



# Maine Medical Association

## CEO Search – Maine Medical Association

The Board of Directors of the Maine Medical Association (MMA) is conducting a search for a proven and accomplished leader to serve as the Association's next Chief Executive Officer (CEO).

### Background and overview

Founded in 1853, and open to all physicians, the MMA is the largest general medical association in Maine. It is a physician advocacy and support organization with a staff of 15, an annual budget of approximately \$2.5 million, and approximately 4,000 active members. The CEO works closely with a volunteer board of 29 members and serves as the operational leader of the organization. Managing an experienced and highly regarded staff team, the CEO also serves as a trusted advisor to Maine physicians and other healthcare stakeholders on a broad range of legal, legislative, financial, and operational issues that impact the care of Maine's 1.3 million residents.

MMA's staff assist physicians daily in their practices, whether those physicians are employed or in private practice. On behalf of those physicians and others, MMA attorneys answer legal questions, review employment contracts and provide education on changes in law and regulation impacting the medical profession. These changes are communicated to members via the Maine Medicine Weekly Update and Maine Medicine, printed and mailed four times per year.

The MMA maintains a daily presence at the State House when the legislature is in session and year-round in Maine's regulatory agencies. During the recent 127<sup>th</sup> Maine Legislature session, the MMA succeeded in maintaining the primary care payment increase first established under the Affordable Care Act, helped avoid deep cuts in public health and hospital funding, and eliminated the dual licensing of physician assistants. In 2017, the MMA worked with various partners to help pass the ballot question on Maine Care expansion, and recent advocacy has focused on addressing the opioid/heroin epidemic.

The MMA is best known for its advocacy for physicians and for public health, but also serves the interests of physicians in other ways. It operates a robust Medical Professionals Health Program, working with physicians who are suffering from substance abuse and/or mental health issues. The MMA also supports a number of charitable activities, including support for medical missions and free clinics through the annual Mary Cushman, M.D. award and the good work of the Maine Medical Education Trust (MMET), a tax-deductible non-profit foundation. A second charitable trust, the Maine Medical Education Foundation, has loaned funds to Mainers in medical school since 1960.

MMA also meets its mission to improve medical care in Maine through its External Peer Review program and the office-based Quality Improvement Program, both overseen by its Committee on Physician Quality. The Association also partners with organizations such as Maine Quality Counts, the Hanley Center for Health Leadership, and the Maine Health Management Coalition in various education efforts aimed at reaching the Triple Aim, first advanced by the Institute for Healthcare Improvement.

A more thorough description of the Maine Medical Association and its services and programs can be found at [www.mainemed.com](http://www.mainemed.com).

## **The CEO's role**

- Serving as the Chief Executive Officer and managing a staff team charged with membership engagement, advocacy, education, and industry outreach
- Establishing and achieving operational and financial objectives of the MMA, and supporting the development of business opportunities
- Working closely with the MMA Board to identify and implement the MMA's strategic priorities and leading efforts to build and demonstrate value for current and potential physician members
- Building and maintaining relationships with physician leaders, physician groups, non-member physicians and other licensed practitioners, patient care groups, other healthcare professional associations, hospital CEO's and chief medical officers, and other medical societies
- Serving, along with the elected MMA President, as the chief spokesperson for MMA, and providing oversight of the MMA's governmental and legislative advocacy

## **CEO priorities for the future**

- Deepen relationships with physicians and engage the membership to maximize their voices, participate in programming, and get actively involved with their association
- Retain and grow physician membership—whether those physicians are members of a large group or solo-practitioners—by providing programming and services that serve to solidify, enhance, and demonstrate MMA's relevance and value
- Build upon the MMA's success in the Maine Legislature as the “voice of medicine,” and as a thought leader in the Legislature that is viewed as the “go to” organization for information regarding physicians
- Maintain essential relationships and partnerships, and continue to grow the MMA's strength in advocacy and public policy
- Further solidify the MMA's fiscal stability by retaining and growing membership, diversifying revenue streams, and furthering key relationships with funders and business partners
- Enhance the MMA's messaging and communication strategies in order to reinforce the MMA's value proposition and be responsive to changing physician demographics and expectations
- Support a highly successful and effective staff team as they adopt new technologies, explore innovative approaches to association management, and take on new and expanded roles resulting from this leadership transition

## **Position requirements**

To lead the MMA requires a comprehensive set of skills and abilities. The MMA Board of Directors expects that the successful candidate will have:

- Senior-level leadership experience managing people and providing direction, ideally within healthcare administration
- Demonstrated ability in developing strategic plans and organizational strategies and executing them successfully through to completion

- A proven track record as a relationship-builder, and as a skilled and confident communicator who is ready to be the “face” of the MMA
- An understanding of good governance, volunteer management, and direct experience working in partnership with a board of directors
- Ability to facilitate and manage complex discussions, and substantial experience presenting to, and speaking with, groups and organizations
- Legislative and governmental advocacy experience at the state and/or federal level
- Experience in budget development, financial analysis, and implementing strategies to ensure program and financial alignment
- Experience with or within healthcare organizations, knowledge of the healthcare landscape in Maine, working for or with physicians, and previous medical association management are all highly desirable
- The highest level of recommendations from references and peers
- A deep and abiding passion for our mission and a commitment to the protection of the health of the public, the interests of patients, and ensuring the retention of respect for physicians and the practice of medicine

## **Compensation**

Comprehensive benefits package and competitive salary commensurate with experience.

This position reports directly to the Board of Directors. The successful candidate can expect a formal review after the initial six months, as well as an annual review thereafter.

## **To apply**

Interested candidates should send a cover letter and résumé to Starboard Leadership Consulting at the following address: [search4@starboardleadership.com](mailto:search4@starboardleadership.com).

Paper copies may be sent to Lisa Belyea, Starboard Leadership Consulting, 84 Harlow St., Bangor, ME 04401, but electronic submissions of material are preferred. No phone inquiries, please. **Review of applications will begin on February 15, 2019.**