

# Strategic Plan

## Priority Areas of Focus

The NCMS focuses on four main programmatic areas to ensure the needs of our members are met; that they have the resources needed to be successful; and that the mission is fulfilled.

### Membership

Our **VISION** is that all North Carolina Physicians and Physician Assistants support NCMS, regardless of their practice environment.

#### Supporting Actions:

- Provide valuable programs and services that enhance members' professional satisfaction and improve the health delivery system.
- Work together with individuals and organizations to build the NCMS membership, acknowledging the rapidly changing dynamics of physician and PA employment.

### Health System Innovation

Our **VISION** is to provide policy and programmatic support to help make NC first in health.

#### Supporting Actions:

- Develop and implement policies and programs to equip physicians and their teams to lead and succeed in the transformation to value-driven health.
- Develop practice strategies and options for members that will enhance professional satisfaction.
- Our efforts will be guided by the pursuit of the Triple Aim, the importance of patient-centered care, and the need to protect and strengthen our safety net.

### Leadership

Our **VISION** is to educate and empower Physicians and their Teams to be leaders within the rapidly changing health care environment, regardless of their practice setting.

#### Supporting Actions:

- Provide high-quality and relevant leadership programs that enable members to thrive in their careers and be the drivers of change toward value-driven health care.

### Advocacy

Our **VISION** is to ensure that every NCMS member (MD/DO/PA) has the information, power, options and tools to fulfill their professional obligations in a dynamic and evolving health care system.

#### Supporting Actions:

- Maintain relationships and expertise to monitor and respond to actions of all branches of government that will impact the medical profession and patient care.

- Provide engagement opportunities and tools for members to represent the interest of patients at a grassroots level, in their communities and practices.
- Identify resources and partners to fulfill and sustain programs.
- Fulfill member needs for reliable, trusted information and expertise.

The NCMS maintains a focus on the following administrative priorities, to ensure that the organization remains viable and able to serve members long-term:

### Business Development

Our **VISION** is that the long-term financial needs of the NCMS are met, ensuring we can provide services to our members and provide a stable career environment for our employees.

#### Supporting Actions:

- Identify revenue streams that support the NCMS mission and supplement membership dues.
- Challenge the current membership model.
- Preserve NCMS assets, both tangible and intangible.

### Administrative

Our **VISION** is that the NCMS will remain a strong source of rewarding careers, providing professional development and satisfaction to its valued employees, who contribute to achievement of our strategic plan and are stakeholders in our organization's success.

**"5 Bold Steps" Strategic Planning Process identified the following projects that fulfill the NCMS mission and work across the priority areas of focus:**

- A commitment to representing and engaging members.
- A commitment to driving statewide policy that accomplishes population health goals.
- A commitment to actively creating physician leaders and promoting physician leadership in hospitals and health systems.
- A commitment to building a physician management "toolkit."

# Strategic Plan

2017-2018

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## 2017-2018

Dear NCMS Member,

As your professional organization, the North Carolina Medical Society (NCMS) stands ready to guide members to professional success and personal satisfaction while we work toward our ultimate goal— *“To provide leadership in medicine by uniting, serving, and representing physicians and their health care teams to enhance the health of North Carolinians.”*

Against this backdrop, a team of NCMS leaders and staff set out to develop the Society’s 2017-2018 Strategic Plan. In keeping with NCMS members’ long tradition of being catalysts for positive change and health care leaders, the Board of Directors and senior staff outlined priorities, all of which reveal why the NCMS is crucial to the future of health care in North Carolina. The following themes emerged:

**A commitment to representing and engaging members.** When the NCMS House of Delegates voted to suspend operations, the NCMS Board promised members that it would continue to refine the evolution of the governance process and member engagement. Priorities identified in this area include an organizational commitment to surveying members, seeking technological solutions for communications, and revising board and staff responsibilities to include active local outreach.

**A commitment to driving statewide policy that accomplishes population health goals.** The Board identified the Society’s role in population health as engaging all stakeholder groups, both within and outside of direct health care delivery. Resources will be needed to carefully define outcomes measured by data-driven processes. Success in this area will not only improve state health system performance and leading health indicators among North Carolinians, but also improve professional satisfaction in the medical community.

**Actively creating physician leaders and promoting physician leadership in hospitals and health systems.** In today’s health care marketplace, clinical skills are not the only skill set needed by physicians and PAs to be successful. This commitment includes inventorying current physician leadership positions in the state, identifying areas of need, and providing education, coaching and mentoring via the Kanof Institute for Physician Leadership (KIPL) to ensure that the medical profession is represented and leading clinical and administrative needs with health systems statewide.

During strategic planning, much of the discussion came back to the issue of health inequities in our state. If we are passionate about addressing health inequalities as a profession, the Society’s mission and vision will come to life through a series of goals and supporting actions that are articulated in the plan, most of which will be familiar.

At the NCMS we are blessed with visionary leadership and dedicated staff. Lead by Bob Seligson, Executive Vice President, Chief Executive Officer and Steve Keene, Chief Operating Officer and General Counsel, along with frequent input from our members, the NCMS leadership is confident that our role is to define our direction and empower our professional staff to identify the supporting actions needed to get us there.

We are encouraged by the opportunities that lie ahead. Also, we encourage all NCMS members to engage with this important and valuable organization. We are most confident that you will enhance your understanding of health care issues in North Carolina as well as your professional fulfillment.

Paul R.G. Cunningham, MD  
NCMS President

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Strategic Planning Officer



## Strategic Plan

### 2017-2018

## Mission

To provide leadership in medicine by uniting, serving, and representing physicians and their health care teams to enhance the health of North Carolinians.

## Vision

*In all our efforts, we will strive to:*

- *Protect the importance of the patient-physician relationship*
- *Promote safe, cost-effective, patient-centered care*
- *Promote physician leadership at all levels of the health care delivery system*
- *Improve the health of our population*
- *Enhance patients’ and caregivers’ experience of care*
- *Promote physician wellness*
- *Minimize administrative burdens of the delivery of health care in order to achieve this vision*