

# Western Carolina Medical Society

## 2020 Strategic Plan

### **WHO WE ARE:**

**OUR VISION** is to serve as a dynamic physician/physician assistant community dedicated to a healthy, vibrant western North Carolina (WNC).

**OUR VALUES** are integrity, inclusion, and innovation.

**OUR PARTNERS** include Independent Physicians, Employed Physicians, Physician Assistants, Community Leaders, Sponsors/Businesses, Donors/Funders, Health System Leaders, Practice Managers, Patients, and Western Carolina Medical Society (WCMS) employees

**OUR ORGANIZATION** includes:

- **WCMS Association (WCMSA):**
  - WCMSA is the physician and physician assistant's voice advocating to increase access to quality healthcare, fight health inequities, and promote wellness in WNC patients, providers, and WCMS employees.
- **WCMS Foundation (WCMSF):**
  - WCMSF is the charitable arm of the medical society advocating to increase access to quality healthcare, fight health inequities, and promote wellness in WNC patients, providers, and WCMS employees.

### **WHAT WE DO:**

- **The WCMSA's** mission is to advocate for the health of WNC patients, providers, and communities.
- **The WCMSF's** mission is to increase access to healthcare, fight health inequities, and promote wellness in WNC.

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### Strategies and Goals:

#### ❖ **Strategy 1: Increase access to affordable quality healthcare**

- *Goal 1. Improve access to care for medically vulnerable populations in WNC through Project Access® (PA)*
  - Engage PA patients and providers with WCMS and make them aware of our services
  - Advance the Dr. Suzanne Landis PA Fund
  - Carry out grant/contract program requirements in collaboration with funders and community partners
  - Screen, navigate and find resources for PA patients in areas that address social determinants of health, such as employment, transportation, food security, interpersonal safety and housing
  - Expand specialty services available to Project Access patients
  - Train Health Access Navigators as Community Health Workers
- *Goal 2: Advocate on behalf of uninsured patients who are experiencing barriers to care due to unanticipated healthcare bills*
- *Goal 3: Utilize Certified Application Counselors to provide ‘in-reach’ counseling to current PA patients to determine their eligibility for the Health Insurance Marketplace (HIM)*
- *Goal 4: Conduct outreach and raise awareness about WCMSF programming available to the general public, providers, and community based organizations*

#### ❖ **Strategy 2: Fight health inequities**

- *Goal 1. Reduce health inequities among limited English proficient and Deaf populations in WNC via WCMS Interpreter Network (WIN) Program*
  - Engage and educate the community regarding the importance of in-person interpretation by qualified interpreters
  - Expand presence in rural counties
  - Continue strengthening ASL interpreter services by incorporating suggestions from the Deaf Community
  - Explore new business opportunities for interpreter/translation business outside of traditional health care services that address social determinants of health
  - Partner with Area Health Education Centers (AHECs) to offer high quality interpreter training opportunities

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- *Goal 2: Carry out strategies published in WCMS' statement on Racism as a Public Health Crisis: <https://www.mywcms.org/news-and-events/anti-racism-in-healthcare/wcms-statement-on-racism-as-a-public-health-crisis>*
- *Goal 3: Advance WCMSF's Dr. Charles Blair Health Scholar and Endowment Funds*
- *Goal 4: Support efforts to address public health crises as they arise and work to prevent them (ex: Opioid epidemic, nicotine vaping/tobacco use, the impact of climate change on health, racism as a public health crisis, Covid-19 pandemic)*
  - Advocate for effective policies/regulations locally and in Raleigh
  - Support and connect local/regional efforts
  - Promote educational resources
  - Engage providers

### ❖ **Strategy 3: Promote wellness in WCMS employees, WNC providers, and patients**

- *Goal 1: Promote well-being by providing physician/provider support systems*
  - Engage WCMS members and make them aware of their benefits
  - Continue evolving the WCMS' Healthy Healer Program
  - Offer Affinity Groups, as appropriate, for membership and further their development
  - Organize community volunteer projects
  - Serve as a clearing-house for important health care trends to enhance the practice of medicine in WNC
    - Publish weekly Vital Signs and monthly Community Pulse
    - Conduct and share innovative practice interviews
    - Share Electronic Health Records innovations that enhance the patient experience
- *Goal 2: Promote wellness and work-life balance for WCMS employees through our Wellness Program, policies, benefits (as resources allow)*
  - Encourage employees to participate in wellness initiatives including weekly meditations, on site exercise, daily walks, and monthly wellness challenges
  - Promote a workplace culture that supports WCMS employees leading by example in prioritizing their personal health
- *Goal 3: Promote patient wellness by continuing to develop the WNC Colorectal Cancer Screening Initiative in collaboration with key partnerships*

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### ❖ **Strategy 4: Engage physicians/providers across the region in federal, state and local advocacy to improve the health of patients and providers of WNC**

#### ➤ *Legislative/policy Priorities:*

- Patient and provider protections in new Medicaid Reform law
- Medicaid expansion/affordable health care access for all
- Mental Health Access
- Keeping legislation out of the exam room
- Public Health Crises (e.g., Opioid/substance abuse, Vaping, Climate change and its impact on health, racism as a public health crisis)
- Health disparities in communities of Black people, Indigenous people, and People of Color

#### ➤ *Goal 1: Continue in-person visits to State and Federal legislators with local physicians and providers, both in WNC between sessions and in Raleigh during sessions (e.g., White Coat Wednesdays)*

#### ➤ *Goal 2. Conduct in-person visits/communications to organizational leaders that impact health care delivery in the region*