

Pennsylvania Medical Society

Board of Trustees Handbook

2024



Pennsylvania
MEDICAL SOCIETY®

ADVOCATE. EDUCATE. NAVIGATE.

Thank you for your leadership and participation on the Board of Trustees for the Pennsylvania Medical Society (PAMED).

Please use this handbook to assist you in preparing for the responsibilities this unique role presents.

The Mission of the Pennsylvania Medical Society

As the voice of Pennsylvania's physicians, the Pennsylvania Medical Society advances physician leadership and advocates for the ethical practice of medicine, quality patient care, and the public's health.

The Vision of the Pennsylvania Medical Society

To be an engaged, inclusive, knowledge-driven medical society that advocates for the interests of all Pennsylvania physicians and their patients.

As a PAMED trustee, your key contact is Board Administrator, Alexis Wrigley.

Email:

ExecOffice@pamedsoc.org

Phone: (717) 909-2602

Attend board meetings



Participate in discussions



Give annually to the Foundation and PAMPAC



Engage as a PAMED Board ambassador in your respective communities



Acknowledgements: A sincere thank you to the Medical Society of Virginia for sharing their handbook as guidance in the development of PAMED's Board of Trustees Handbook.

Disclaimer: This handbook is not intended to substitute for legal counsel, nor is it intended to be a comprehensive review of all roles and responsibilities of a trustee. Use this handbook as a guide and training tool while you conduct your terms as a trustee.

If any information seen in this book conflicts with the bylaws, please contact the Executive Office. The bylaws supersede this handbook.

Revised and approved by the PAMED Board of Trustees, February 2024

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MEDICAL SOCIETY®

ADVOCATE. EDUCATE. NAVIGATE.

An Effective Board Looks Forward¹

An effective board is a progressive group charged with setting the direction of an organization and providing management with the resources needed to advance the organization's goals.

An effective board focuses on:

- Future outcomes
- Mission Alignment
- PAMED accomplishments

Our board's purpose is to:

- Work with our members and staff to advance the vision of PAMED
- Provide collective wisdom and direction to PAMED
- Oversee the ways in which PAMED creates member value
 - What objectives and activities will have the most value for PAMED members?

The board holds staff accountable for achieving these results, but the board does not “do” the work. Instead, day-to-day management of the organization is tasked to staff through the CEO/Executive Vice President (CEO/EVP) and Senior Leadership Team. Committees, Task Forces and other groups may work to advise staff and provide input on specific work products, member programs and services and other initiatives.

Effective Boards and Good Governance

Good governance is straightforward but is often complicated over time as board members' terms end and new trustees join. Please note that all trustees are required to:

- Commit to advancing overall organizational interests rather than personal interests or those of a specific constituency
- Set the direction of the organization, usually through a strategic planning/strategic priorities process
- Oversee progress toward meeting organizational goals, usually through management reports and information updates including financial oversight and compliance activities
- Hire and evaluate the performance of the CEO/EVP

Strategic Thinking and Strategic Planning

Strategic planning is a crucial function of the board. It requires thoughtful deliberation and consideration of diverse perspectives, as trustees are literally entrusted with PAMED's future. Just adding the word "strategic" to the front of an operational plan or wish list is not strategic planning.²

In 2022, the PAMED Board of Trustees collaborated with Strategic Planning Facilitator, Patrick Ball of CTY Consulting, to develop a three-year strategic plan. Throughout this process, interviews and surveys were conducted to collect feedback from over 300 PAMED stakeholders to shape the upcoming plan. After discussion and review, the Board of Trustees approved a final plan in August 2022.

Trustees will receive quarterly updates regarding the three-year strategic plan at the Board of Trustees Meetings and oversee the imperatives listed below.

