
Raleigh, NC 27601

North Hills  
4261 Six Forks Road, Raleigh, NC 27609  
[northhillsraleigh.com](http://northhillsraleigh.com)

Triangle Town Center  
5959 Triangle Town Blvd., Raleigh, NC 27616  
[triangletowncenter.com](http://triangletowncenter.com)

# SPONSORS AND EXHIBITORS

## Exhibit Hall

Friday, October 26 - 1:00pm-6:00pm

Saturday, October 27 - 8:00am-2:00pm

Many thanks to the generous organizations below that make this meeting possible. *(list as of September 10, 2012 - subject to change)*

## Sponsors

Presenting Sponsor: Medical Mutual



Carolina Locum Resources  
Eastern Carolina Emergency Physicians  
MAG Mutual Insurance Co.  
Medac Health Services, PA  
mindSHIFT Technologies, Inc.  
New Hanover-Pender Medical Society  
Theo Davis Printing (in kind)

## Exhibitors

athenahealth, Inc.  
AlloSource  
American Medical Association  
Carolina Locum Resources  
Coastal Connect Health Information Exchange  
MAG Mutual Insurance Co.  
Medical Justice Services  
Medical Mutual  
Merck  
mindSHIFT Technologies, Inc.  
NC Academy of Physician Assistants  
NC Disability Determination Services  
NC Medical Society Alliance  
NC Medical Society Foundation  
NC Physicians Retirement Strategy  
NC Society of Medical Assistants  
Purdue Pharma, Inc.  
Takeda Pharmaceuticals USA, Inc.  
Time Warner Cable Business Class  
TSI Healthcare

MEETING REGISTRATION

2012 NCMS ANNUAL MEETING - Oct. 26-27, Raleigh Marriott City Center

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Are you a delegate?    ☐ Yes    ☐ No

If yes, which county/specialty society do you represent?  
\_\_\_\_\_

Guests: \_\_\_\_\_

\_\_\_\_\_

Special Needs: \_\_\_\_\_

Status: Are you an NCMS member?    ☐ Yes    ☐ No

- ☐ Physician
- ☐ 2012 or 2013 Leadership Scholar
- ☐ Physician Assistant
- ☐ Resident/Fellow
- ☐ Student
- ☐ Practice Manager
- ☐ Guest
- ☐ Exhibitor/Sponsor
- ☐ County Executive

Three ways to register:

MAIL: NCMS, PO Box 27167, Raleigh, NC 27611

FAX: (919) 833-2023

ONLINE: [www.ncmedsoc.org/annualmeeting](http://www.ncmedsoc.org/annualmeeting)

Please indicate which events you and your guests will be attending:

Number attending	Event
_____	"The Epidemic of Prescription Drug Abuse" (Fri.)
_____	House of Delegates Session I (Fri.)
_____	Cocktail Hour (Fri.)
_____	Presidential Inauguration (Fri.)
_____	Inaugural Reception (Fri.)
_____	Women in Medicine Section Meeting (Sat.)
_____	House of Delegates Session II (Sat.)
_____	NCMS PAC Luncheon (Sat.)
_____	"Value-Driven Healthcare" (Sat.)



# 2012 NCMS ANNUAL MEETING

Raleigh, North Carolina

For more details or to register online, visit  
[www.ncmedsoc.org/annualmeeting](http://www.ncmedsoc.org/annualmeeting).

North Carolina



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Raleigh, NC 27611

*Return Service Requested*



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