**Sample content**

**What Is the M3 Conference? Why Should I Go?**

The M3 Conference is a unique and historic gathering bringing together those on the frontlines of health care – physicians, physician assistants and practice managers — for three days of learning, sharing ideas and insights, networking and socializing. The conference takes place Sept. 15-18 at the Grandover Hotel in Greensboro.

For North Carolina Medical Society (NCMS) and [INSERT COUNTY/SPECIALTY SOCIETY] members this conference also includes our Annual Business meeting. With the dissolution of the House of Delegates last year, this important meeting will serve as a forum to bring health policy issues to the NCMS Board of Directors. The new NCMS officers and board members will be installed during this meeting as well.

A few reasons to attend:

* You can earn 13.75 hours of CME.
* Voice your opinion on health policy issues of importance to you by bringing them to the NCMS Board of Directors at the NCMS Annual Business Meeting on Saturday afternoon. There is no cost to attend this meeting.
* Fulfill your opioid prescribing CME requirement. This free session is titled “Opioid Prescribing: Safe Practice, Changing Lives” and is presented by the popular, Christopher Grubb, MD.
* Begin to celebrate what’s good in your work, your relationships, your family and yourself. Dr. Wayne Sotile, back by popular demand, is a national speaker on resilience, and will help you understand the important connection between your career and what you carry home after the work day.
* Learn how to avoid common patient communication pitfalls.
* Better understand the move to value-based payment from innovative North Carolina health care leaders who have made the move.
* Find out more about what North Carolina health officials are doing to fight the Zika virus.

Review the full agenda and register for this must-attend event [here](http://www.cvent.com/events/m3-conference-2016/event-summary-78b4e4c53c054e54a5e126f8fc8d2f55.aspx).

**Unlock the Power of Data and Analytics – at the M3 Conference**

How can data and analytics help unlock the value and true potential of your practice? Mikael Hagström, COO, McKinsey Analytics, offers the answer to this key question as the featured keynote speaker on Friday morning, Sept. 16, at the M3 Conference in Greensboro. Hagström brings extensive experience and expertise in harnessing high-performance analytics across industries to help companies reshape their business models, modernize their organizations, and unlock sustainable value from big data and advanced analytics.

Prior to joining McKinsey in 2015, Hagström was executive vice president at SAS Institute, a global analytics software company, for 25 years. Over the last decade he led SAS in Europe, Middle East, Africa, and Asia Pacific including more than 5,000 employees across 48 countries, overseeing a multibillion-dollar business.

This is just one of many engaging and important sessions at the M3 -- Merging Medicine and Management – conference – next month. Each session is specially designed to address an issue of importance to both physicians and practice administrators. Don’t miss this historic opportunity to learn, share perspectives and socialize with your team and colleagues from across the state. [Learn more and register here today](http://www.ncmedsoc.org/m3-is-the-place-to-be/).

**Have You Registered for the M3 Conference Yet?**

Don't let time run out on your chance to save your space at the M3 Conference! This meeting is filling up quickly and that means that hotel rooms in the M3 block at the Grandover Resort are also being reserved at record speed. M3 meeting registration is required to get the online link where you can reserve your hotel room. *Early bird pricing expires Monday, Aug. 15.* Take a few moments today to register for the meeting and make your accommodation arrangements. [Register now!](http://www.cvent.com/events/mproc.aspx?m=bdafa99f-fa5f-4973-9010-a2267a2ab2a0&u=http%3a%2f%2fwww.cvent.com%2fd%2fpfqqfm%2f4W&l=Register+now!)

Helpful links:

[M3 Conference Agenda](http://www.cvent.com/events/mproc.aspx?m=bdafa99f-fa5f-4973-9010-a2267a2ab2a0&u=https%3a%2f%2fcustom.cvent.com%2f121C93678E084A1BAB845AF887FE3F49%2ffiles%2f34927f369afc48d2b984ae70089d30d1.pdf&l=M3+Co%3cspan+style%3d%22text-align%3a+center%3b%22%3enference+Agenda%3c%2fspan%3e) (PDF)

[Accommod](http://www.cvent.com/events/mproc.aspx?m=bdafa99f-fa5f-4973-9010-a2267a2ab2a0&u=http%3a%2f%2fwww.cvent.com%2fevents%2fm3-conference-2016%2flocation-78b4e4c53c054e54a5e126f8fc8d2f55.aspx&l=Accommod)[ation Information](http://www.cvent.com/events/mproc.aspx?m=bdafa99f-fa5f-4973-9010-a2267a2ab2a0&u=http%3a%2f%2fwww.cvent.com%2fevents%2fm3-conference-2016%2flocation-78b4e4c53c054e54a5e126f8fc8d2f55.aspx&l=ation+Information)

