

North Carolina Medical Society Board of Directors

Saturday, May 17, 2025

Mission: to promote the highest standards of medical practice and improve the health of the citizens of North Carolina.

9:00 AM - 1:00 PM

Title:	NCMS Board of Directors Agenda
Location/Link:	North Carolina Medical Society
	Join the meeting now
	Meeting ID: 228 823 906 204 1
	Passcode: pN7ek93F
President:	John J. Meier, IV, MD



Attendance:	President	John Meier, IV, MD
	President-Elect	Carl Westcott, MD
	Immediate Past President	Eileen Raynor, MD
	Secretary/Treasurer	Tracy Eskra, MD
	Region 1 Representative	Claude Jarrett, MD
	Region 2 Representative	Charul Haugan, MD
	Region 3 Representative	Karen Smith, MD
	Region 4 Representative	Martin Palmeri, MD
	At-Large Member	C. Labron Chambers, MD
	At-Large Member	William "Bill" Ferrell, MD
	At-Large Member	Jugta Kahai, MD
	At-Large Member	Ronnie Laney, Jr., MD
	At-Large Member	Bryant Murphy, MD

Time	Description/Attachment	Additional Attachments	Presenter	Action
8:30 AM	Breakfast			
9:00 AM	Welcome and Call to Order		Dr. John Meier, IV	
9:02 AM	LEAD Update		Alan Skipper / Dr. John Meier, IV	
9:05 AM	Amicus Curiae Briefs - <u>Mohebbi vs. Hayes</u> <u>Cottle vs. Mankin</u>		Ashley Rodriguez	
9:10 AM	Advocacy Report		John Thompson	
9:15 AM	Membership Report	Membership Report	Pam Highsmith	
9:25 AM	Secretary/Treasurer Report	Secretary/Treasurer Report	Dr. Tracy Eskra	
9:30 AM	Physicians Foundation (PF) Board of Directors Appointment: Dr. Monteiro	Monteiro CV	Dr. John Meier, IV	
	Physicians Advocacy Institute (PAI) Board of Directors Appointment: Ashley Rodriguez	Rodriguez CV	Dr. John Meier, IV	
9:40 AM	MEWA Audit		Ashley Rodriguez	
9:45 AM	NLDC Report		Steve Keene	
10:00 AM	Consent Agenda Items	NCMS Board of Directors Meeting Minutes - March 15, 2025		
		NCMS Finance Committee Meeting Minutes - February 17, 2025		
		NCMS Membership Committee Meeting Minutes - March 5, 2025		
10:15 AM	Break			
10:30 AM	Executive Session		Dr. John Meier, IV	
1:00 PM	Meeting Adjourn		Dr. John Meier, IV	

NCMS Board of Directors Meeting

May 17, 2025

North Carolina



Medical Society
Always Leading

LEAD Update



LEAD Update

Sleeping Rooms

Our original room block total was 330 room/nights. The revised room block total is projected to be 112 room/nights.

The room block we have committed to:

Thursday night, October 9th: 29 rooms (@\$259)

1 one-bedroom suite (@ \$259)

Friday night, October 10th: 80 rooms (@\$259)

1 one-bedroom suite (@ \$259)

The hotel is actively working to help us mitigate any potential liability through re-selling the rooms released and it looks like they will be able to get other groups and individuals to pick up enough to remove any sleeping room attrition concern.

LEAD Update

Meetings/Food & Beverage Functions

The hotel has made the changes in their system to accommodate our new Friday-Saturday format.

The new schedule which will be reflected in the updated contract:

Friday, October 10, 2025

7:30am

Breakfast

8:00am – 12:00n

Plenary Session

Set-up: ½ rounds for 80

Lectern on riser w/ microphone

Staging for panel (# TBD)

A/V: TBD

___ am

Break

12:00n - 1:00pm

Lunch / Speaker

1:00pm-2:30pm

Breakout Sessions (x4)

Set-up: U shape 20 in each

Lectern w/ microphone

A/V: TBD

2:30pm-3:00pm

Break

3:00pm – 5:00pm

Plenary Session

Set-up: ½ rounds for 80

Lectern on riser w/ microphone

Staging for panel (# TBD)

A/V: TBD

6:00pm – 9:00pm

Reception / Dinner

Set-up: Rounds of 8 for 100

Lectern w/ mic

A/V: TBD

Menu: TBD

Beverage services during dinner: TBD

Entertainment: TBD



LEAD Update

Meetings/Food & Beverage Functions

The hotel has made the changes in their system to accommodate our new Friday-Saturday format.