PAMED's Strategic Imperatives

- **Strategic Imperative #1:** Continually Grow and Broaden the Membership Base
- **Strategic Imperative #2:** Recruit and Retain the Best and the Brightest
- **Strategic Imperative #3:** Remain Nimble and Relevant in the Marketplace
- **Strategic Imperative #4:** Implement a Sustainable Business Model

For more information about PAMED's Strategic Plan, please login to your OnBoard account and select "Resources" on the left-hand side. You will be able to review the PAMED Strategic Plan Dashboard, including the full plan and progress to date.

The PAMED Board plays a critical role in setting PAMED's direction. One way to start thinking about strategy is to consider some of the following questions:

- Where does PAMED offer the most value to members?
- What initiatives should PAMED implement to advance PAMED's goals?
- What are the unique capabilities PAMED has that can create member value that is different from other groups?
- What ways can PAMED leverage past success to address future challenges faced by physicians in Pennsylvania?
- What are our internal strengths and weaknesses?
- What are the external opportunities and threats facing PAMED?

In addition to strategic planning, it is imperative for a board to help identify environmental trends, practice changes, and political challenges that may impact the organization's success. This is called strategic foresight and is a key component of good governance as it provides a forward-looking and initiative-taking perspective to help position PAMED effectively.

Your Role and Duties as a Board Member

In your role as Trustee, you are a leader, not a manager. You will be involved in:

- Strategic planning and the development of PAMED's goals and objectives
- Evaluating and monitoring the performance of the CEO/EVP
- More tactical level work through involvement in board committees, task forces, and other member groups (as needed)

Regardless of your specific position on the board, your service is guided by several important roles and fiduciary responsibilities. These are described in more detail below.

Your first duty is to PAMED

As a PAMED Trustee, it is very important you understand that your first and foremost duty is to make sure you are making decisions that are best for PAMED, the corporation. While you may have been elected to the board by a geographic district, member section, or specialty organization, as a PAMED board member you are a representative of these groups on the PAMED Board, not a representative for said groups. You are a PAMED Trustee who is required by your fiduciary duty to act in the best interests of PAMED. Your perspective as a geographic trustee, a specialty trustee or a section trustee is vital and important and should be considered as the board deliberates, but ultimately the PAMED Board is responsible to make decisions that are in the best interest of PAMED.

You represent a perspective, not a constituency

As a PAMED Board Trustee, you do not represent a constituency on the board. Board governance is not representative based. Instead, you bring a perspective to the PAMED Board, that is informed by your experience, and those of your colleagues. All perspectives need to be considered as the board deliberates and decides what is best for PAMED serving as the voice of all Pennsylvanian physicians.

Representative "Of"

If you see yourself as a representative of a particular constituency, you are more apt to present opinions and perspectives that are important to your constituency, but you are voicing those interests and opinions to get to the best possible outcome for PAMED over-all. Your board service should include taking a "representative of" stance in board deliberations and discussions.

Representative "For"

If you see yourself as a representative for a particular constituency, such as a county medical society, a medical specialty, or member section, you may implicitly voice interests and opinions for that constituency and vote only on behalf of their/your interests.

Your Fiduciary Duties

Trustees are legal directors of the organization and by virtue of your trustee position, you are required to perform certain fiduciary duties. You should consider these duties before you agree to serve as a trustee. Those who violate these duties are potentially personally liable to PAMED for any damage resulting from the violation even though PAMED carries Directors' and Officers' Liability Coverage for decisions made by the whole. Your three major fiduciary duties are:

