EXECUTIVE VICE PRESIDENT

COMPANY
Pennsylvania Medical Society

LOCATION
Harrisburg, Pennsylvania

Posted: July 14, 2016

ORGANIZATION BACKGROUND/CULTURE

The Pennsylvania Medical Society (PAMED) can trace its history back to April 1848, when 61 Pennsylvania physicians met in Lancaster for a "convention of medical men." They created a state medical society and elected their first president. The following April, 31 physicians met again to consider pressing public health, ethical, and legislative issues. The members crafted initiatives that would set the organization's direction for the next century and more.

Following the world wars, there was an optimism toward public health and the strength of a thriving profession. Throughout the '50s and '60s, the State Society was a leader in public health education. In the mid-'70s, the overriding focus for Pennsylvania physicians was the medical liability insurance crisis. Many liability insurers left Pennsylvania, but the physician community formed a physician owned insurance company-the Pennsylvania Medical Society Liability Insurance Company (PMSLIC). In July 1975, with the cost of medical liability insurance rising, PAMED's House of Delegates held a special session, and that same year, the Health Care Services Malpractice Act was signed into law, stabilizing the insurance market by creating the Medical Professional Liability Catastrophe Loss Fund (CAT Fund). Medical liability reform continues to be a persistent issue today. In 1998, PAMED sold this subsidiary, creating a strong financial base for the future.

While medical liability and political advocacy remain key goals, PAMED now pursues a broad mission. PAMED strives to balance its work for politics, public policy, medical practice, patients and public health.

Today PAMED represents over 18,000 physicians and medical students and includes practice administrators working together to:

- Advocate for physicians before the government, insurance companies, media and other healthcare organizations.
- Provide members with timely information, education and services, and professional support on medical practice issues.
- Advance public health, public policy, medical science, education, and ethics.
- Advocate for patients.

PAMED is governed by physician members in its House of Delegates and Board of Trustees and works in partnership with county and specialty medical societies, as well as the following affiliates and subsidiaries:

- **The Foundation of the Pennsylvania Medical Society (The Foundation)**

For more than 50 years, The Foundation has proudly served as the 501(c) 3 philanthropic affiliate of the Pennsylvania Medical Society. Its mission is to sustain the future of medicine in Pennsylvania by providing programs that support medical education, physician health, and excellence in practice. The three core programs include: Physicians' Health Programs, which provide support and advocacy to physicians struggling with addiction or psychological challenges; Student Loan Program, which helps medical students fund their dream of becoming a physician, as well as Student Financial Services, which
administers scholarship programs for medical students; and, LifeGuard®, which provides physicians with a clear pathway for clinical remediation and reentry to the physician workforce. All of these programs are undergirded by philanthropy, helping physicians and others to achieve their charitable goals to benefit Pennsylvania's medical community.

- **Pennsylvania Medical Society Alliance (Alliance)**

The Alliance is a 501(c) 6 affiliate of the Pennsylvania Medical Society and is the volunteer voice of the family of medicine, dedicated to healthy communities and the preservation of the doctor-patient relationship. The Alliance participates in programs to educate the public about violence, conflict resolution, organ donation and many others. In conjunction with The Foundation of the Pennsylvania Medical Society, The Alliance provides scholarships to Pennsylvania residents attending Pennsylvania medical schools.

- **The Pennsylvania Medical Political Action Committee (PAMPAC)**

PAMPAC is the political arm of the Pennsylvania Medical Society. One of the largest bipartisan political action committees in the state, it is made up of members of PAMED and its Alliance who are interested in making a positive contribution to the medical profession through the political process. PAMPAC supports pro-medicine candidates running for the Pennsylvania state legislature or statewide office; educates physicians and spouses about the political process to help them become effective players in the political arena; provides interested members with advice on organizing local fundraising events for legislative candidates; and advises members interested in seeking public office.