The new schedule which will be reflected in the updated contract:

Saturday, October 11, 2025

7:30am – 8:30am	Breakfast / Speaker Set-up: ½ rounds for 80 Lectern on riser w/ microphone Staging for panel (# TBD) A/V: TBD
8:30am-12:00m	Breakout Sessions (x4) Set-up: U shape 20 in each Lectern w/ microphone A/V: TBD
___ am	Break
12:00n - 1:00pm	Lunch / Speaker Seating in Plenary Session room
12:00n-4:00pm	Plenary Session (Lunch Speaker) Set-up: ½ rounds for 80 Lectern on riser w/ microphone Staging for panel (# TBD) A/V: TBD

LEAD Update – Questions:

Here are a couple of questions so the final details can be confirmed . . .

- Which meal functions will have a speaker or program? That will determine how the set-up and service is arranged.
- The schedule reflects 4 breakout sessions in those designated times. Is that accurate? A cost factor to keep in mind is that for every breakout session, there will potentially be increased a/v cost (ie – if every breakout session needs a projector/screen set-up).

Amicus Curiae Briefs

Amicus Curiae Briefs

- ✓ Moheballi v. Hayes
- ✓ Cottle v. Mankin

Advocacy Report

Membership Report

Membership Numbers

	2025 Goal	2025 Revised Goal	2025 Actual as of 5/6/25	2024 Actual as of 5/3/24
New/Join	1129	718	319	368
Rejoined	525	368	148	183
Renew	4668	4668	3967	3785
Total Paid	6322	5754	4434	4336
Life	1868	1868	1868	1873
Total Membership	8190	7622	6302	6209

Priority KPIs:

- ~~Exponential Growth in New/Join Members~~ 5% Growth in New & Rejoin
- 87% retention of 2024 members
- ~~\$2.1 million~~ \$2,083,000 membership revenue (\$362 average rate)

2025 Strategy

Current Status

- Intentional Focus on Limited Health Systems
- Intentional Focus on Targeted Practices
- Remove Operational Barriers that Impede Growth
- Engage Volunteers to Expand Recruitment Reach & Increase Retention
- **IPA and NCCHCA partnership agreements**
- **Consultants, digital marketing, & new member campaign**
- **87% or greater member retention**





Today's Request

- Contacts and influence at any of NC's IPAs
- Keep inviting and bringing people to Regional Mtgs and Socials – Asheville 5/22; Charlotte 6/3
- Contact lapsed members and ask them to renew
- Interact with NCMS on Facebook & Instagram and with NCMS's digital advertisements that you may see online

Secretary/Treasurer Report

MEMORANDUM TO: Dr. John Meier, MD, President FROM: Tracy

Eskra, MD, MBA, Secretary-Treasurer DATE: May 17, 2025

SUBJECT: Secretary-Treasurer's Report

Please accept the attached report to the Board of Directors for the meeting scheduled for May 17, 2025.

Agenda Items for the April 14, 2025 Finance Committee meeting was:

1. **February 2025 YTD Financial Statements review:**

Mr. Crawford presented YTD February 2025 results.

Highlights of the February Financial Statements: **Statements attached and below**

- Membership dues are \$1,305,065 and 62% of 2025 budget.
- Other revenue lines are substantially on target at this point. Total revenue items are 32% of the 2024 budget.
- CCHN Revenue is \$212,000 and 18% of budget.
- Headquarters Office Services are \$120,640 and 17% of budget
- Expense categories are at 23% of budget.
- Interest income from the Building Note and MM account are in "Revenue from Bldg Note-MM" at \$71,527
- Rental Expense on our building lease is \$71,500
- There is an Operating Surplus of \$513,106 before Investment Earnings
- **Net Assets at February 28, 2025, are \$18.1 Mil**
- Investment earnings are \$151,790 and at 30% of 2025

Staff continue to work through audit analysis and year-end adjustments so please note that these are unaudited Financial Statements at this point.