	Duty of Loyalty	Duty of Care	Duty of Obedience
What it means	You commit allegiance to the organization and acknowledge that the best interests of PAMED must prevail over any individual or personal interest.	You will perform your role with appropriate due diligence and handle your responsibilities with such care as any ordinary, prudent person would use under similar circumstances, in good faith, and in the best interest of PAMED.	You have a duty to follow PAMED's governing documents, to carry out PAMED's mission, and to ensure that funds and staff resources are used for lawful purposes.
What it looks like	Commit to a position once it is decided Use your position to advance PAMED, not yourself or related organizations Disclose any conflicts of interest	Be informed on PAMED's activities Prepare for Board meetings Actively participate in discussions and deliberations Engage in direction setting, oversee PAMED CEO/EVP Know the difference between staff roles and member roles	Know PAMED Bylaws Follow procedures and rules Comply with state and federal laws related to Board service Avoid anti-trust issues Inform leadership of issues and concerns
Potential Concerns	Conflicts of interest Involvement in leadership of other organizations that conflict with PAMED Staying in sync with PAMED positions Speaking publicly against a PAMED Board decision	Not preparing prior to a meeting Not knowing specifics of issues PAMED is considering Missing meetings Micro-managing or focusing on operations versus strategy Directing staff other than the CEO/EVP	Not following the procedures and rules Engaging in anti-competitive or illegal behaviors Failing to stay current on PAMED Bylaws
Best Advice	Disclose any conflicts Voice dissent	Attend meetings Avoid haste Be prepared Engage experts when needed (legal, subject matter, etc)	Ask questions Protect confidential information

(Adapted from PAMED Policy Statements,⁴ Hanscom and Mulgrew,⁵ Jacobs.⁶)

Your Fiduciary Duties

Apparent Authority, Speaking with One Voice and PAMED's Anti-Trust Policy

In addition to your fiduciary duties, there are a few legal issues related to your Board service that you should also consider.

Apparent authority

The US Supreme Court has ruled that an association (i.e., PAMED) may be held responsible for the illegal or improper activities of association volunteers even in cases when the volunteers only “appeared” to be acting with the authority of the organization⁷. That is, because you are on the Board, your actions and activities are perceived as being authorized by the Board by nature of you being a trustee even if they are not. Therefore, it is extremely important that PAMED officers, usually only the President and the Chair of the Board, are authorized to act and speak for PAMED. If you are in doubt of a particular PAMED position, ask for clarification. Providing an incorrect response or acting as if the Board has approved an action that it did not approve is a significant concern.

Speaking with One Voice⁸

Related to the Duty of Loyalty and apparent authority is the issue of “speaking with one voice.” The PAMED Board speaks with one voice when a decision is reached, or a policy is approved. It is your responsibility to make sure that your perspective, opinion, thoughts, advice, etc., on a matter before the board are presented during the deliberation and that you ask clarifying questions to understand PAMED's position and specific reasons for acting in a certain way on specific matters at board meetings. Constructive disagreement is vital to active dialogue and careful consideration of an issue. The PAMED Board will attempt to reach consensus whenever possible. However, given the size of the board and the diverse perspectives represented therein, it would hardly be reasonable to expect everyone to agree on every issue all the time. Once debate and discussion are concluded and a decision is reached, it is your duty to support that decision as a member of the PAMED Board. When a decision is reached, the PAMED Board speaks about that decision with “one voice.” Having participated in the discussion, presented your perspective and listened to that of others, and having deliberated and ultimately decided, you are then obligated to support the board's action. Ultimately, you may not philosophically agree with the position taken, but you do have to support the action. This also does not mean you have to acquiesce your right to your personal opinion; if asked, you may share that. But you must also describe the board process used to get to the decision, the various perspectives represented in the discussion, and provide a fair description of why the board took the position it did even if you disagree with it.

Anti-Competitive Practices & Anti-Trust Issues.

Your Fiduciary Duties

Anti-Competitive Practices & Anti-Trust Issues.

PAMED is not organized for and does not play any role in the competitive decisions of its members. PAMED does not in any way restrict competition among members or potential members. To do so is a violation of anti-trust law. It is PAMED policy to comply strictly in all respects with anti-trust laws. PAMED has opted to err on the side of caution in light of the severe penalties for violation of anti-trust laws and the substantial costs of defending anti-trust investigations and claims, even those in which the inquiry or charge is without merit.

Rules and guidelines for Board Members

In order to ensure that PAMED complies with anti-trust laws, the Board of Trustees has adopted the following preventative rules and guidelines.

