Report of the
CHIEF EXECUTIVE OFFICER
63rd Interim Board of Trustees Meeting
March 10, 2018

This report highlights work activities since the December meeting of the Board of Trustees that fall under the five Strategic Goals adopted at your February 2017 meeting.

STRATEGY 1: PROACTIVELY FRAME THE HEALTH CARE POLICY AGENDA

Objective 1: Actively engage in the legislative process
- Gather information
  o Coordinated with Health Care Price Transparency Subcommittee Chair to have presentation on state HIE development work by Dr. Jonathan Griffin in February.
  o Planning for follow-up presentation with Health Care Price Transparency Subcommittee in March.
  o Coordinated with Children, Families, Health and Human Services Interim Committee to have presentation by physician, Dr. Todd Wampler, on Medicaid expansion panel in March.
  o Coordinated with Attorney General Fox to present information at March Executive Committee on his efforts to reduce prescription drug misuse and diversion and address treatment needs anticipating legislation in 2019.
  o Reviewed administrative rules to implement actions taken during the November 2017 special session with Legislative Committee, submitting comments as determined.
  o Monitored administrative rule proposals and actions keeping Legislative Committee Chair informed.
  o Drafted a membership survey for determining membership priorities for the Legislative Committee’s review in March.

- Execute Agenda: Build relevant legislative agenda
  o Shared legislative concept on health care insurance coverage of alternative therapies to opioids with Prescription Drug Abuse Reduction Committee.
  o Communication to physicians on administrative rules achieved through the MMA Rounds and committee meetings.

Objective 2: Increase MMA physician presence in policy-related agencies, boards and committees
  o Coordinating with Board of Medical Examiners to have physicians present at May retreat on the Optimal Team Act (Dr. Andrew Puckett) and Physician burn-out (Dr. Lantz).
  o Engaged with Department of Labor and Industry on work related to development of workers compensation formulary and coordinated department presentation at March Legislative Committee meeting.
o Formation of new Public Health Committee achieved with intentional connection to Department of Public Health and Human Services to offer guidance.
o Elected Secretary of new Organizing Board for state HIE which includes physician members, Drs. Jonathan Griffin, Randy Gibb, and Michael Vlases; Dr. Gibb was elected as Chair.

Objective 3: Look for opportunities to engage with national organizations
- Member of tobacco tax ballot initiative core group, including American Cancer Association, American Heart Association and American Lung Association, who meet weekly and filed combined ballot with Medicaid expansion core group.
- Joined other state medical societies and national specialty societies to strategize on common legislative agenda topics at AMA Advocacy Meeting in January.
- Connect with State Health Information Exchange Collaborative (SHIEC) on state HIE efforts.
- Plans set to attend Scope of Practice Summit in March hosted by AMA to develop a national strategy on scope expansion efforts seen in multiple states.
- Accepted re-appointed to 2-year term on AMA Scope of Practice Advisory Committee.
- Serve as Vice-Chair position of AAMSE (American Association of Medical Society Executives) State CEO group.

STRATEGY 2: BE A HUB OF RELEVANT EDUCATION FOR PHYSICIANS

Objective 1: Expand ability to offer CME for physicians
- Fifth annual Physician Leadership Effectiveness Program with 20 participants continues through April of 2018.
- Launch of new Rural Health Leadership Program with MHA Montana Health Research and Education Foundation to happen March 14 and 15, 2018 with 4 pilot Critical Access Hospital facilities; MMA secured CME.
- Initiated review process for educational modules found on The KnowYourDoseMT.org website to maintain CME after July 2018.

Objective 2: Become certified CME accreditation body within two years
- Tara Preston has taken lead to continue the process of becoming a Recognized Accreditor and is participating in monthly ACCME meetings. Additional actions needed to achieve Provisional Recognition are being pursued.
- Goal to become a Certified CME Provider will be explored by the Committee in Fall of 2018.

Objective 3: Identify and promote available educational materials
- Initiated planning discussion for website redesign in 2018 at MMA Executive Office.
• Exploring the use of online community library for Public Health Committee to house educational materials and reports.

Objective 4: Increase involvement with medical students and residents at annual meeting
• Invited first year WWAMI students to attend dinner during the Bozeman session of the Physician Leadership Effectiveness Program.
• Discussed potential joint annual meeting with Montana College of Physicians in September in Billings, with planned active inclusion of residents.

Objective 5: Create formal onboarding for BOT and Executive Committee Members
• Onboarding for new BOT members was held on January 25, 2018 with two attendees.