The February 2025 results reported were accepted as information and are provided to the BOD below.

1. Other items coming out of the Committee's financial discussions were Recommendations for the following actions
 - The committee reviewed three investment options for the future investment of the \$1.7 Mil cash received from the building sale. **These recommendations are shown below.**

After some discussion on these options, it was the committee's recommendation that the \$1.7 mil in funds be maintained in the MM account at UBS due to market turmoil and uncertainty. The committee will again review investment options for these funds on a quarterly basis.

- The committee also reviewed and accepted a **Summary of Investment Performance** prepared by UBS showing returns for 2023, 2024 and Q1 2025. **This Investment Summary is attached.**

The Committee recommended that UBS be invited to a near future Board meeting to present a More detailed review of our investment performance.

- The committee is aware that staff is reviewing and modifying the LEAD budget expenses in detail and requested a modified budget for LEAD 2025 for Committee and Board review in the near future.

February 2025 Financial Statements are listed on next slides:

North Carolina Medical Society					
		Revenue-Expense Year 2025			
		YTD	2025	Actual %	Year 2024
		2/28/2025	Budget	Budget	12/31/2024
Revenues					
State Society Dues		\$1,305,065	\$2,100,000	62%	\$2,114,820
Meetings & Confer.		\$0	\$150,000	0%	\$167,785
Rental Income Other		\$0	\$0		\$260,372
Education Services		\$0	\$35,000	0%	\$66,500
NCMS Foundation Revenue		\$22,960	\$65,000	35%	\$52,333
Other Grants		\$0	\$160,000	0%	\$10,000
Curi Revenue		\$17,250	\$164,000	11%	\$75,000
MEWA Revenue		\$36,160	\$550,000	7%	\$428,416
Hdqtrs Office Services		\$120,640	\$715,000	17%	\$681,250
Revenue from CCHN		\$212,000	\$1,170,000	18%	\$1,529,415
Revenue from Bldg Note-MM-Loan		\$71,527	\$ 541,000	13%	\$136,436
	Total Revenues	\$1,785,602	\$5,650,000	32%	\$5,522,327
Expenses					
Salaries and Benefits		\$941,160	\$3,800,000	25%	\$3,615,022
Specialty Society & Meetings		\$0	\$0		\$5,330
Rent Expense Building		\$71,500	\$439,000		\$132,000
Operations		\$84,858	\$460,500	18%	\$492,307
Membership Development		\$4,128	\$114,900	4%	\$93,831
Leadership Support		\$8,301	\$108,000	8%	\$102,724
Executive Dept		\$58,195	\$185,500	31%	\$206,999
Annual Meeting		\$0	\$100,000	0%	\$241,359
Headquarters Facility		\$0	\$20,000	0%	\$198,640
Communications		\$15,092	\$41,600	36%	\$44,491
CME Accreditation		\$17,140	\$35,000	49%	\$33,905
External		\$72,122	\$345,500	21%	\$307,501
Total Expenses		\$1,272,496	\$5,650,000	23%	\$5,474,109
SURPLUS/ DEFICIT)		\$513,106	\$0		\$48,218
Investment Earnings		\$151,790	\$500,000	30%	\$686,956
Net Surplus (Deficit)		\$664,896	\$500,000	133%	\$735,174
Gain on Sale of Building					\$5,590,735
Depreciation					-\$192,174
Year Surplus (Deficit)					\$6,133,735