Encouraged conduct “DOs” 1. Anticipate and avoid risk. PAMED decision-making and activities should be undertaken with extreme care and avoid anti-competitive intent or purpose. 2. Consult legal counsel. If in doubt, it is always better to ask. PAMED’s legal counsel may respond to inquiries relating to appropriate measures to protect PAMED. However, individuals seeking legal advice regarding their personal exposure should consult their own legal counsel.

Prohibited conduct “DON'Ts” Neither PAMED nor any person acting on behalf of PAMED shall engage in the behaviors listed below. Again, this is not a comprehensive list. If you have specific questions, please consult with PAMED’s General Counsel.

The Top Ten Legal Mistakes Made by Board Members⁹

The following legal mistakes are issues all trustees should consider:

- Failure to understand how non-profit organizations differ from for-profit corporations
- Failure to understand IRS rules for tax-exempt status
- Failure to understand the difference between a 501c3 (public charity) corporation and a 501c6 (trade association, medical society) corporation
- Failure to understand anti-trust rules and regulations
- Failure to understand what nonmembers can do
- Failure to enforce/maintain adequate bylaws
- Failure to understand fiduciary duties of Board members
- Failure to execute an executive employment agreement
- Failure to complete legal review of significant obligations/contracts
- Failure to keep legal documents up to date

Your Fiduciary Duties

Your Liability as a Board Member

PAMED carries “D&O” insurance — Directors’ and Officers’ insurance—that may cover legal defense costs for employment, copyright, antitrust claims, etc. PAMED also carries general liability insurance that covers damages and injuries relating to the organization¹⁰. Despite this coverage, you may be liable personally for other items such as not exercising your duties of care, loyalty, and obedience. To avoid personal liability, consider the following¹¹:

- Thoroughly prepare before making decisions
- Seek information and get clarity on issues
- Do not rush to make decisions
- Be sure that minutes and meeting summaries reflect information including votes and actions taken at meetings
- Request legal counsel on anything that is unclear and may have legal consequences
- Insist on full-disclosure and transparency on all financial matters before the board
- Careful review of all financial audits and letters from auditors
- Stay informed on matters before the board
- Practice full disclosure
- Be familiar with the bylaws and other legal/governing documents

Please consult with your attorney and/or the PAMED General Counsel if you have additional questions about personal liability as a result of your board service. This Handbook is meant as a guide and does not constitute legal advice.

Conflict of Interest

Are you conflicted? In an increasingly complex world, members of the Board may find themselves facing a potential conflict of interest. A conflict of interest may arise when:

- A member of the Board has an active role or a significant financial interest in another organization that could potentially benefit from knowledge of the deliberations of the PAMED Board
- Private discussions at the Board level could be construed by others to lead to financial gains

Your Fiduciary Duties

Such situations are exceedingly difficult for everyone. The appearance of a conflict can be as damaging to a member's effectiveness as an actual one. To eliminate potential conflict of interest situations, Board Members and Officers of PAMED are required to complete a disclosure statement at the beginning of each board year indicating significant financial holdings and membership on other boards. At each subsequent board meeting, Board Members are required to review their disclosure statement and update the document if necessary.

In addition, PAMED's General Counsel is charged with identifying potential conflicts of interest. When a potential one-issue or one-time conflict is identified, General Counsel is empowered to request the Board member or officer to take appropriate action. Examples include not entering into the discussion, not voting on the issue, or being excused from that portion of the meeting.

The General Counsel is also empowered to give an initial opinion on whether an ongoing conflict exists, one which, in the extreme, might require the resignation of the Board member.

In instances where General Counsel's opinion is found unacceptable by the member or General Counsel feels the need for its consideration, the Judicial Council is convened to render an opinion. In instances where a member of the Board holds a personal interest and/or investment interest in a business venture, regardless of PAMED's endorsement of the venture or lack thereof, the member will not be permitted to discuss the venture at a Board meeting nor vote on any action regarding such venture.

For additional information, please click here to see PAMED's 2024 Conflict of Interest Policy.