**Featured M3 Session - e-Health: A Really Scary Place for Medical Practices**

Saturday, September 17, 8:00AM-9:30AM

Are you concerned about cyber-security within your practice or your online reputation? Wondering what the parameters should be for your own online posts? Speakers David Sousa, JD, and Amanda Martin, JD will help you navigate the dangerous waters of the Internet. This session will help you:

* Be able to identify the various internet-based technology vulnerabilities relating to privacy and security matters in your practice.
* Learn the appropriate mechanisms to utilize in your practice to minimize liability exposures for privacy and security breaches.
* Understand how the NC e-Discovery rules will allow almost unrestricted access to things stored in any electronic format in the event of a civil suit or regulatory investigation initiated by the government.
* Learn what insurance coverages are available for privacy and security breaches, and why you must have them.
* Acquire an awareness of how social media and health data stored on personal devices can make or break the defense of malpractice claims.
* Understand how the application of federal and state laws impact your ability to manage your online reputation.
* Understand what you can do to avert the negative review online before it ever happens.
* Understand how to distinguish a patient’s online rant from actionable libel.
Learn what response to expect from a website “host” when you ask to have a comment removed.
* Know what avenues exist to control and/or eliminate negative, harmful, posts to public blogs and rating sites.
* What are the parameters of appropriate Internet posts for any health care provider?

Interested in attending this session? [Register now](http://www.cvent.com/events/mproc.aspx?m=bdafa99f-fa5f-4973-9010-a2267a2ab2a0&u=http%3a%2f%2fwww.cvent.com%2fd%2fpfqqfm%2f4W&l=Register+now).

**Social media posts:**

*Facebook*

‘Dr. Siri will see you now!’ Join Mikael Hagstroem, data analytics expert, at the M3 conference, September 15-18, 2016, at the Grandover Resort in Greensboro to learn how to use big data analytics to transform health care. This is just one of the many inspiring educational sessions at the conference, where you can earn up to 13.75 hours of AMA PRA Category 1 CreditsTM! Learn more and register today at [www.ncm3conference.com](http://www.ncm3conference.com). Early bird pricing expires Aug. 15.

Get carried away by the M3 Conference, September 15-18, 2016, at the Grandover Resort in Greensboro! The NCMS and [North Carolina Medical Group Managers](https://www.facebook.com/NCMGM/) have partnered on this inaugural health care conference, and we hope to see you there.

Register today to take advantage of social and networking opportunities, as well as educational sessions (earn up to 13.75 hours of AMA PRA Category 1 CreditsTM!) focusing on practice management, public health issues, achieving work/life balance, and much more!

Physicians, PAs, practice administrators and students: have you registered for the M3 Conference yet? September 15-18, 2016, Grandover Resort in Greensboro, NC.

Now approved for 13.75 hours of AMA PRA Category 1 CreditsTM!

Check out the agenda and exciting list of speakers at [www.ncm3conference.com.](http://www.ncm3conference.com/)

Physicians, PAs, med students and practice administrators: Conspire to uncover the truth at the inaugural M3 (Merging Medicine & Management) Conference, Sept. 15-18, 2016 at the Grandover Resort in Greensboro. The North Carolina Medical Society (NCMS) and the North Carolina Medical Group Management Association (NCMGMA) are joining forces for the first time ever to present an array of educational, networking and social opportunities for their respective memberships at M3.

Learn more and register: [www.ncm3conference.com.](http://www.ncm3conference.com/)

*Twitter*

Learn more about how NC is responding to [#Zika](https://twitter.com/hashtag/Zika?src=hash) at the M3 Conference; [@ncdhhs](https://twitter.com/ncdhhs) will present latest developments. [#NCM3](https://twitter.com/hashtag/NCM3?src=hash)

Get carried away this September by the M3 Conference! Learn more/register: [http://www.ncm3conference.com](https://t.co/0i0vomgTVe) [@ncmgm](https://twitter.com/ncmgm) [#NCM3](https://twitter.com/hashtag/NCM3?src=hash)

Docs, PAs, students & admins: have you registered for the M3 Conference? Learn more: [http://www.ncm3conference.com](https://t.co/0i0vomgTVe) [#NCM3](https://twitter.com/hashtag/NCM3?src=hash)