2012 NCMS ANNUAL MEETING
leadership in medicine: emerging issues in healthcare

October 26-27 • Raleigh Marriott City Center • Raleigh, North Carolina
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 26th and Saturday, October 27th.

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, nightlife, 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.

Robert W. Monteiro, MD
NCMS President

Photos in this brochure were generously provided by goodnightraleigh.com.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday, October 26, 2012</strong></td>
<td></td>
</tr>
<tr>
<td>8:30am - 12 noon</td>
<td>NC Chapter/American College of Physicians Council Meeting</td>
</tr>
<tr>
<td>9:00am - 2:00pm</td>
<td>Commission for Public Health</td>
</tr>
<tr>
<td>1:00pm - 4:00pm</td>
<td>NC OB/GYN Society Executive Committee</td>
</tr>
<tr>
<td>1:00pm - 6:00pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>1:00pm - 7:00pm</td>
<td>Meeting Registration Desk Open</td>
</tr>
<tr>
<td>1:00pm - 10:00pm</td>
<td>Member Business Center Open</td>
</tr>
<tr>
<td>2:00pm - 4:00pm</td>
<td>Educational Session I - Emerging Issues in Healthcare: “The Epidemic of Prescription Drug Abuse”</td>
</tr>
<tr>
<td>4:00pm - 6:00pm</td>
<td>House of Delegates: Session I</td>
</tr>
<tr>
<td>5:00pm - 7:00pm</td>
<td>Radiological Society Executive Committee</td>
</tr>
<tr>
<td>6:00pm - 7:00pm</td>
<td>Cocktail Hour</td>
</tr>
<tr>
<td>7:00pm</td>
<td>President’s Inauguration with reception to follow, featuring the music of the Chairmen of the Board</td>
</tr>
<tr>
<td><strong>Saturday, October 27, 2012</strong></td>
<td></td>
</tr>
<tr>
<td>6:00am - 5:00pm</td>
<td>Member Business Center Open</td>
</tr>
<tr>
<td>7:00am - 8:30am</td>
<td>AMA Delegation Breakfast</td>
</tr>
<tr>
<td>7:00am - 8:30am</td>
<td>New Leadership College Scholars Orientation</td>
</tr>
<tr>
<td>7:30am - 8:30am</td>
<td>NCMS Women in Medicine Section Breakfast</td>
</tr>
<tr>
<td>7:30am - 4:00pm</td>
<td>Meeting Registration Desk Open</td>
</tr>
<tr>
<td>8:00am - 9:00am</td>
<td>HOD Credentialing</td>
</tr>
<tr>
<td>8:00am - 9:00am</td>
<td>Speaker / Reference Committee Caucus</td>
</tr>
<tr>
<td>8:00am - 2:00pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>9:00am - 12 noon</td>
<td>House of Delegates: Session II</td>
</tr>
<tr>
<td>12:30pm - 2:00pm</td>
<td>NCMS PAC Luncheon</td>
</tr>
<tr>
<td>4:30pm - 5:30pm</td>
<td>NCMS Board of Directors Open Forum</td>
</tr>
</tbody>
</table>
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.

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.

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 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 icon the Chairman of the Board.

Robert W. “Charlie” Monteiro, MD, of New Bern was installed as the 158th 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.
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

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

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.
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 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.

**Museums**
- Contemporary Art Museum (CAM) Raleigh
  409 W Martin Street, Raleigh, NC 27603
camraleigh.org
- Marbles Kid Museum and IMAX Theater
  201 E. Hargett Street, Raleigh, NC 27601
  marbleskidsmuseum.org
- North Carolina Museum of Art
  2110 Blue Ridge Road, Raleigh, NC 27607
  ncartmuseum.org
- North Carolina Museum of History
  5 E. Edenton Street, Raleigh, NC 27601
  ncmuseumofhistory.org
- North Carolina Museum of Natural Sciences
  11 W. Jones Street, Raleigh, NC 27601
  naturalsciences.org
- Raleigh City Museum
  220 Fayetteville Street, Raleigh, NC 27601
  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”
  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
- Triangle Glides Segway Tours
  321 S. Blount Street (historic City Market)
  Raleigh, NC 27601
  (800) 979-3370 or TriangleGlides.com

**Shopping/Dining**
- Cameron Village
  1900 Cameron Street, Raleigh, NC 27605
  shopcameronvillage.com
- City Market/Moore Square
  Moore Square area (between Person and S. Blount streets) Raleigh, NC 27601
  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
- Triangle Town Center
  5959 Triangle Town Blvd., Raleigh, NC 27616
  triangletowncenter.com

Reservation Information
Reserve your room by visiting the accommodations section at 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.
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  □ Practice Manager

□ 2012 or 2013 Leadership Scholar  □ Guest

□ Physician Assistant  □ Exhibitor/Sponsor

□ Resident/Fellow  □ County Executive

□ Student

Three ways to register:

MAIL: NCMS, PO Box 27167, Raleigh, NC  27611
FAX: (919) 833-2023
ONLINE: www.ncmedsoc.org/annualmeeting

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

<table>
<thead>
<tr>
<th>Number attending</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“The Epidemic of Prescription Drug Abuse” (Fri.)</td>
</tr>
<tr>
<td></td>
<td>House of Delegates Session I (Fri.)</td>
</tr>
<tr>
<td></td>
<td>Cocktail Hour (Fri.)</td>
</tr>
<tr>
<td></td>
<td>Presidential Inauguration (Fri.)</td>
</tr>
<tr>
<td></td>
<td>Inaugural Reception (Fri.)</td>
</tr>
<tr>
<td></td>
<td>Women in Medicine Section Meeting (Sat.)</td>
</tr>
<tr>
<td></td>
<td>House of Delegates Session II (Sat.)</td>
</tr>
<tr>
<td></td>
<td>NCMS PAC Luncheon (Sat.)</td>
</tr>
<tr>
<td></td>
<td>“Value-Driven Healthcare” (Sat.)</td>
</tr>
</tbody>
</table>
2012 NCMS ANNUAL MEETING
Raleigh, North Carolina

For more details or to register online, visit www.ncmedsoc.org/annualmeeting.

North Carolina Medical Society
Leadership in Medicine

PO Box 27167
Raleigh, NC 27611

Return Service Requested