

LEAD

HEALTH CARE CONFERENCE

2021 Virtual Meeting

OCTOBER 14-17

Coming Together for the Future of Health Care
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AGENDA AT A GLANCE

October 14, 2021

6:00 PM-7:00 PM The Annual PAC Legislative Forum (*Free for NCMS PAC Donors/\$50 for Non-Donors*)

October 15, 2021

8:00 AM-9:00 AM NC Commission for Public Health Meeting
 9:00 AM-10:00 AM 2021 and 2022 Classes of Leadership College - Morning Mixer
 10:00 AM-12:00 PM MEDTalks Part 1
 12:30 PM-1:30 PM Keynote Address: Aligning Health and Business for a Better Future
 1:30 PM-2:30 PM COVID-19: Where are We Now?
 2:30 PM-4:00 PM Medical Student & PA Student Council Meeting
 2:30 PM-3:30 PM Equity in Medicine Symposium
 4:00 PM-5:30 PM Annual Scientific Poster Session - Poster Viewing
 4:00 PM-5:00 PM NCMS/NCMSF Virtual Open House

October 16, 2021

9:00 AM-10:00 AM NLDC/Foundation Board Development Meeting
 9:30 AM-11:30 AM MEDTalks Part 2 (Concurrent Sessions - Morning)
 10:30 AM-12:00 PM New Approaches and Attitudes to the Profession (Concurrent Sessions - Morning)
 1:00 PM-3:30 PM Active Bystander Training (Concurrent Sessions - Afternoon)
 1:00 PM-2:30 PM Finding Joy in Medicine (Concurrent Sessions - Afternoon)
 2:30 PM-4:00 PM The Commoditization of Health Care (Concurrent Sessions - Afternoon)
 4:00 PM-6:00 PM NCMS Annual Business Meeting

October 17, 2021

9:00 AM-10:30 AM Lifestyle Medicine: An Introduction
 9:00 AM-11:30 AM BOT/BOD Joint Meeting
 10:30 AM-12:00 PM Innovation in Health Care: What Does the Future Hold?
 12:00PM Adjourn

THURSDAY, October 14, 2021

▶ The Annual PAC Legislative Forum

6:00 PM-7:00 PM

Not eligible for CME

NCMS PAC donors only; if you are not currently a donor, you may join this event for a \$50 fee.

Join NCMS PAC donors at the Annual NCMS PAC Legislative Forum at the NCMS LEAD Health Care Conference*. Not currently a member? Donate \$50 today to the NCMS PAC when you register for LEAD to hear from **Rep. Kristin Baker, MD** (R - Cabarrus), **Sen. Sydney Batch** (D-Wake), **Rep. Becky Carney** (D-Mecklenburg) and Senate Majority Whip **Sen. Jim Perry** (R-Wayne, Lenoir). They will discuss the hot-button medical and patient issues currently in the spotlight at the General Assembly.

FRIDAY, October 15, 2021

▶ NC Commission for Public Health Meeting

8:00 AM-9:00 AM

Affiliated Meeting

Since its founding in 1849, the NCMS has always been integral to enhancing public health in our state. Our organizational bylaws reflect this longstanding commitment by requiring an annual report to our membership from the NC State Health Director. This year the report will be delivered virtually as part of the NC Department of Health and Human Services meeting on public health.

▶ 2021 and 2022 Classes of Leadership College - Morning Mixer

9:00 AM-10:00 AM

Invitation only

▶ MEDTalks Part 1

10:00 AM-12:00 PM

CME eligible

This popular series of presentations, now in its fifth year, showcases our Leadership College scholars' year-long projects. The NCMS Foundation's Kanof Institute for Physician Leadership (KIPL) offers Leadership College participants the opportunity to hone their leadership and communications skills. See what they have learned as each scholar presents a brief, 15-minute presentation – similar to a TEDTalk – on the results of their research into a timely topic that impacts their community, workplace or profession.

Hosted by **Lawrence Greenblatt, MD** and **Gerri Mattson, MD**

10:00am-10:10am: Opening & Welcome

10:10am-10:30am: **Michelle Metzler, PAS** - Transportation of Patients during a Mental Health Crisis

10:30am-10:50am: **Labron Chambers, MD** - Advocating for Telehealth

10:50am-11:10am: **Meg Beale, PA-C** - The Impact of COVID-19 on Pre-Clinical Physician Assistant Education: Virtual Learning Effectiveness

11:10am-11:30am: **Bonnie Coyle, MD** - An Introduction to Healthy NC 2030: Transforming Primary Care through Social Determinants of Health and Lifestyle Medicine Interventions

11:30am-11:50am: **Sheila Stallings, MD** - Recruit, Retain, and Reach: Increase the Black Physician Pipeline

11:50am-12:00pm: Closing remarks

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▶ **Keynote Address: Aligning Health and Business for a Better Future**

12:30 PM-1:30 PM

CME eligible

Local entrepreneur and NC Chamber of Commerce Executive Board 1st Vice Chair, Sepideh Saidi, PE, and Gary Salamido, MS, President and CEO of the NC Chamber of Commerce, lead our keynote address focusing on the ties between business and health care.