STRATEGY 3: MMA BRAND RECOGNITION IN HEALTH CARE ADVOCACY, HEALTH CARE LEADERSHIP AND HEALTH CARE EDUCATION

Objectives 1: Leverage public media to promote brand
• Issued press release and opinion editorial on AMA Economic Impact Study with story running in the majority of daily newspapers.
• Local press releases issued to recruit physicians for 2018/19 MMA Physician Leadership Effectiveness Program.
• MMA was named as a member of exploratory ballot committee on the combined tobacco tax and Medicaid expansion ballot initiative.

Objective 2: Expand hospital presence and member staff visibility
• Presenter at state MGMA meeting in April.
• Presenter, with Dr. Jonathan Griffin, at state HIMSS meeting in April.
• Facilitating the development of a state HIE with recent activity including formation of a 12 member Organizing Board.
• Strategic actions yet to be taken by Board of Trustees, Executive Committee and MMA members.

Objective 3: Provide tools to BOT members that they can use to promote the MMA
• Monthly scheduled communication to Trustees representing geographical medical societies to inform of bank statement balances, membership and MMA news.

Objective 4: Leverage technology to engage physicians
• Online community rooms built for MMA Public Health Committee and the state HIE Board.
• Held meeting with vendor to learn strategies on increasing utilization of MMA Connect online community.
• Created online committee room for new MMA Public Health Committee.
• Monthly scheduled emails to the geographical medical societies.
Objective 5: Build and articulate a value proposition for our membership
- Strategic actions yet to be taken by Executive Committee

Objective 6: Leverage and engage local members
- Recruited physician leader for Yellowstone Valley Medical Society filling seat due to Dr. Guyer’s resignation.
- MMA Executive Staff actively assist BOT members unable to attend scheduled meetings by seeking out alternates.
- Requested Membership Services Officer form informal group of executives of the state medical societies to become informed of their activities and build awareness of MMA’s.

STRATEGY 4: BE A ROBUST, STABLE, AND FINANCIALLY SOUND ORGANIZATION

The 2017 accounting records will be reviewed by the auditors the week of March 19, 2018.

Objective 1: Increase BOT and MMA membership engagement and accountability
- Executive Committee will be exploring the retooling of the MMA Committees to engage additional BOT and MMA members.

Objective 2: Increase MMA staff engagement and job satisfaction
- Staff job profiles are being updated by Deputy CEO and reviewed by staff.
- Met with staff to review performance appraisal tool.
- Monthly educational sessions led by staff to grow skills and share knowledge.

Objective 3: Grow and diversify revenue in keeping with our demonstrated strengths and organizational mission
- Met with FutureSYNC, International on development of 1 ½ day program related to Physician Leadership.
- All rental contracts have been renewed at an increased rate more in line with market rates.

Objective 4: Increase overall membership
- 2018 Membership campaign was launched in October 2017 with the goal of increasing memberships by 3.3%. The MMA membership numbers show we are at 94% of the 2018 membership goal of 966 members, standing at 909 active paid members as of the end of February, 2018.
- Meeting held with the executive for the Montana Academy of Ophthalmologists to discuss ways to collaborate to recognize MMA’s work on legislative items and increase MMA membership.
- MMA Executive Staff will begin contacting 2017 members who have yet to renew in mid- April, 2018.
- BOT members were provided information on MMA physician membership for their area of representation at the March BOT meeting to assist in recruitment efforts.
• Requested Membership Services Officer form informal group of executives of the state medical societies to become informed of their activities and build awareness of MMA’s.

Objective 5: Reinvigorate existing governance structure and function
• Strategic actions being taken by Executive Committee. MMA Bylaw amendments being considered at the March Board of Trustees’ meeting.

Objective 6: Stronger and better Foundation positioned to fund goals
• MMA Foundation Bylaw amendments finalized working with Roman Hendrickson, MD and Deputy CEO. Amendments include change in Directors to gain fundraising expertise on the Board.

STRATEGY 5: POSITION MORE PHYSICIANS TO FILL LEADERSHIP ROLES SUCCESSFULLY

Objective 1: Ensure a stable MMA Succession Plan
• No additional actions by Nominations and Succession Committee.

Objective 2: Increase physicians’ presence in health system leadership/governance
• Strategic actions yet to be taken by MMA Executive Office and Executive Committee.

Objective 3: Increase physicians’ presence in government policy/leadership roles
• Strategic actions yet to be taken by MMA Executive Office and Executive Committee.

Objective 4: Increase physicians in health-related organizations leadership
• Strategic actions yet to be taken by MMA Executive Office and Executive Committee.

Objective 5: Identify emerging and existing leadership positions and potential candidates
• Strategic actions yet to be taken to form a ByLaws Task Force which is assigned this objective.

Objective 6: Positioning physician leaders and MMA to be resilient
• A second Physician Wellness Summit is being consider for September of 2018 in Billings in conjunction with the American College of Physicians Annual Meeting.

Submitted by

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Dated March 10, 2018