Speaking For **PAMED**

Generally, the President and Board Chair serve as the public voice for PAMED in the media. If you are contacted by the media, do not comment immediately. Instead, please reach out to the Communications team at mediarelations@pamedsoc.org. Let them know as much information about the inquiry as you can. They will provide guidance and next steps with regard to response. It is critically important that media responses are coordinated and consistent with current PAMED policy.



The Board Staff Partnership

There are important boundaries between trustee roles and staff roles. PAMED trustees and staff enjoy close working relationships. Many PAMED staff have worked with members for many years and have shared significant life events and experiences together while working at PAMED. It is important for staff and trustees to have constructive working relationships to accomplish shared goals and for staff to receive both positive and negative feedback on performance. Board members, however, do not oversee any staff other than the CEO/EVP nor are they charged with tasking or delegating work to any staff member without working through the appropriate management structure or reporting channels. It is important that trustees do not create work for staff that is not part of work they are already performing. Not only does this lead to role confusion for staff but it may also delay accomplishment of the work that they are already conducting and for which they will be held accountable in their performance plan. To be very clear, there is only one staff person that works for the Board of Trustees: the CEO/EVP. PAMED's professional staff work for the CEO/EVP who is responsible and accountable for all staff activity and performance. When these lines are blurred, there is risk of misunderstanding, misdirection, and miscommunication that is not helpful in accomplishing PAMED's goals and objectives.

Here are some best practices to help trustees distinguish between the role of PAMED staff and the role of trustees¹².

- Do ask the CEO/EVP about how work is to be accomplished and by which staff member. When you need to work directly with staff, for example, to plan a meeting or develop a training program, ask the CEO/EVP about the appropriate ways to communicate with staff and how to share your feedback on that staff person's performance and work product.
- Do not give staff specific assignments unless you are designated to do so by virtue of a volunteer leadership position on a committee or in your capacity as a chairperson or liaison to a work group, task force, or other group. If you ask a staff person to do something that is not part of their existing work plan, you may undermine that staff person's performance evaluation, and you may subvert resources from other activities. If you have a need that staff can help with, request help through the CEO/EVP who can triage the work appropriately within the organization.

The Board Staff Partnership

- Do resist the urge to criticize or compliment staff directly. If staff performance concerns you, contact the CEO/EVP for action. When a compliment is due, ask the CEO/EVP to convey or deliver it on your behalf. While everyone appreciates compliments, when you, as a Trustee, do it directly to a staff person you may be unintentionally undermining the morale of a team and/ or subverting PAMED staff's process for recognizing excellence. When you share concerns or criticisms with staff, you are subverting proper channels for dealing with these situations, you are undermining the CEO/EVP's role and authority, and you may create legal issues for the organization.
- Do not intervene if a staff member approaches you about a problem with the CEO/EVP or the internal staff affairs/environment at PAMED, and do not solicit such information from staff. Instead, tell the staff person you do not discuss personnel or staffing matters with individual staff and redirect them to their supervisor. This will help avoid possible "end-runs" around the staff person's direct supervisor and will aid in reinforcing the employer-employee relationship. The only exception to this situation is when a staff person is whistle blowing or is reporting harassment. In these cases, re-direct the staff person to PAMED's General Counsel or the Chair of the Board.
- Do keep your relationships with staff professional, not personal. Crossing boundaries from professional to personal may seem natural after working with staff for many years, but it ultimately may cause staff to misconstrue their role as having special privilege or otherwise undermine the employee-employer relationship. In addition, it is not recommended that PAMED Board Members treat PAMED staff as patients. Instead, it is best for Trustees to refer staff to other qualified members, including partners in your practice that are not Trustees, to avoid blurring boundaries. Trustees need to recognize that by virtue of their position, they have authority that may intimidate staff, make it difficult for a staff person to deny a request, or make it difficult for a staff person to share concerns openly. It is in your best interest and is part of your fiduciary duty to respect the organization's chain of command; route requests, feedback, and other items to staff through the Board Chair or the CEO/EVP.