Speakers: **Sepideh Saidi, PE** - CEO, Sepi and Executive Board 1st Vice Chair, NC Chamber of Commerce; and **Gary J. Salamido, MS** - President/CEO, NC Chamber of Commerce

▶ **COVID-19: Where are We Now?**

1:30 PM-2:30 PM

CME eligible

As the ongoing COVID-19 pandemic nears the 2-year mark, this panel discussion assesses where we currently are from a variety of perspectives. A diverse group of panelists examine the impact of this unprecedented public health crisis reflecting their various geographic, specialty-specific and health equity insights.

Host: **Lawrence Greenblatt, MD**

Panelists: **Richard Bunio, MD** - Cherokee Indian Hospital; **Jennie Byrne, MD, PhD** - Constellation PLC; **Charul Haugan, MD** - Rex, UNC; **Arin Piramzadian, MD** - StarMed Healthcare ; **Karen L. Smith, MD** - Karen L. Smith, MD, PA

▶ **Medical Student & PA Student Council Meeting**

2:30 PM-4:00 PM

Medical and PA students are invited to attend this opportunity to meet and greet with their fellow students and to engage with the Student Leadership Council and NCMS staff.

▶ **Equity in Medicine Symposium**

2:30 PM-3:30 PM

CME eligible

Focusing on three distinct areas of equity in medicine, this symposium brings together experts in workforce diversity, social determinants of health and black maternal health. Each topic and presenter will offer a unique reflection on equity in medicine and health care today and inspiration for the future.

Symposium 1 - Tackling Health Disparities and Health Inequities: **Laura Okolie, PA-C** - Vance Family Medicine

Symposium 2 - A Glimpse into Redesigning a Primary Care Practice for Health Equity: **Karen L. Smith, MD, FAAFP** - Karen L. Smith, MD, PA

Symposium 3 - Digital Strategies to Improving Access and Advancing Equitable Maternal Health Care: **Samuel T. Bauer, MD, FACOG** - Duke Health

▶ **Annual Scientific Poster Session**

4:00 PM-5:30 PM

Poster Viewing - Not eligible for CME

Residents and medical students share their virtual posters offering the latest clinical or research vignettes. [Click here to view all of the poster submissions.](#)

FRIDAY, OCTOBER 15 *(continued)*

▶ **NCMS/NCMSF Virtual Open House**

4:00 PM-5:00 PM

Social/Networking Opportunity - Not eligible for CME

This is your opportunity to hear more about the many exciting initiatives underway at the NCMS, share your thoughts and be energized by your peers. This open house is truly open, so we encourage you to bring your colleagues who are not currently involved with the NCMS so they can learn more and we can welcome them into our community.

SATURDAY, October 16, 2021

▶ **NLDC and Foundation Development Committee Meeting**

9:00 AM-10:00 AM

(Invitation only)

CONCURRENT SESSIONS - MORNING

▶ **MEDTalks Part 2**

9:30 AM-11:30 AM

CME eligible

Part 2 of this popular series of presentations starts on Saturday morning.

Hosted by **Lawrence Greenblatt, MD** and **Gerri Mattson, MD**

9:30am-9:35am: Welcome

9:35am-9:50am: Claudius Jarrett, MD - MED (My Education & Diagnosis) School: Interactive digital platforms for patients to better understand their diagnosis and engage in their medical care.

9:50am-10:05am: Julio Nasim, MD - Promotion of COVID-19 research and vaccine promotion among African American and Hispanic communities in North Carolina during the COVID-19 Pandemic.

10:05am-10:20am: Nicole Helmke, MD - Expanding Substance Use Disorder Education for Duke Medical Students

10:20am-10:35am: William Huang, MD - Burnout Amongst Dermatologists in North Carolina – Are We Just Scratching the Surface?

10:35am-10:50am: Emily Cole, PA-C - Heart Strive: A Virtual Approach to Post-ACS Care

10:50am-11:05am: Amy Isenberg, MD - NPO Guidelines Update

11:05am-11:20am: Jennifer Abbott, MD - Team C=Cure: Implementing Hepatitis C Treatment in the Primary Care Office

11:20am-11:30am: Closing Remarks

CONCURRENT SESSIONS - MORNING *(continued)*

▶ **New Approaches and Attitudes to the Profession**

10:30 AM-12:00 PM

CME eligible

While seismic changes in health care were already occurring prior to the pandemic, we now are experiencing a time of accelerated change. How have attitudes toward our profession shifted in the face of these changes? What has been the response within our institutions and among our colleagues? The panelists for this session will enhance your awareness and offer a look ahead to some innovative new approaches.

