



Your North Carolina Medical Society (NCMS) is the largest – and oldest – professional organization representing the interests of physicians and physicians in North Carolina. Your dues dollars support our many advocacy efforts throughout the year.

We offer opportunities for you to:

- learn about health care policymaking;
- be an effective advocate for your profession and your patients;
- influence policy decisions within the medical society;
- contribute to our political action committee (PAC);
- have an insider's perspective on health care legislation that may not make the headlines.

The most popular ways our members engage with us include:

- White Coat Wednesdays, which include a briefing at the NCMS headquarters just down the block from the General Assembly, and then personal visits with legislators to share your professional perspective on pending legislation.
- Advocacy training included in our Kanof Institute for Physician Leadership programs.
- Being part of our grassroots network to rally support for important legislation.
- Receiving the NCMS Political Pulse, a weekly video update from our lobbying team offering their behind-the-scenes perspective.
- Access to our expert policy staff and their decades of experience dealing with complex health care issues.
- Opportunities to take on a leadership role by joining an NCMS committee or task force to delve into the timely issues of the day and influence our policy positions.

The NCMS offers you a range of ways to support issues of importance to you and your patients and to effect positive change in North Carolina.

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www.ncmedsoc.org

PO Box 27167 • Raleigh, NC 27611
919-833-3836 • 800-722-1350

NCMS Lead Initiatives

- Prioritize health (improvements) over health care (the system) in all reform efforts.
- Support greater transparency in our health system.
- Ensure that patients have information to understand provider credentials.
- Guard against genuine patient safety threats.
- Defend the 2011 medical malpractice reforms.
- Pursue administrative complexity reductions in health care.

NCMS Supported Initiatives

- Create new options for affordable health coverage.
- Support improvements to rural health infrastructure.
- Fund strong public health initiatives.
- Safeguard patient interests during the Medicaid move to managed care.
- Seek funding for social determinants of health arrangements.
- Update professional licensing statutes for physicians and PAs.

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The NCMS keeps you informed of timely issues that may affect your practice as well as our work on your behalf. We have many ways to help you stay up-to-date and feel a part of the NCMS community of your colleagues.

NCMS Morning Rounds – a daily newsletter delivered to your email box first thing in the morning with news you can use including what is happening at the legislature or regulatory agencies that day; what the big health care headlines are, educational opportunities coming up and interesting work by your colleagues.

NCMS Bulletin – a quarterly online magazine format with more in-depth articles and resources examining the NCMS and NCMS Foundation's work and how it impacts physicians and PAs throughout the state.

Regular presence on social media – look for us (@ncmedsoc) on Twitter, Facebook and LinkedIn.

Bedside Manners Podcast – search North Carolina Medical Society on iTunes or Google Play to access our podcast on wide ranging topics around the physician-patient relationship. Or look for each episode on our website, ncmedsoc.org

Action Alerts – when we need members to contact legislators on an issue of importance at a particular moment, we send you a special alert you can then forward to your representatives to make your voice heard when it most counts.

Political Pulse – our video update brings you an insider's look at what is happening at the General Assembly each week during the legislative session.

NCMS Spotlight videos – occasional video profiles of members who are engaged in interesting and innovative projects and initiatives.

Media relations – need help placing a letter to the editor or writing an opinion piece for your local paper? If it's on a health care issue, we are happy to help. Contact Elaine Ellis at eellis@ncmedsoc.org or 919-833-3836.

Customized content – if you are a 'super group' member, we look forward to working with your internal communications department to provide content tailored to your physicians and PAs to highlight the benefits of NCMS membership.

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The North Carolina Medical Society (NCMS) and the NCMS Employee Benefit Plan (NCMS Plan) are very concerned about the impact of burnout on clinicians and their teams and has made the issue high priority -- ranking it among the top three issues to guide our work this year. Overall, we seek to better understand the impact of burnout on medical practices in North Carolina and to take a leadership role in improving the wellness and professional satisfaction of its members and health care practice settings. To achieve this goal we are engaged in the following:

The NCMS was instrumental in founding the group that brought together all stakeholders in the effort to address issues around physician and PA wellness. The **North Carolina Consortium for Physician Resilience and Retention:**

Held a well-attended summit last fall for the leadership of major health organizations to address factors that lead to physician burnout from the individual perspective. A second Wellness Summit is planned for this fall.

The Consortium, which includes representatives of the North Carolina Medical Board, helped prompt a change to the state medical license application aiming to remove any fear or stigma around licensees seeking help for a mental or behavioral health issue. This change has garnered the attention of state licensing bodies as they grapple with physician wellness and burnout.

The NCMS is recognized as an organization dedicated to prioritizing our members' wellness, and North Carolina was recently selected for a year-long **wellness practice transformation initiative**. The NCMS and its Employee Benefit Plan have partnered with The Physicians Foundation and the AMA to advance research and promote evidence-based solutions that improve patient care by enhancing professional fulfillment and reducing clinician burnout through this comprehensive initiative.

Our leadership, in particular CEO Robert W. Seligson, has opened lines of communication with our members through our **"Following the Path to Wellness"** resource page on our website (www.ncmedsoc.org/physician-wellness/) and through engaging other partners through one-on-one conversations and relationship building.

Started the **Mitchell D. Hardison, MD Fund** through the NCMS Foundation in honor of community leader and dedicated Raleigh physician Dr. Hardison. The proceeds from this fund allows the NCMS to devote resources to physician wellness activities.