Areas of Leadership Focus Across PAMED¹³

The President, the Board, the CEO/EVP, and PAMED staff are jointly responsible for:

- Leading PAMED's strategic direction setting
- Overseeing governance effectiveness
- Executing PAMED's strategic plan

PAMED's President is the external spokesperson for the organization on most issues. The PAMED Board Chair is responsible for assuring that PAMED's strategic plan is implemented and overseeing the work of the staff in its implementation. The Speaker of the House presides over the PAMED House of Delegates and works with staff to plan and implement the Annual Meeting. All leaders work as partners and colleagues in forwarding the vision, mission, and values of PAMED.



The President

Partners with the CEO/EVP to communicate organizational goals and represents PAMED externally

Serves as lead partner to implement PAMED priorities with members, staff, and stakeholders

Is elected by the membership via the House of Delegates; is accountable to the membership



The Board Chair

Works with CEO/EVP to guide the Board in the development of a multi-year strategic plan

Partners with the CEO/EVP to establish policies that meet organizational goals

Ensures financial controls are in place

Collaborates with the CEO/EVP to assess overall performance

Strives for consensus decision-making

Establishes ad-hoc committees

Serves at the pleasure of the Board, is accountable to the Board



The Speaker

Presides over the House of Delegates

Directs the House of Delegate's resolution and reference committee process to facilitate the development of PAMED policy

Serves at the pleasure of the House, is accountable to the House



The CEO/EVP

Develops Annual Operational Plan

"Executes" or implements Strategic Plan/Priorities

Develops and oversees internal PAMED policies, procedures, and controls

Collaborates with the President and Board Chair to assess overall PAMED Performance

Hires and fires staff

Executes contracts

Reports to the Board Chair and is accountable to the Board



The Staff

Implements PAMED's strategic plan/priorities

Creates member value through programs and services

Supports, serves, collaborates and advances the work of PAMED through day-to-day operations and program implementation

Assesses membership needs

Reports to the CEO/EVP and PAMED management

Areas of Leadership Focus

Across PAMED¹³

Executive Committee

The Executive Committee is composed of the following PAMED leaders:

- The chair and vice chair of the board
- The president
- The president-elect
- The vice-president
- The immediate past president
- The speaker and vice speaker of the House
- The secretary of the board
- The treasurer of the board

The Executive Committee acts for the Board of Trustees when the Board is not in session. The Executive Committee meets between Board meetings (or as needed) to review management performance and provide staff with preliminary feedback on strategic and operational decisions that will be brought to the Board for full discussion. When urgent issues arise and it is not possible to convene the Board, the Executive Committee will meet to address the issue and provide guidance as necessary. The Executive Committee also conducts the performance review of the CEO/EVP using feedback from the entire Board and staff. The Executive Committee meets more frequently than the full board and serves in an advisory capacity to management and the full Board as needed. Because Executive Committee members are in more frequent contact with PAMED staff on both strategic and operational issues, there is often a perception that they are “insiders” of the organization, and the full Board is on the “outside.” The Executive Committee addresses this concern by providing frequent and transparent reports on Executive Committee activity that all Trustees should review on a routine basis. Trustees should be knowledgeable about the activities of the Executive Committee, ask for clarifications when necessary, and realize that the role of the members of the Executive Committee is often more involved and directly engaged in the operational work of PAMED.

Areas of Leadership Focus

Across PAMED¹³

Key Relationships for Trustees House of Delegates

Actions taken by the House of Delegates become official policy for PAMED. The Board of Trustees reviews the resolutions approved at the House of Delegates and prioritizes the work to be completed in the subsequent year based upon available PAMED resources and staffing, including items that requested further study and decisions. In addition to the business to be conducted as prescribed in the PAMED bylaws, delegates to the House:

- a.** Elect officers for PAMED
- b.** Elect representatives to the House of Delegates of the American Medical Association (AMA), in keeping with AMA guidelines
- c.** Receive for consideration annual reports, official reports, resolutions and other items of business
- d.** Take such steps as may be necessary to further the purposes of PAMED as stated in the Articles of Incorporation

County Medical Societies

County medical societies are referred to as components. Components are separate, independent 501-c-3 or 501-c-6 entities with their own tax identification number and their own boards/governance. County medical societies do not receive direct, regular financial support from PAMED. The financial and legal oversight authority of county medical societies resides with their governing boards. PAMED and County medical societies have a unified membership structure whereby a member of the county must be a member of the state and vice versa. While county medical societies follow the same membership categories as PAMED, each county medical society independently sets its own membership dues amounts, creates its own member value, and plays a role in recruiting/ retaining membership.