North Carolina Medical Society		
	Balance Sheet	
	YTD	YTD
	2/28/2025	12/31/2024
Assets		
Petty Cash	\$ 399	\$ 399
Checking Account-Bank	1,654,775	1,469,905
Payroll Checking Account	16,047	542,813
Operating Account	402,604	541,946
Investments-UBS Cash Reserves- Building	1,758,282	1,770,959
Investments-Fidelity/Morgan Stanley	6,712,552	6,699,503
Valuation-Fidelity/Morgan Stanley	507,509	425,711
Accounts Receivable	564,095	489,257
Mortgage Note Building	6,963,836	6,974,662
Operating Lease	4,043,687	4,043,687
MSSI Investment	1,000	1,000
Total Assets	\$ 22,624,786	\$ 22,959,842
Liabilities and Net Assets		
Liabilities		
Accounts Payable	\$ 252,844	\$ 291,613
Deferred Compensation	57,144	57,144
Accrued Salaries/Benefits	185,794	152,992
Due NCMS Foundation	815	37,438
Due County Societies	7,711	32,274
Due Specialty Societies	(2,596)	10,264
Operating Lease Liability	3,998,548	4,043,687
Advance Pay Dues/Deferred Revenue	-	874,800
Total Liabilities	\$ 4,500,260	\$ 5,500,212
Net Assets		
Reserve for Operations	\$ 1,000,000	\$ 1,000,000
Reserve for Capital Replacement	3,397,508	3,397,508
Net Worth Operating Fund	13,727,018	13,062,122
Total Net Assets	18,124,526	17,459,630
Total Liabilities and Net Assets	\$ 22,624,786	\$ 22,959,842

UBS Recommendations for Consideration of \$1.7M from Building Sale

As promised, here is our new scenario analysis for the \$1.7M currently invested in the money market.

Option 1) – Money Market

- UBS projected return over the next business cycle: 3.65%

Option 2) – Dolan McEniry

- Current Yield-to-Worst: 5.52%
- Current duration 4.09 years

Option 3) – Invest in the Society Portfolio

- UBS projected return over the next business cycle: 6%

We have seen a big move higher in the yield curve – the Dolan McEniry portfolio looks very attractive (we are going to speak to them today). They have never had a default in their portfolio, this includes managing through the Global Financial Crises.

Board Appointments

- ✓ Physicians Foundation (PF) Board of Directors Appointment:
[Dr. Monteiro](#)
- ✓ Physicians Advocacy Institute (PAI) Board of Directors Appointment:
[Ashley Rodriguez](#)

MEWA Audit

Draft Motion

Motion to authorize outside counsel to communicate to the Department of Labor, as appropriate and in their discretion, a willingness on behalf of the MEWA's Sponsor to consider an orderly wind-down of the MEWA as part of a potential negotiated resolution and to effectuate the wind-down of the MEWA if a settlement is reached.

NLDC Report

2025 Leadership Openings

NCMS Board of Directors

- President-Elect: OPEN
- Region 2 Representative: Charul Haugan, MD (eligible for an additional term)
[View current NCMS Board of Directors here.](#)
[View the NCMS Board of Directors Job Description here.](#)

NC American Medical Association Delegation

- AMA Delegate: Mary Ann Contogiannis, MD (eligible for an additional term)
- AMA Delegate: Justin Hurie, MD (eligible for an additional term)
[View current NC AMA Delegation here.](#)
[View the NC AMA Delegation Job Description here.](#)

Nominating and Leadership Development Committee

- NLDC Region 1: OPEN
[View current NLDC members here.](#)
[View the NLDC Job Description here.](#)

Appointments

- | | |
|---|----------------------------------|
| • Board of Massage & Bodywork Therapy (1 opening) | Appointment Expiration: 6-30-25 |
| • Commission for the Blind (1 opening) | Appointment Expiration: 6-30-25 |
| • NC Medical Care Commission (1 opening) | Appointment Expiration: 6-30-25 |
| • Radiation Protection Commission (1 opening) | Appointment Expiration: 6-30-25 |
| • NC Professionals Health Program (2 openings) | Appointment Expiration: 12-31-25 |
| • NCMB Review Panel (1 opening) | Appointment Expiration: 12-31-25 |

Upcoming Interviews

Saturday, June 14th via Zoom

NC Professionals Health Program Board
(3 seats open)

Candidates:

- Amanda Trimpey, MD
- Luther Richey, MD
- Jeremy Landvater, MD
- Lunsford King, MD
- Devan Baijal, DO
- Nadia E. Charguia, MD

Action Item

MOTION to approve the following physicians to serve as NCMS representatives on the entities identified below:

