

NCMS Board of Directors
Michael Utecht, MD, President
May 15, 2022
Chapel Hill, NC

NCMS BOARD	STAFF
Michael Utecht, MD, President	Ashley Newton
Art Apolinario, MD, President-Elect	Alan Skipper
Phil Brown, Jr., MD, Immediate Past President	Evan Simmons
John, Meier, IV, MD, Secretary Treasurer	Michelle Laws
Claude Jarrett, MD, Region 1	Tina Natt och Dag
Karen Smith, MD, Region 3	Pam Highsmith
Rachel Keever, MD, Region 4	Ashley Rodriguez
Eileen Raynor, MD, At-Large	Shawn Scott
Bryant Murphy, MD, At-Large	Chip Baggett
Carl Westcott, MD, At-Large	
ABSENT	GUESTS
Fatima Syed, MD, Region 2	Katie Lowrey, MD, Foundation Past President
Merritt J. Seshul, MD, At-Large	
Jugta Kahai, MD, At-Large	

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2 **1. Call to Order**
3 Dr. Utecht called the meeting to order at 8:30AM. Dr. Utecht shared an update on the NCMS
4 sponsorship of a free medical care and dental care clinic with RAM.
5
6 **2. New Member Campaign and Board Membership Push**
7 Ms. Newton shared an update about the #NCMS2000Stronger Campaign including the number of
8 new members and number of renewals to date. Ms. Newton also shared a summary of new
9 recruitment efforts including morning rounds notices, Board member appeals, social media
10 messaging, targeted email campaigns, CPP participants, and phone bank.
11 **A MOTION** carried unanimously to accept Report as information.
12
13 **3. Communications and Marketing**
14 Dr. Laws discussed the need for NCMS to clarify messaging and questioned how we can deliver our
15 message in a way that encourages membership. Dr. Laws also notified the Board that Randy
16 Aldridge would be joining NCMS as VP of Communications in June. Dr. Utecht suggested messaging
17 such as “We can’t do this alone. Help us help you.” Dr. Smith noted how the transition to value was
18 disrupted by the pandemic, and that NCMS must now return to reengagement. Dr. Westcott noted
19 support for positive messaging and also noted that negative messaging can be effective as well. Dr.
20 Meier encouraged the group to not lose the patient focus.
21 **A MOTION** carried unanimously to approve the Report as information.
22

23 **4. Primary Election Update**

24 Mr. Baggett shared an update on the Primary Election. He shared that a low volume turnout is
25 anticipated and encouraged everyone to vote. Specific candidate updates were also provided.
26 **A MOTION** carried unanimously to approve the Report as information.

27

28 **5. NCGA Short Session**

29 Ms. Rodriguez shared a forecast of the NCGA short session. NCMS priorities for short session include
30 telehealth, efforts to encourage coverage outside of expansion, healthcare workforce issues,
31 protection of civil immunity provisions, and the SAVE Act/other proposals to expand non-physician
32 scope of practice. Ms. Rodriguez also highlighted the work being done by Kristen Spaduzzi with the
33 NCMS Payer Tactics Workgroup to identify solutions for common administrative burdens
34 experienced by physicians such as prior authorization, step therapy, and record requests.
35 **A MOTION** carried unanimously to accept the Report as information.

36

37 **6. NCMS and BCBSNC CPP Partnership**

38 Mr. Walker provided an update on the request for additional funding to support/expand CPP. He
39 shared details about the outstanding request made to BCBSNC for \$20M and explained that the
40 additional funding would be used to increase the number of providers, increase maximum ELR
41 awards to \$100K for extreme high need areas, funding for rural preceptor expenses in the CPP
42 network, provide leadership training for each CPP participant through KIPL, etc. Mr. Walker also
43 noted that a joint committee between NCMSF and BCBSNC would be convened to design the
44 program's parameters.
45 **A MOTION** carried unanimously to accept the report as information.

46

47 **7. Approval of Future BOD Meetings Dates for 2023, 2024, and 2025.**

48 Mr. Baggett reviewed potential meeting dates for 2023, 2024, and 2025 and for the Board to
49 consider whether at least 2 meetings should continue to be held at locations outside of Raleigh.
50 **A MOTION** to carried unanimously to approve the recommended meeting dates and meeting
51 locations.

52

53 **8. Minutes Approval**

54 **A MOTION** carried unanimously to approve the March 19, 2022 Minutes as drafted.

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56 **9. Appointments**

57 Dr. Brown shared an update from the NLDC committee. The following reappointments and
58 appointments were recommended for approval:

- 59 • NC Board of Massage and Bodywork Therapy – Dr. Chris Grubb (reappointment)
- 60 • NC Commission for the Blind – Clayton Bryan, MD (new appointment)
- 61 • NC Medical Care Commission – Robert Schaaf, MD (reappointment)

62 **A MOTION** to carried unanimously accept the recommendations from the NLDC.

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64 **10. Adjourn**

65 There being no further business, **A MOTION** carried unanimously to adjourn.

Committee / Task Force Reports	Program Reports
<u>Board Meeting Evaluation Responses - March</u>	<u>Community Practitioner Program</u>
<u>NCMS Foundation Financials as of 3/31/2022</u>	<u>Development Program</u>
<u>NCMS Financials as of 2/28/2022</u>	<u>Disaster Relief</u>
<u>Communications Committee</u>	<u>Financial Recovery Program</u>
<u>Constitution and Bylaws Committee</u>	<u>Leadership Development Programs - KIPL</u>
<u>Ethical and Judicial Affairs Committee</u>	<u>OBOT</u>
<u>Finance Committee</u>	<u>OCHI</u>
<u>Health and Racial Equity Task Force</u>	<u>PPE</u>
<u>Legislative Cabinet</u>	
<u>Medical Education Committee</u>	
<u>Medical Team Task Force</u>	
<u>Membership Committee</u>	
<u>NC AMA Delegation Report</u>	
<u>NCMS BOD Feedback Form Submissions</u>	
<u>NCMS PAC Board</u>	
<u>Nominating and Leadership Development Committee</u>	
<u>Opioid Task Force</u>	
<u>Policy Committee</u>	
<u>Racial Reconciliation Task Force</u>	
<u>Transactions Committee June 5</u>	
<u>Transactions Committee July 13</u>	
<u>Foundation Board Development Committee</u>	
<u>Foundation Finance Committee</u>	
<u>Foundation Gifts and Grants Committee</u>	
<u>Foundation Audit Committee</u>	
<u>Foundation Business Alliance</u>	
<u>CCHN Nominating Committee Report</u>	