



## 2013 Strategic Plan--Key Accomplishments

**Our 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.

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

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

### **Strategy 1: Physician leadership development, education, advocacy**

1. **Participated in WNC CMO/COS Roundtable:** Launched under the auspices of the WNC Health Network, fostering physician leadership communication, learning, and collaboration across hospitals/health care systems between hospital CMOs and COSs.
2. **Advocated legislatively:** Focused on pushing for Medicaid expansion and opposing Medicaid management by out-of-state managed care companies.
3. **Advocated for mental health parity:** Participated in Primary Care/Psychiatry Collaborative to enhance capacity for meeting behavioral needs of community.
4. **Participated in NCMS' Toward Accountable Care Consortium and Initiative:** Provided WCMS membership with information and tools to understand, participate in, navigate, lead and succeed in a value-driven health care system.

### **Strategy 2: Networking/collaboration between WNC physicians AND with other key partners**

1. **Conducted affinity groups:** Women in Medicine and Early Career groups, both of which facilitated relationship building, peer support, and peer-to-peer learning.
2. **Launched DocbookMD:** A clinical tool via mobile app to securely send HIPAA-compliant messages. Message content can include diagnosis, test results, or medical history. Physicians can also add a high-resolution image of an EKG, an X-ray, lab report, or anything that can be photographed with a smartphone, as well as search the complete WCMS physician directory, thus enhancing physician communication and improving patient care.
3. **Established new physician/business collaborative:** Provided networking opportunities between physicians and business leaders to strengthen business relationships. Brought in other key partner groups (YMCA, YWCA, public health, insurance brokers, Crescent Health Solutions, etc.) to begin a physician-led initiative to move medical interventions upstream toward wellness and prevention.

### **Strategy 3: Support for Vulnerable Populations**

#### **1. Enhanced access to care for the region:**

- a. Awarded Duke Endowment Grant for two years to continue offering Project Access® services to uninsured people ineligible for the Insurance Marketplace and who would have otherwise qualified for Medicaid had NC pursued Medicaid Expansion.
- b. Almost 500 practicing Buncombe County physicians along with Mission Hospital, local pharmacies, WIN Interpreters and other generous Project Access® volunteers provided a combined total of \$7,776,512 of services for 2836 patients (The latter is lower than normal due to WCMS staff shortages in late 2012 which resulted in the processing of fewer patients in early 2013).
- c. Established WCMS as a Certified Application Counselor (CAC) Organization and hired a federally-certified CAC to begin the process of moving eligible Project Access® patients into the Insurance Marketplace.

#### **2. Decreased health disparities due to language barriers via WCMS Interpreter Network:**

- a. Employed Janirve Legacy Grant to expand into Henderson and Transylvania Counties; signed contracts with both Park Ridge and Pardee Hospitals.
- b. Signed contract with Mission Health System.
- c. Set a new record with 4060 appointments for 125 hospitals, physician practices, law firms, businesses and school systems located in 11 counties (Buncombe, Henderson, Transylvania, McDowell, Mitchell, Yancey, Haywood, Burke, Jackson, Macon and Swain) as well as the Cherokee Reservation.

### **Strategy 4: Organizational sustainability**

1. **Implemented IT systems to support WCMS programs:** *fhases* (physician membership database and Project Access®) and *Interpreter Intelligence* (WCMS Interpreter Network).
2. **Physician Member Recruitment:** Recruited 23 new members from WNC and 44 new members from Buncombe.
3. **Fundraised:** The 20+ member WCMS Foundation Development Council comprised of business leaders, physicians and patients, raised \$52,000 for the Foundation's charitable programs.
4. **Employed the aspiration-driven strategic planning process again in 2013:** Interviewed over 70 independent and employed physicians, health system leaders, funders and donors, community leaders, practice managers, patients and, of course, our employees. We conducted a town hall meeting with these constituents and from that devised our 2014 Strategic Plan.