- **PMSCO Healthcare Consulting (PMSCO)**

As a wholly-owned for-profit subsidiary of the Pennsylvania Medical Society, PMSCO has been providing expertise and guidance since 1994 to assist physicians and other healthcare professionals with business and clinical decisions. Currently, PMSCO has one primary service line. PMSCO is a licensed insurance agency and is responsible for the administration of the Pennsylvania Medical Society Insurance Agency which was established to meet the insurance needs of physicians.

PAMED also has taken a leadership role in analyzing the status of medicine in Pennsylvania, compiling and reporting data on the state's physician workforce, increasing demand for health care, and overwhelming physician workload.

In 2013, the Pennsylvania Medical Society adopted the following vision statement and strategic priorities to align with its mission to be the voice of Pennsylvania’s physicians, to advance quality patient care and the ethical practice of medicine, and advocate for the patients they serve. PAMED promotes physician leadership, education, professional satisfaction, practice sustainability, and the public’s health.

*Vision Statement: Inspire physicians committed to good health and all Pennsylvania residents and engage physicians in the advancement of the practice of medicine.*

**Strategic Priorities:**

- Improve the health of patients, families and communities as we advocate for physicians and their patients.
- Provide resources that advance physician leadership, enhance professional satisfaction, promote the delivery of affordable, quality healthcare, and strengthen the physician-patient relationship.
- Effectively and efficiently serve our members as we continually evaluate and adapt our performance to meet member needs and demonstrate member value.

PAMED engages in a continual process of evaluating and measuring deliverables relative to the strategic plan, realigning itself to be responsive to a changing physician membership, and assessing its governance structure to ensure that the organization is responsive to the needs of its constituents and
remains nimble in shaping policy in a healthcare market which is moving quickly with reforms in care delivery, payment systems and physician organizational models. As such, the organization seeks an Executive Vice President who can work collaboratively with physician leaders across the state and other related organizations to develop a re-energized strategic direction for the organization and execute on plans to successfully achieve objectives through a team of quality professionals and volunteers.

POSITION SUMMARY

The EVP provides overall leadership and direction for the operations, a 75-person staff and the financial health of PAMED. S/he works collaboratively with the physician-led Board of Trustees and House of Delegates to develop and implement its strategic goals, objectives and policies to advance PAMED's mission. Further, the EVP forges alliances with key stakeholder organizations to create and execute collaborative initiatives that effectively advance PAMED's priorities. The EVP is responsible for leading this 501(c) 6 organization with an annual budget of approximately $13 million. S/he also serves on the boards of its subsidiaries and charitable foundation.

KEY RESPONSIBILITIES

- Fosters strong working relationships between the physician leadership (officers, Board of Trustees, House of Delegates, Work Groups, and Committees) and the management staff to effectively accomplish organizational goals and priority initiatives. Provides Board with guidance and advice on emerging issues. Maintains regular communications with PAMED's leadership to keep them apprised of PAMED priorities and activities.
- Develops and implements, in conjunction with PAMED leadership, the organization's strategic plan, ensuring that its activities, policies, communications, and resources support the plan and the needs of its membership. Creates and implements an effective strategic marketing and communications plan to ensure diversified and effective two-way communication with current and prospective members regarding PAMED’s value proposition, key offerings, and accomplishments. Emphasis will also be placed on communications with the next generation of physicians in the Commonwealth.
- Formulates new program initiatives for Board consideration in conjunction with the senior management team.
- Establishes and strengthens collaborative alliances and partnerships with physician and management leaders statewide, including physicians representing private practice, group practices, and hospital system affiliated groups, in addition to health systems, medical schools, county and specialty societies, and national organizations such as the AMA.
- Serves as PAMED’s management spokesperson to audiences that are both internal (physician leadership and staff) and external (members/potential members, policymakers, affiliated and collaborating organizations). Physician leaders serve as the principal face of PAMED. The EVP augments this leadership by:
  1. Speaking on behalf of members, fulfilling PAMED’s role as a voice of organized medicine and advocates for the health of citizens in Pennsylvania in matters of public health, legislation, and the profession of medicine.
  2. Supporting PAMED’s advocacy positions to elected officials, the legislature, regulatory agencies, other associations and organizations, the media, and the public at large in collaboration with members and key staff leadership.
  3. Representing the value and strategic priorities of PAMED membership to physicians and other stakeholders throughout the Commonwealth including County Societies and other healthcare organization
- Attracts, develops, motivates, manages, and evaluates staff, fostering a culture of effective teamwork and collaboration to support key functions and fulfill PAMED's strategic plan and mission:
  1. Articulates priorities to foster a culture of accountability.
2. Empowers staff to achieve goals and objectives.
3. Mentors and coaches senior management team to foster a high performing, nimble customer service oriented organization.