- Commission for the Blind: [Damien Macaluso, MD](#) (Interviewed 3/10/25)
- Radiation Protection Committee: [Donald “Don” Frush, MD](#) (Interviewed 4/22/25)
- NC Board of Massage and Bodywork Therapy: [Brian Keogh, MD](#) (Interviewed 4/22/25)
- NC Respiratory Care Board: **Jason Thomason, MD** (Beginning 2nd term)

Consent Agenda

Consent Agenda Items

- 1) [NCMS Board of Directors Meeting Minutes - March 15, 2025](#)
- 2) NCMS Finance Committee Meeting Minutes - February 17, 2025
- 3) [NCMS Membership Committee Meeting Minutes - March 5, 2025](#)

BREAK

NCMS Board of Directors Meeting
President: John J. Meier, IV, MD
March 15, 2025; 9:00 AM
Zoom Meeting

NCMS BOARD:	STAFF:
John J. Meier, IV, MD, President	Steve Keene, Interim CEO/EVP
Carl Westcott, MD, President-Elect	Randy Aldridge
Eileen Raynor, MD, Immediate Past President	Larry Crawford
Tracy Eskra, MD, Secretary-Treasurer	Pam Highsmith
Claude Jarrett, MD, Region 1	Mary Kathryn Kimray
Charul Haugan, MD, Region 2	Ashley Rodriguez
Karen Smith, MD, Region 3	Emma Kate Burns
Martin Palmeri, MD, Region 4	Monecia Thomas
C. Labron Chamber, Jr., MD, At-Large	John Thompson
William “Bill” Ferrell, MD, At-Large	Franklin Walker
Jugta Kahai, MD, At-Large	
Ronnie Laney, Jr., MD, At-Large	
Bryant Murphy, MD, At-Large	
	GUESTS:
ABSENT:	Brad Briner, State Treasurer
	Rajat Chander, MD

1. Call to Order / Mission Statement

Dr. Meier called the meeting to order at 9:00 AM and read the Mission Statement.

2. Guest Speaker

Brad Briner, State Treasurer of NC, spoke to the board regarding his perspective of where things are with his new office and the State Health Plan.

Accountability metrics: <https://www.nctreasurer.com/about/nc-department-state-treasurer-accountability-metrics>

3. EVP/CEO Report

Mr. Keene provided the board with an overview of the status of the 2025 strategic initiatives. These initiatives were originally created and monitored by Mr. Baggett – therefore Mr. Keene did not provide a deep-dive on each topic.

[2025 strategic initiatives: Reduce Administrative Burden; Improve the Practice Environment, Support; Professional Growth; High Value Member Engagements; Increase Physician & PA Members by 18%; and \$8,000,000 in Enterprise Revenue Growth].

A **MOTION** passed unanimously to accept the EVP/CEO Report as information.

4. May Strategic Planning Prep Work

Mr. Keene presented a draft agenda for the board to review prior to the Strategic Planning Session in May. Due to recent staffing changes, the idea was floated to move the Strategic Planning Session to Fall 2025. The BOD and NCMS Leadership will work to determine whether

to have an in-person meeting in May and if a Strategic Planning Session in the Fall makes the most sense. This will also follow further time to plan and secure speakers.

A **MOTION** passed unanimously to accept the Strategic Planning Prep Work changes as information.

5. Secretary-Treasurer's Report

Dr. Eskra presented the (unaudited) financials as of December 31, 2024, and noted an Operating Surplus of \$48,218 before Investment Earnings as compared to YTD December 2023 Operating Deficit of (\$1,075,847). When the Finance committee met on February 20th, they added 3 new members – Dr. Hamlin, Dr. Jarrett, and Dr. Mahalfe. The building sale resulted in an increase in a Revenue Gain of \$5,590,735; and Net Assets on December 31, 2024, are \$17.3 Mil (this is an increase of \$6.1 Mil over Net Assets on December 31, 2023). Additionally, UBS will provide options for future forecasting (as one of quarterly goals).

A **MOTION** passed unanimously to approve the Secretary-Treasurer's Report as presented.

