The mission of the North Carolina Medical Society (NCMS) is to provide leadership in medicine by uniting, serving, and representing physicians and their health care teams to enhance the health of North Carolinians.

To stay true to our mission, health and well-being must be the driving force behind NCMS policy development, programs and advocacy efforts. The following Guiding Principles are designed to help guide the NCMS as it develops its priorities, and evaluates policies, programs, and advocacy efforts to achieve its mission.

**HEALTH & WELL-BEING FOR ALL**—Enhance health and well-being for everyone in North Carolina as the threshold determination for all NCMS policy considerations

**COMMUNITY HEALTH**—Integrate health and health care through the development of community partnerships with public health, community-based organizations, social services and other sectors

**ACCESS**—Improve access to care and social supports for all populations

**HEALTH EQUITY**—Identify and eliminate disparities to achieve equity and improve health outcomes across all populations

**WHOLE PERSON CARE**—Support the systematic coordination of physiological, mental, oral, environmental, and social drivers of health

**INNOVATION**—Embrace creative and solution-oriented strategies and resources that lead to health improvement and well-being

**PERSON-CENTERED CARE**—Encourage person-centered care models to better enable care-goal alignment

**COLLABORATION**—Promote inter-professional education & collaboration, team-based care, and seamless communication across all sectors of health and community

**THE TRIPLE AIM**—Support alternative care delivery and payment models that simultaneously pursue improving the patient experience of care, improving the health of populations, and reducing the per capita cost of health care

**LEADERSHIP**—Achieve improved care team satisfaction and well-being through the development of strong leadership skills, engagement, infrastructure, interdisciplinary teams and other supports