As PAMED components, the only requirement of a county medical society is to conform their bylaws to PAMED's. County Medical Society Model Bylaws are authorized by the PAMED Board. At various times, counties have asked how to de-unify from the state. The PAMED Bylaws are clear on this issue — "The affiliation of any component society may be terminated only by two-thirds vote of the House of Delegates. Reasonable evidence must be presented to the House of Delegates that (a) the bylaws of the component society are not in accord with the bylaws of this Society, or (b) that activities of the component society are contrary to the best interests of organized medicine or are detrimental to the profession of medicine, or (c) the component society has

Areas of Leadership Focus

Across PAMED¹³

refused, after reasonable notice, to comply with any requirement of the bylaws of this Society.” (PAMED Bylaws, Chapter 2, Section 3—Termination of Affiliation of a Component Society)

The Foundation of the Pennsylvania Medical Society (The Foundation)

The Foundation serves as the 501(c) 3 philanthropic affiliate of PAMED. 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:

- The Physicians’ Health Program provides support and advocacy to physicians struggling with substance use disorders or psychological challenges
- Student Financial Services administers scholarship and loan programs for medical students
- LifeGuard® provides physicians with an assessment and 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.

The Pennsylvania Medical Political Action Committee (PAMPAC)

PAMPAC is the political arm of PAMED. One of the largest bipartisan political action committees in the state, it is made up of members of PAMED 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 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.

Pennsylvania Medical Society’s For-Profit Subsidiary

PAMED’s for-profit subsidiary, also known as the Care Centered Collaborative (CCC) is a wholly owned for-profit subsidiary of the PAMED. The CCC has been providing expertise and guidance since 1994 to assist physicians and other healthcare professionals with business and clinical decisions. Currently, CCC has created the PA Collaborative CIN, Inc. (PACN) and the PA Clinical Network ACO, Inc. (PACN ACO). The PACN is a Clinically Integrated Network (CIN) that is comprised of independent medical practices

Areas of Leadership Focus

Across PAMED¹³

in Pennsylvania. The PACN has contracted with health insurance companies to create value-based care contracting opportunities for these PACN member medical practices. These opportunities provide revenue streams that would otherwise be unavailable without membership of the PACN. These contracts focus on increasing quality metrics and reducing health care costs and utilization, thus improving the health of Pennsylvania residents. The PACN ACO is an Accountable Care Organization (ACO) comprised of various PACN member medical practices that participate in a Medicare Shared Savings Program (MSSP). The PACN ACO offers additional revenue streams that would otherwise be unavailable to medical practices without membership in the PACN. The MSSP focuses on increasing quality metrics and reducing health care costs and utilization, thus improving the health of Pennsylvania residents.

Total Excellence in Association Management (TEAM)

This distinct service line within PAMED provides contracted executive management and administrative services to support a scope of work required to ensure operations and meet specific goals for various specialty societies and associations.



Productive & Counterproductive Board Behavior¹⁴

Strong boards spur forward movement by developing and cultivating a strategic, mission-driven, and results-oriented focus.







To fulfill their fiduciary duties and serve PAMED effectively, all trustees are asked to be aware of the way they approach Board deliberation and debate, make decisions and participate in meetings, and work with PAMED staff. Trustees who dominate debate and fail to offer solutions to problems after identifying them undermine the positive functioning of the Board.

Board Members are asked to take a productive approach to their board participation.

