



2011-12 Accomplishments and Strategies

Mission: The Western Carolina Medical Society is the physicians' voice advocating for the health of the medical profession, the health of the patient, and the health of the community.

Vision: To be a dynamic physician community dedicated to a healthy, vibrant Western North Carolina.

Values: Integrity. Quality. Compassion. Diversity. Innovation.

GOAL 1: Strengthen the physician/patient relationship and the practice of quality medicine

2011 Accomplishments:

- Played a vital role in the passing of the landmark legislation, SB 33 making [medical liability reform](#) in North Carolina a reality.
- Issued an official position statement rejecting SB 698. The proposed legislation would have placed a 10 percent cap on physician employment by Mission in all counties in Western North Carolina. WCMS viewed the bill as an attempt to legislatively restrict opportunities for physicians to practice medicine in a setting of their choice, and by extension adversely impacting patient care.
- Held evening educational sessions on [Patient Centered Medical Home](#) featuring nationally recognized speaker Dr. William Warning and [Healthcare Reform](#) featuring Pam Silberman with the NC Institute of Medicine and local innovator Steve Crane, MD.

New 2012 strategies:

- Develop online forums for virtual grand rounds, educational forums, and discussion lists to increase engagement with WNC physicians.
- Hold 2012 Candidates Forum in the Fall prior to 2012 elections.
- Establish legislative outreach campaign to connect physicians with legislators including strengthening existing and creating new practice-based PACs.
- Provide legislative advocacy education and updates to medical staff of regional hospitals and other physician groups.

GOAL 2: Improve systems for physicians to address healthcare access, health disparities, and wellness/prevention

2011 accomplishments:

- Provided interpreter services in 20 languages at over 1500 appointments for more than 500 patients. Visit the [WNC Interpreter Network site](#) for more information. (Provided free interpreter services for Project Access patients and discounted fees for WCMS members)
- Carried out the highly successful [Medical Minority Mentoring Program](#). Twenty six student interns have completed this program since 2005.

- Served over 4,000 [Project Access](#) patients to help over 650 physicians care for the low-income, uninsured residents of Buncombe County. Began to [revamp and retool Project Access](#) to align with healthcare reform and current economic realities confronting physicians and their patients.
- Offered the [Living Healthy Program](#) (developed at Stanford University School of Medicine), a chronic disease self-management program, for Project Access patients.
- Awarded \$7,800 in grants to health-related community programs from the WCMS Foundation & Alliance [Endowment](#).

New 2012 strategies:

- Bring all screening/appointment setting for PA in-house to insure appropriate patients are being referred.
- Research and plan for tiered fee structure for Project Access patients.
- Expand 24/7 WIN services into the following counties: Henderson, Transylvania, Haywood, Jackson, and McDowell.
- Expand Living Healthy program for PA patients, including Spanish speaking and diabetic patients.

GOAL 3: Strengthen and promote the benefits of membership in/association with WCMS

2011 accomplishments:

- Recruited 40 new members from WNC and 57 new members from Buncombe, for a total of 97 members, a 7% increase in membership from 2010.
- Launched our brand new website at www.mywcms.org.
- Conducted WNC physician survey of both members and non-members; used results for strategic planning.
- Launched an [Endorsed Vendor Program](#) offering discounts to WCMS members on various products and services designed to accommodate the business needs of physicians.
- Developed 30 and 60 second radio spots about WCMS on 98.1 The River and ESPN, and submitted to ACT monthly ["Physicians Voice"](#) health columns written by WCMS members.
- Co-hosted with Alliance annual Newcomer Picnic welcoming new physician families to WNC.
- Co-hosted [Doctor's Day](#), an event to honor physicians by providing them with health screenings, lab work, positive PR and gifts.

New 2012 strategies:

- Develop Women in Medicine Section of WCMS.
- Develop additional benefits for practices with 100% physician members.
- Conduct first ever regional WNC physician leadership forum.
- Expand WNC Interpreter Network services in 5 additional counties so physician members can take advantage of reduced pricing.

GOAL 4: Attain organizational sustainability

2011 accomplishments:

- Raised over \$21,000 during our first official WCMS Annual Campaign appeal.
- Conducted successful fundraisers: HeartStrings in conjunction with the YMCA, Sawbones vs. Jawbones Game in conjunction with Pisgah Legal Services, Rockin' with the Docs, Cow Chip Bingo.
- Received grants and contracts from: Buncombe County, HealthNet, Mission CHE, St. Eugene Church, Three Streams Family Health Center, Walnut Cove Men's and Women's Associations and the Downtown Rotary.
- Accomplished the re-branding of BCMS to WCMS!

New 2012 strategies:

- Expand non-dues revenue streams for Association, including Endorsed Vendor program, online Physician Directory, sponsorships, online ad opportunities, and Circle of Friends Sponsorship Program.
- Obtain grant funding to support efforts to strengthen and sustain Project Access and its physician volunteers.