



## GENERAL INFORMATION

### How to use this toolkit

Thank you for your interest in North Carolina Doctors' Day 2016! We know you share the North Carolina Medical Society's (NCMS) mission to enhance health care in North Carolina – and you're uniquely positioned to engage your base to help create buzz for this event. It is an outstanding opportunity to make doctors feel appreciated and remind them of their invaluable contribution to society. The NCMS is thrilled to partner with you in sharing some love with doctors!

**This toolkit is designed to help you:**

- › Promote NC Doctors' Day
- › Spread the word about the North Carolina Doctor of the Year award
- › Create awareness about your organization's support of physicians
- › Provide sample communications for consistent messaging.

Toolkit materials are designed so that our partners can add their organization's name and/or logo and customize to meet their needs while acknowledging the NCMS' sponsorship and leadership in this event.

**Please note:** By downloading this toolkit, you promise to use these materials appropriately and to acknowledge the NCMS' sponsorship of this event.

### Program description

March 30, National Doctors' Day, is a time to recognize and celebrate the care and compassion physicians provide for their patients every day. For the second year, the NCMS is continuing our homegrown tradition – North Carolina Doctors' Day. The heart of this event is the opportunity for grateful patients and members of the public to nominate and vote for the 2016 North Carolina Doctor of the Year Award.

*Program Tagline: Great doctors. Grateful patients.*

*Social Media Hashtag: #thxdocnc*

There is a dedicated website, [ncdoctorsday.org](http://ncdoctorsday.org), as well as [Facebook](https://www.facebook.com/ncdoctorsday) (facebook.com/ncdoctorsday) and [Twitter](https://twitter.com/ncdoctorsday) (twitter.com/ncdoctorsday) pages to promote the day and gather nominations for the award. Later, the website will allow members of the public, patients and colleagues to vote on the top 10 finalists for NC Doctors' Day.

## Timeline

**FEBRUARY 1**

*Nominations open*

**MARCH 1**

*Nominations close*

**MARCH 18**

*Voting begins*

**MARCH 27**

*Voting closes at 5 PM*

**MARCH 30**

*NC Doctors' Day –  
NC Doctor of the Year  
will be announced*

As the lead sponsor of the event, the NCMS is donating a \$5,000 grand prize to the winner of the NC Doctor of the Year award to be used to further their professional mission. Finalists will be selected for their outstanding personal and professional qualities as well as involvement in their community. Patients, colleagues, staff and the general public will ultimately select the winner with their votes.

## Purpose

NC Doctors' Day and the NC Doctor of the Year award offers an opportunity to recognize and celebrate the hard-working physicians who are:

- › Passionate about keeping patients happy and healthy
- › Experts in using life-changing treatments to give patients the best care
- › And making a positive impact in the community.

## Sponsorship opportunities

Contact Pam Highsmith at [phighsmith@ncmedsoc.org](mailto:phighsmith@ncmedsoc.org) for details.

## Award rules

Grateful patients, colleagues, staff, administrators and the general public may nominate a doctor for the NC Doctor of the Year award. Nominations should be submitted online at [ncdoctorsday.org](http://ncdoctorsday.org). Nominators should describe the candidate's outstanding personal and professional qualities, as well as examples of the nominee's involvement in his/her community. Personal testimonials and stories illustrating why the person deserves to be NC Doctor of the Year – as well as photos or videos of the candidate – are appreciated!