Productive Approach	VS.	Counterproductive Approach
Decision making . . . <ul style="list-style-type: none"> Focuses on the long-term view, taking into account the past, present, and future Uses an appreciated inquiry to understand perspectives, deliberate effectively, and then create solutions for all physicians Prioritizes outcomes, defines results and incorporates evaluation Asks what is best for PAMED 		Decision making . . . <ul style="list-style-type: none"> Focuses on operations, tactics, and a short term view Uses bias and judgments to criticize different perspectives and steer decision-making to serve specific personal or constituent problems Prioritizes processes and rules Asks what is best for "me"
Board development is . . . <ul style="list-style-type: none"> Continuous and monitored through an annual assessment process Seen as essential to board functioning Seen as a priority to assure the effective governance of PAMED 		Board development is . . . <ul style="list-style-type: none"> Irregular and limited Stunted when change is viewed as unnecessary
Participate in deliberation by . . . <ul style="list-style-type: none"> Asking questions, seeking to understand Adding a perspective that has yet to be stated Building on the comments of others Constructively criticizing ideas to fully develop them before a decision is made 		Participate in deliberation by . . . <ul style="list-style-type: none"> Grand-standing and dominating discussions Repeating the statements already made Seeking to minimize others Failing to account for other, valid perspectives Undermining decisions after they are made
Working with staff . . . <ul style="list-style-type: none"> Consult with PAMED management as ideas arise and assesses feasibility before seeking action; seek staff as important partners Partner with staff to accomplish goals and objectives Work with EVP and management when staff support is needed 		Working with staff . . . <ul style="list-style-type: none"> Minimize staff role and view staff as servants versus partners in accomplishing results Seek out front line staff or long-time staff "friends" to execute unapproved or unplanned tasks Ask for insider information and go around chain of command

Optimizing Good Governance Behaviors¹⁵

As the Board continues to develop and change over time, the following six optimal board behaviors are our goal:¹⁵

Optimal Behavior	What it looks like
 <p>Trustees are proactive and look at the big picture</p>	<p>Asking “how are we doing?” and “what should we be doing?” versus “how have we always done it?”; effectively evaluate/recognize the urgency and importance of an issue; is not easily swayed by a noisy minority</p>
 <p>Trustees have a keen sense of priorities</p>	<p>Asking “how does this fit with existing work?” and making appropriate trade offs; saying “no” when necessary</p>
 <p>Trustees care about other trustees and staff, enable leadership, and respect boundaries</p>	<p>Asking “how can I help?”; provides staff and board with development opportunities to grow; respects appropriate staff-board relations</p>
 <p>Trustees think before they act</p>	<p>Asking about all sides of a decision, deliberating appropriately on an issue, cultivating a “fear-free” debate where all ideas are respected</p>
 <p>Trustees values teamwork</p>	<p>Seeking to find the “win-win,” asking about all perspectives, preferring to reach consensus whenever possible</p>
 <p>Trustees evaluate their service and seek improvement</p>	<p>Asking, “what more do we need to do to be even better?” and “how can we learn more about being effective leaders?”</p>

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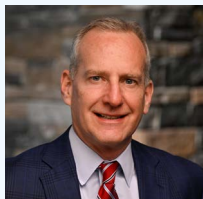


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Endnotes

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- 9 Board Source, The. N.d. "Top Ten Legal Mistakes." In *Association Coach Presentation to the AMCHP Board of Directors* (June, 2009), Washington, DC.
- 10 Adapted from Robert Harris, CAE (2013), "Board Responsibilities." Harris Mgmt Group, Tallahassee, FL.
- 11 Adapted from Tennebaum, op. cit.
- 12 Adapted from Stratton, Susan. 2009. "Do's and Don'ts of Board-Staff Relations." *Associations Now: The Volunteer Leadership Issue* (January), p. 61.
- 13 Adapted from the Medical Society of Virginia Board Handbook. Richmond, VA.
- 14 Adapted from the Medical Society of Virginia Board Handbook. Richmond, VA.
- 15 Adapted from Fritz, op. cit.



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