6. Membership Report and Membership Messaging Campaign

Ms. Highsmith updated the board on the status of membership (including the new membership messaging campaign created by Angel Oak Creative and Feathr). Slide deck is available in the Board portal for review.

A **MOTION** passed unanimously to accept the Membership Report presentation and Membership Messaging Campaign as information.

7. LEAD Update

Ms. Highsmith provided the Board with an update on the status of planning for the LEAD Conference in October. The physician planning committee has been formed (Dr. Mehta, Dr. Haugan, and Dr. Erskine) and both the NCMS and physician planning committees met to go over the shell agenda, keynote speaker ideas, and next steps. Additionally, a proposed budget was included with materials.

A **MOTION** passed unanimously to accept the LEAD Update as information.

8. NCMS Communications Update

Ms. Rodriguez briefly provided a report to the Board regarding the new Communications consultants, which will be taking over all communications needs. Angel Oak Creative (AOC) is a marketing agency specializing in nonprofits. Their firm is currently redesigning Morning Rounds. Feathr is a targeted social media advertising consulting firm and Decision Point is a political communications consulting firm – led by former Senator deViere. NCMS has also added Senator Perry to spread the political balance. Decision Point is launching a PA specific web page next week in line with our PA Press Conference at the NCGA on Tuesday.

A **MOTION** passed unanimously to accept the NCMS Communications Update as information.

9. NLDC: NC Medical Care Commission Appointment

Commission for the Blind appointment – Dr. Damien Macaluso from the Asheville area.

Dr. Raynor presented the candidate interviewed by the NLDC for the NC Medical Care Commission Appointment - Joanne B. "Anne" Allen, MD.

A **MOTION** carried unanimously to approve the nomination of Joanne B. "Anne" Allen, MD, for an appointment to represent the NCMS on the NC Medical Care Commission to serve the unexpired term until June 30, 2026.

10. Request for AMA Delegation: Setting Standards for Doctors on Social Media

Ms. Rodriguez asked that the Board hold this agenda item until the next meeting.

11. Corporate Practice of Medicine (CPOM) Policy

Mrs. Burns asked that the Board approve the Corporate Practice of Medicine (CPOM) Policy.

A **MOTION** passed unanimously to approve the Corporate Practice of Medicine (CPOM) Policy as presented.

12. Consent Agenda

A **MOTION** carried unanimously to approve the consent agenda items listed below as presented:

- NCMS Board of Directors Meeting Minutes – January 25, 2025
- NCMS Finance Committee Minutes – February 17, 2025
- AMA: National Advocacy Conference Report
- Quarter 1 Regulatory Report

13. New Business

No new business.

14. Executive Session

The Board went into executive session at 11:30 am.

The Board came out of executive session.

15. Adjourn

There being no further business, the meeting adjourned at approximately 1:00 PM.



NCMS Finance Committee

Tracy Eskra, MD, Chair

February 17, 2025

6 PM: Zoom meeting

Minutes of Meeting

Attending:

Tracy Eskra, MD, Chair

Sarah Cash, MD

Hadley Callaway, MD

Charin Hanlon, MD

Byron Hoffman, MD

Claude Jarrett, MD

Danielle Mahaffey, MD

John Mangum, MD

Larry Crawford, VP Finance - NCMS

Absent:

Kia Swan Moore, MD

Yun Boylston, MD

Rebekah Oyler, MD

Chip Baggett, CEO/EVP - NCMS

Evan Simmons, Chief of Staff - NCMS

Dr. Eskra called the meeting to order at 6 pm, thanking committee members for their participation and warmly welcoming new members, Drs. Mahaffey, Hanlon and Jarrett. Review and discussion of agenda items and discussion followed.

1. December 31, 2024, YTD (Unaudited) review:

Mr. Crawford presented YTD December results.

Highlights of the December Financial Statements:

- Membership dues are \$2,114,920 and 94% of 2024 budget
- Other revenue lines are substantially on target at this point. Total revenue items are 108% of the 2024 budget.
- CCHN Revenue is \$1,529,415 and significantly offset the shortfalls in Curi and MEWA Revenue.
- Expense categories are at 110% of budget.
- Meetings & Conference income of \$167,785 are Lead revenues.
- Annual Meeting Expense is \$241,359 after allocating \$60,000 to Foundation programs.
- Total Net LEAD Expense after Revenue is \$133,474.