Host: **Michael Utecht, MD**

Panelists: **Laura Okolie, PA-C** - Vance Family Medicine; **Bryant Murphy, MD** - UNC; **Timothy Reeder, MD** - ECU; **Abigail Wehner, MD** - Wake Forest School of Medicine; **Rivers Woodward, MD, MBA** - Blue Ridge Health

CONCURRENT SESSIONS - AFTERNOON

▶ **Active Bystander Training**

1:00 PM-3:30 PM

CME eligible

Well-intentioned individuals, when faced with a situation that cries out for action to right a wrong, often don't know how to respond appropriately to have a positive outcome. This invaluable training will help you identify when you are a bystander, how to evaluate the situation and the consequences of your actions.

Speakers: **Y. Montez Lane-Brown, MPH, CDE** - Manager, Office of Inclusion and Diversity, Wake Forest Baptist Medical Center; **Lydia Faber** - Program Coordinator, Wake Forest School of Medicine; and **Kimberly G. M3nchez, MD, MPH, FAAFP** - Pediatrician, Wake Forest Baptist Health

▶ **Finding Joy in Medicine**

1:00 PM-2:30 PM

CME eligible

The headlines lately have revealed the weariness of health care professionals in the face of the pandemic, but even before this public health emergency physicians, PAs and other clinicians reported high levels of burnout and dissatisfaction. What is the 'kryptonite' or our 'Achilles heel' when it comes to well-being? This session will examine not only the potential reasons clinicians may be suffering, but what can possibly be done to help.

Host: **Eileen Raynor, MD**

Speakers: **Scott Paviol, MD** - Paviol Dermatology; **Rivers Woodward, MD, MBA** - Blue Ridge Health

▶ **The Commoditization of Health Care**

2:30 PM-4:00 PM

CME eligible

Is health care a commodity best left to the workings of the competitive marketplace to dictate price, quality and availability? This provocative idea will be explored from the perspective of physicians and clinicians, insurers and business representatives.

Moderator: **Chip Baggett, JD**

Panelists: **Kelly Kenney, JD** - PAI; **Tunde Sotunde, MD, MBA, FAAP** - Blue Cross Blue Shield NC

SATURDAY, OCTOBER 16 *(continued)*

▶ **NCMS Annual Business Meeting**

4:00 PM-6:00 PM

NCMS BUSINESS MEETING - Not eligible for CME

NCMS members are invited to participate in our business meeting where our bylaws dictate we come together to hear from our leadership on the state of our medical society, receive the financial report, elect our officers and board members and recognize those among us who exemplify the best of our profession. Please join in this longstanding tradition.

SUNDAY, October 17, 2021

▶ **Lifestyle Medicine: An Introduction**

9:00 AM-10:30 AM

CME eligible

Lifestyle Medicine focuses on lifestyle factors in the prevention, treatment and reversal of diseases. Hear from a prominent practitioner on the research behind this branch of medicine and how this innovative approach can help patients and offer greater professional satisfaction.

Speaker: **Bonnie Coyle, MD**

▶ **NCMS Foundation Board of Trustees and NCMS Board of Directors Joint Meeting**

9:00 AM-11:30 AM

▶ **Innovation in Health Care: What Does the Future Hold?**

10:30 AM-12:00 PM

CME eligible

We conclude our conference with an inspiring look to the future of health care. In the midst of major change and turmoil, many innovative and hopeful initiatives are underway that offer a glimpse into a brighter future for health in our state and beyond.

Speaker: **Kelly Calabria** - Foundation for Health Leadership & Innovation

Registration Fees

	Price before 9/30	Price after 9/30		Price before 9/30	Price after 9/30
NCMS Member Physician	\$75	\$100	Non-member APP.	\$125	\$150
NCMS Member PA	\$50	\$75	Non-member Physician	\$175	\$200
Emeritus/Retired Member	\$25	\$50	Staff in Member Practice	\$50	\$75
Resident/Fellow/Student	\$0	\$0	Staff in Non-member Practice . . .	\$75	\$100

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CME CREDIT STATEMENT

Accreditation

This activity has been planned and implemented in accordance with the Essentials and Standards of the North Carolina Medical Society (NCMS) through the joint providership of the Southern Regional AHEC and the NCMS. The Southern Regional AHEC is accredited by the NCMS to provide continuing medical education for physicians.

CME Credit Statement

The Southern Regional AHEC designates this live activity for a maximum of 17 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Additional Credit

Other health professionals will receive Southern Regional AHEC CEU and/or contact hours and a certificate of attendance from an *AMA PRA Category 1*[™] activity. These certificates are accepted by the NC boards for physician assistants, nurse practitioners, and nurses. License requirements are subject to change. Southern Regional AHEC recommends that participants contact their licensing board with specific questions. Southern Regional AHEC will provide Number of 1.7 Continuing Education Units (17.0 contact hours) to participants upon completion of this activity.

Disclosure Statement

The Southern Regional AHEC adheres to ACCME Standards for Integrity and Independence in Accredited Continuing Education regarding commercial support of continuing medical education. Planners, faculty, and others in control of content and their relevant financial relationships with ineligible companies will be made known prior to the activity. All financial relationships will be mitigated. Speakers are also expected to openly disclose a discussion of any off-label, experimental, or investigational use of drugs or devices in their presentations.