- Develops and manages the annual budget, with alignment to the strategic plan, to maintain and enhance the organization's long-term fiscal health.
- Serves as a voting member on the Boards of PAMED's for-profit subsidiary and charitable foundation; provides management liaison with the subsidiary and foundation CEOs to ensure open lines of communication and fulfillment of shared missions as defined by PAMED's leadership.
- Provides management liaison with the chief management staff of PAMED's affiliated organizations: the Alliance, and PAMPAC.

PROFESSIONAL EXPERIENCE/ QUALIFICATIONS

- A minimum of 10 years of senior executive management experience either in an association, business, or other health-related organization of similar size and complexity. Experience working collaboratively with physicians is highly desirable.
- Knowledge of health system reform initiatives, medical economics, and state legislative/regulatory affairs.
- Board relations and governance oversight experience.
- Strategic planning and implementation experience in a complex, multi-stakeholder organization.
- Superior communications skills, both oral and written. Effective public speaker before diverse audiences of varying sizes. Experience communicating with the media. Excellent listening skills.
- Proven track record in effective financial management, budgeting, and administration.
- Ability to recruit and retain members as well as motivate and engage Board members and volunteers.
- Proven track record for recruiting, developing, and retaining a high performing, motivated staff.
- Politically savvy, with strong consensus building and collaboration skills.
- Strong relationship-building skills.
- Exemplary personal integrity, fairness and ability to serve.
- Creative leader who is effective at managing innovation and bringing new ideas to fruition.

EDUCATION

- Master's degree and/or professional certification preferred.

LEADERSHIP CHARACTERISTICS DESIRED

Making Complex Decisions

Can solve even the toughest and most complex of problems; great at gleaning meaning from whatever data is available; is a quick study of the new and different; adds personal wisdom and experience to come to the best conclusion and solution, given the situation; uses multiple problem-solving tools and techniques.

Getting Organized

Is well organized, resourceful, and planful; effective and efficient at marshalling multiple resources to get things done; lays out tasks in sufficient detail to mark the trail; is able to get things done with less and in less time; can work on multiple tasks at once without losing track; foresees and plans around obstacles.

Getting Work Done Through Others

Manages people well; gets the most and best out of the people he/she has; sets and communicates
guiding goals; measures accomplishments, holds people accountable, and gives useful feedback; delegates and develops; keeps people informed; provides coaching for today and for the future.

Communicating Effectively

Writes and presents effectively; adjusts to fit the audience and the message; strongly gets a message across.

Managing Diverse Relationships

Relates well to a wide variety of diverse styles, types, and classes; open to differences; effective up, down, sideways, inside, and outside; builds diverse networks; quick to find common ground; treats differences fairly and equitably; treats everyone as a preferred customer.

Inspiring Others

Is skilled at getting individuals, teams, and an entire organization to perform at a higher level and to embrace change; negotiates skillfully to achieve a fair outcome or promote a common cause; communicates a compelling vision and is committed to what needs to be done; inspires others; builds motivated, high-performing teams; understands what motivates different people.

Acting with Honor and Character

Is a person of high character; is consistent and acts in line with a clear and visible set of values and beliefs; deals and talks straight; walks his/her talk; is direct and truthful but at the same time can keep confidences.

COMPENSATION

A competitive compensation package will be offered to attract an outstanding candidate.

DEADLINE

Please include your cover letter, curriculum vitae/resume, salary history and executive compensation requirements to the contact below by August 8, 2016.

CONTACT

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