North Carolina Medical Society (NCMS) members have access to award-winning leadership development programming through our Kanof Institute for Physician Leadership (KIPL). With hundreds of alumni in leadership positions throughout the state, the NCMS has become synonymous with cutting-edge programming that trains physicians and PAs to be effective health team leaders in a variety of clinical and non-clinical environments.

Our **Leadership College** is a nationally renowned, project-based curriculum designed to foster leadership skills to have a positive impact in your workplace and your community. Established in 2003, the Leadership College has graduated over 260 participants, the majority of whom go on to take leadership positions within their profession.

Our **Health Care Leadership and Management (HCLM)** program provides a critical framework for physicians based on economics, finance and leadership development. With this framework, graduates are provided the necessary vocabulary for the business realm and are equipped to take on greater leadership positions in their career.

The curriculum is designed with greater emphasis on deeper leadership development and skills that include strategic planning, negotiation and financial literacy and application. The program is a year-long course that spans over four weekends across the state of North Carolina. The program involves on-site visits to health care organizations. HCLM is also project-based.

KIPL also offers **customized leadership development programs** tailored to your organization's unique needs. Some of the organizations we work with on such programs include: UNC Physicians Network, Rex Healthcare, the North Carolina Public Health Association, Wake Forest School of Medicine and Appalachian Regional Healthcare System.

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Working to improve the health of all North Carolinians

The North Carolina Medical Society (NCMS) Foundation is the philanthropic arm of the NCMS, charged with improving access to quality health care throughout the state. Thanks to the generous support of corporations, local and national foundations and dedicated individuals, the NCMS Foundation's robust portfolio of programs approach this goal in innovative and effective ways. For instance:

Community Practitioner Program (CPP): Ensuring a Caring Physician for Every Community.

The Foundation's CPP partners with local communities and health care organizations to assist in recruiting talented primary care physicians, physician assistants and family nurse practitioners by providing grants in return for service in underserved communities. By offering some relief for educational debts, the program encourages health professionals to serve in the areas that need them most.

Kanof Institute for Physician Leadership: Educating Strong Leaders To Affect Great Change

Achieving long term impact when addressing issues around access to care, requires holistic reform. Reform does not come easily and requires leadership of the highest caliber. The Foundation's award-winning Kanof Institute for Physician Leadership with its three distinct program tracks prepare physicians, PAs and other members of the health care team to provide leadership in their communities and in the medical profession.

Project OBOT: Tackling the Opioid Epidemic

Opioid Addiction is a treatable disease, but it requires significant care coordination and collaboration among providers and care resources. Providers given proper training and surrounded with professionals to share in their patients' treatment strategy can successfully treat those suffering Opioid Use Disorder (OUD). With the formation of Project OBOT, the NCMS Foundation has established a coalition of organizations to facilitate the expansion of Medication Assisted Treatment (MAT) and a platform to coordinate the care and support the recovery of those with OUD.

Our Community Health Initiative (Our CHI): Fostering Community Partnerships

Our Community Health Initiative (Our CHI), launched in March 2019, endeavors to form a coalition that fosters single source collaboration between Community Based Organizations (CBO's) currently providing services that improve health, with local health care providers and social support networks. This initiative brings down the barriers allowing providers to address the social determinants of their patients' health in an easily accessible and effective manner.

To learn more about how you can help improve health in North Carolina, contact Pam Highsmith, phighsmith@ncmedsoc.org or 919-833-3836 x122.

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NCMS PAC – Strengthening Your Voice; Educating Elected Officials

What is the NCMS Political Action Committee (PAC)?

The NCMS PAC is a voluntary committee organized to support state and federal political candidates in North Carolina. It is governed by the NCMS PAC Board of Directors and staffed by members of the NCMS Government Affairs team.

Why is the NCMS PAC important?

Legislative issues facing NCMS members are constantly changing. The NCMS PAC supports candidates who want to learn how those issues effect you, your practice and your patients. Having a strong PAC is foundational to a successful advocacy program and building strong relationships.

How does the NCMS PAC work?

The NCMS Government Affairs staff researches candidates and makes contribution recommendations to the NCMS PAC Board. Candidates are evaluated individually using subjective criteria, including, but not limited to: positions on issues important to medicine, electability (district demographics) and relationships with local physicians. The NCMS PAC is nonpartisan and does not affiliate with any political party.

Now is an important time to get involved!

2020 is an election year and we're already tracking early campaign activities. The strength of NCMS PAC is vitally important during an election year because it helps us elect candidates who fairly represent issues important to the medical community.

The NCMS offers many ways for our members to get involved with the legislative process, including:

- Updates on the issues through our daily NCMS Morning Rounds newsletter and weekly (during the legislative session) Political Pulse video.
- Participating in a White Coat Wednesday where NCMS staff briefs you on key issues and then you meet with Legislators at the General Assembly in Raleigh.
- Responding to our Action Alert emails to communicate with your representatives on pending legislation at the crucial time.
- Donating to the NCMS PAC.

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As a North Carolina Medical Society (NCMS) member you have access to some of the leading health care experts in the state with longstanding relationship at key state agencies and with policymakers.

If you have a problem or question, call 919-833-3836 or 800-722-1350 (within NC) and ask for one of our 'problem solvers'.

- Governmental/Legislative issues: Chip Baggett or Sue Ann Forrest
- Payer, Medical Board or Regulatory issues: Kristen Spaduzzi
- Health System Innovation: Kristen Spaduzzi or Melanie Phelps
- Leadership Development: Aubrey Cuthbertson or Tina Natt och Dag
- Membership: Richard Simpson
- Communications: Elaine Ellis

You may also go to our website and look under the Practice Help tab to get answers to some of the more common practice management questions as well as submit your question online.

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