- Interest income from the Building Note and MM account are in "Revenue from Bldg Note-MM" at \$136,436.
- Rental Expense on our building lease is \$132,000.
- **There is an Operating Surplus of \$48,218. before Investment Earnings as compared to YTD December 2023 Operating Deficit of (\$1,075,847).**
- **Building sale resulted in an increase in a Revenue Gain of \$5,590,735.**
- New items on the Balance Sheet are "Mortgage Note Building" and Operating Lease Right to Use Building"- these categories will adjust over the life of the mortgage note and lease.
- **Net Assets on December 31, 2024, are \$17.3 Mil; this is an increase of \$6.1 Mil over Net Assets at December 31, 2023.**
- Investment earnings are \$686,956 and at 137% of 2024 budget on December 31, 2024. The market experienced a temporary downturn in December but recovered approximately \$350,000 in January.

Staff continue to work through audit analysis and year-end adjustments so please note that these are unaudited Financial Statements at this point.

The December results reported were accepted as information and will be provided to the BOD for the meeting.

2. Other items coming out of the financial discussions were requests for the following:

- The committee requested that UBS prepare three options for the future investment of the \$1.7 Mil cash received from the building sale and that such information be presented at the next committee meeting.
- After reviewing the 2024 LEAD revenues and expenses, the committee requested that staff prepare a forecast budget for 2025 LEAD expenses and that it be available for review at the next committee meeting.
- The committee also requested that staff request an updated review of NCMS investments at a future meeting where time is allowed for this presentation.
- Finally, as the 2025 budget was prepared 5 months ago, the committee requested an updated forecast of expected Curi, MEWA and CCHN revenues for the year 2025 and an executive summary of these programs and revenue streams and expectations for the future into 2026.

Dr. Eskra then reminded the Committee that the following documents are accessible on the Finance Committee portal:

- 2024 Budget
- Investment Policy Statement
- Previously audited financial statements
- Contact list for Finance Committee.
- The next Finance Committee date is scheduled for April 14 at 6pm

There being no other business, the meeting was adjourned at 6:53 pm.

Submitted by Larry Crawford, VP Finance and Operation

Membership Advisory Committee Agenda
March 5, 2025 @ 7:00pm

Attended:

Rajat Chander, MD (Chair)
Randy Schisler, MD
Charlotte Lanier (medical student)
Laura Rosenzweig, MD
Toni Hill, NCMS
Pam Highsmith, NCMS
Frank Snyder, NCMS

Meeting began @ 7:04pm

1. Approval of January 2025 Minutes

2. New Marketing Firm & Member Campaign

- a. NCMS staff shared updates on their partnership with Angel Oak Creative, highlighting the firm's fresh digital marketing approach and insights into audience demographics.
- b. Ms. Highsmith and Ms. Hill outlined the new member campaign launching March 15, with messaging tailored to independent and employed physicians. The campaign includes website updates, targeted emails, and social media ads.
- c. Messaging Highlights:
 - i. Staff presented three messaging slides for new physician members and gathered the committee's feedback. The committee appreciated the emphasis on collective action and member value.
 - ii. Use of guilt as a motivator was briefly discussed, based on external suggestions.

3. Feathr Digital Advertising

- a. NCMS announced a partnership with Feathr to support outreach via digital ads, social media, and geofencing—addressing the challenge of limited email access and high direct mail costs.

4. Membership Outreach

- a. Mr. Snyder shared updates on outreach to independent physician associations (IPAs), including those in Wilmington, Fayetteville, and Charlotte.
- b. Dr. Chander noted the benefits of IPA membership and suggested distributing an updated guide on starting a medical practice to new physicians.
- c. The group emphasized the importance of timely, compelling messaging, with Dr. Schisler noting that he wished he had known about the benefits of the NCMS sooner in his career.

5. Individual Recruitment Feedback

- a. Committee members gave brief updates on their outreach and expressed willingness to continue recruiting within their specialties.

Meeting adjourned at 9:05pm