

IMPACT REPORT

Message from the President



As we exited 2020 and all the unprecedented challenges so many of us experienced for the first time in our careers, we hoped for a more 'normal' 2021. That was not to be

however, and so again we found ourselves navigating the challenging times of running our businesses in an ongoing pandemic. Despite these challenges, our association found ways to not only survive but to grow and become more connected than ever before. This could not happen without the astute leadership of our Board of Directors, our Committee leaders and local chapter officers. Each member of our Leadership Council has done an outstanding job for the members of our association and it has been an honor to serve with them, especially this past year.

NCMGMA worked to improve information exchange this year by building and strengthening relationships with other leaders within the state healthcare system including the North Carolina Medical Society, North Carolina Medical Board and regional AHEC chapters. Through consistent conversations, we found ways to align with these important organizations and strengthen our efforts in achieving common goals in healthcare. There is truth in the saying, "there is strength in numbers." Looking into the future, we see many opportunities to continue working together as advocates in healthcare, sharing information between our associations and our respective members in a way that strengthens the medical community as a whole.

Our networking efforts saw growth this year as NCMGMA increased its presence on social media. Many thanks to our affiliate partners at Social Joey who are managing our presence and content. We encourage all of our members to follow, like and share information published on our Facebook and LinkedIn pages.

Our Advocacy committee leaders led us back to our state's capital where we once again "stormed the halls" to meet with our legislators, offering us an opportunity to talk with our state's decision-makers about healthcare bills that impact our ability to provide quality healthcare. All members are encouraged to learn who your area legislators are so that you can help them understand how the decisions they make affect the healthcare of their constituents.

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NCMGMA's Payer Contracting Committee joined forces with the Medicare and Medicaid committees to become a powerhouse of advocates working on our behalf as members to connect with all the major payers. These volunteers meet regularly to communicate the challenges our practices encounter and work to find resolutions.

Membership has always been a central focus and 2021 brought about new opportunities as we welcomed National MGMA members to our state for the first time through the dual membership program. Additionally, we gained new partners in our Alliance sponsorships and it cannot be overstated how much we value our affiliate sponsors and their support of NCMGMA. In this past year, our Membership Committee Chair created and implemented a New Member Webinar, now being offered bi-annually, to onboard new members to educate them on our association functions and all the support and opportunities available to them as members.

In our strategic plan, a significant amount of focus was placed on not only gaining new members but retention of members through value added programs. Our Education committee has been working diligently to bring new opportunities we will be very excited to announce in 2022.

This year we saw the return of our in-person conferences and both were received with great enthusiasm. Many, many thanks to the members of our conference committee, board leaders and staff who worked together to ensure not one, but two safe events that allowed our medical practice leaders to come together again for learning and networking.

Last, but certainly not least, our local chapters improved networking opportunities by creating hybrid meetings so members could attend virtually or in-person. These are great resources for our membership.

Serving as President of NCMGMA allowed me to grow in so many ways – taking me out of my comfort zone and in the process allowing me to develop relationships with some of the most intelligent, talented and successful leaders in our industry. It has been a truly rewarding experience to serve our membership. I would encourage all of our members to look for ways to volunteer in a way that is meaningful to them, whether that be at the local chapter level as an officer or on a committee. Many hands make for light work and through volunteerism, there is so much to gain in what becomes lifelong friendships. I humbly thank you all for this opportunity to serve you and I wish you all nothing but success in the upcoming year!

Sincerely,



Amanda McKinney
2020-2021 NCMGMA President

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Top Member Benefits

- Member Listserv 1**
Connecting members on topics within practice management
- Advocacy Committees 2**
BCBS, Medicaid, Medicare, Advocacy and Payer Contracting
- State Conferences 3**
Continuing education, networking and exhibitors.

The Big Events of 2021

11 Webinars & 215+ Attendees

Events included Joint Partnership webinars with the NC Medical Society Foundation on various industry topics.

2 In-person Conferences

Annual Conference and Fall Conference enjoyed more than 350 attendees and exhibitors.

Advocacy Days

52 attendees joined us in Raleigh for two days of advocacy education and meetings with our state legislators.

Local Chapter Membership

Eastern Carolina 62 Active 11 Affiliate 5 Student	Fayetteville 20 Active 3 Student
Greater Greensboro 51 Active 9 Affiliate 6 Student 4 Lifetime	Metrolina 87 Active 13 Affiliate 21 Student
Triangle 97 Active 27 Affiliate 17 Student	Western Piedmont 47 Active 3 Affiliate 3 Faculty 1 Student 2 Lifetime
Wilmington 37 Active 5 Affiliate 1 Faculty 1 Life	Winston-Salem 48 Active 6 Affiliate 14 Student 3 Life

Communications

- Email Broadcasts**
231 Individual broadcasts
- NCMGMA News**
9,601 Views
126 Posts
- Job Postings**
41 Email broadcasts and website postings
- Facebook**
57,952 Impressions
1,728 Engagements
520 Posts
- LinkedIn**
9,637 Impressions
817 Engagements
486 Posts
- Website**
21K Users
30K Sessions

Salary Survey



Salary & Benefits Survey:
96 practices contributed 5,372 positions worth of NC data.

4.7 Satisfaction Rating
Out of 5 by NCMGMA membership in 2021.

183
60
120 **ACMPE Members in NC**
183 CMPEs, 60 Fellows, and 120+ CMPE applicants dedicated to professional development through the American College of Medical Practice Executives (ACMPE).

Alliance Sponsorship

Thank you to our Alliance sponsors for their continued support of NCMGMA.

