

Eastern Regional Chapter Report

The membership voted in Carrilee Andreu-Neel, President; Stacey Hartman, Vice-President; Emily Ainsley, Secretary and Vickie Denton, Treasurer. Under the leadership of our newly elected President of the Eastern Carolina Regional Chapter, Carrilee Andreu-Neel, there was great momentum and enthusiasm buzzing through the chapter! Three of our board members attended the NCMGMA Chapter Orientation in Raleigh. Representing 29 counties in the Eastern Carolina Regional Chapter, we knew our monthly meeting attendance and membership numbers should be higher and so we set out with a focus on growing our membership and member engagement.

The board decided to try a few things differently this year to see if we could accomplish our goals, of course not knowing what was in store for us in 2020. We had our first “social” meeting in December where we met at Winslow’s for dinner and drinks. What a great time! Definitely something we would like to continue. Networking is such a great aspect of this organization.

Being the only chapter in NCMGMA that did not charge dues for the chapter, we relied heavily on sponsorships. BUT that had not been a priority for the chapter in the past. We typically were able to operate on a very low budget. The board decided to boldly ask for sponsors for each meeting to at least cover the cost of the speaker/venue/food. Fortunately, we have had great success from our sponsors and sincerely thank each and every one.

Due to covering such a wide area in Eastern North Carolina, we decided to offer WebEx invites to those who may not be able to make the drive to Greenville for our monthly meetings. This provides them with the opportunity to hear the speaker for the month as well as engage in discussions with other members in attendance. We had no idea how beneficial this would be in the months to come. In April, ALL meetings were moved virtually and I like to think we were “ahead of the curve” with virtual meetings, as we had already implemented this as a routine part of our monthly meetings. Our Chapter took the initiative to extend invitations to our virtual meetings to the entire NCMGMA membership and have had feedback from other chapters that they greatly appreciated us sharing our meetings as it helped them to continue providing meetings for their chapter during COVID and provided an avenue for their members to obtain relevant timely information related to the pandemic. Additionally, we have been able to record and share these timely meeting topics with the membership.

Speaker topics! The number one reason people come to meetings! To start out our year, we had Cam Cox speak on Culture in the Workplace (always a great speaker!) and Vidant Health speak on Physician Recruitment. Then COVID hit and PIVOTTTT. Our meetings had to be geared toward speakers and topics that were most impactful at the current time. In April, we had Dee Brown discuss unemployment, furloughs, how to communicate with employees, stress and anxiety management, etc. All things HR COVID related. In May, the hot topic of COVID testing was discussed by Grant Fitzgerald with Mako Medical Laboratories. June’s topic presented by Mag Mutual was on Returning to work and Onboarding after a Pandemic. In September we had a timely presentation on Practice Management during a Pandemic given by Becky Summey-Lowman. We also incorporated open discussion meetings to talk about challenges the practices were facing and give support to one another.

In the final month of this fiscal year, we had our ultimate push to increase membership and engagement. We had our first in-person meeting since March and held a member appreciation and membership drive luncheon. Our initiative was to have each member attend and bring a guest. Ahead of the meeting, we broke out into groups to canvas neighboring

practices and reach out directly to practices/administrators to personally invite them. The timing of this luncheon was perfect as we are currently renewing memberships. The luncheon was a great success and received numerous commitments from “guests”. I’d say fun was had by all!

Overall, this year has been one for the books. The Eastern Carolina Regional Chapter remained active, thriving, and closer together than before. During this unprecedented time, members were able to rely heavily on one another for guidance as we all navigated through what seems to be the new norm. And for that, this organization is worth every bit of \$180

The Eastern Carolina Regional Chapter opened the year with \$4,003.20 and after various expenses, sponsorships and dues, we are finishing the year with \$5,585.10. We are appreciative of the change to the dues structure as we now receive \$30/member, whereas before we did not charge members to belong to our chapter.

At the start of the year, we had 49 members. As of today, we have grown to 64 and hope to see results from our concerted efforts to grow our membership by continuing to canvas practices in our area and personally extend an invitation to our meetings and to join NCMGMA. We look forward to reporting the impact of our efforts to grow our membership #'s at the next business meeting!

The Eastern Carolina Regional Chapter Officers were voted to remain in their current positions for the upcoming 2021 year.

Carrilee Andreu-Neel, CMPE – President

Stacey Hartman, CPC - Vice-President

Emily Ainsley – Secretary

Vickie Denton - Treasurer

The Eastern Carolina Regional Chapter is also well represented at the State level with several members active in leadership positions.

Joni Brantley – NCMGMA Medicaid Co-Chair

Lisa Hooks, CMPE, MBA – NCMGMA Board Member

Carrilee Andreu-Neel, CMPE – Eastern Regional Chapter Board Member and incoming NCMGMA Board Member At Large (Nov 1)