Position Description

The Chief Executive Officer leads and directs the Society to achieve execution of key strategic goals and policy, consistent with its stated mission as defined by the Board of Directors. The CEO ensures that the Society retains its unique identity as the voice of organized medicine in Wisconsin. The CEO works closely with physician leadership within the Society and at key stakeholder organizations to develop relationships and lines of communication with relevant audiences to create and carry out collaborative initiatives that effectively present the Society’s policy agenda. Collaborating with the Society leadership team, the CEO is responsible for continuing the overall success of the Society.

Reporting Relationship

The Chief Executive Officer reports to the Board of Directors.

Principal Accountabilities

Strategic Planning

In conjunction with the Board of Directors, senior management, staff and key stakeholders, the CEO:

- Develops the strategic plan, including goals, objectives and timelines.
- Interprets the strategic plan to members, Society staff and other stakeholders in order to ensure alignment of effort.
- Ensures that Society activities, policies, communications and resources support the strategic plan.

Policy Development and Advocacy

- Speaks on behalf of members, fulfilling the Society’s role as the physicians’ voice and advocate for the health of the people of Wisconsin in matters of public health, legislation, and the profession of medicine.
- Represents the Society to elected officials, regulatory bodies, other associations and organizations, the media, and the public at large in a variety of public settings.
- Formulates new policy and program initiatives for review by the Board and implementation by Society leadership and staff based on current knowledge of healthcare issues and the impact on the physician community.
**Member Development**

- Establishes and grows collaborative strategic partnerships with physician leaders statewide, including healthcare organizations of all sizes, single physician practices, large integrated delivery systems, medical schools, county medical societies, specialty societies, and medical associations nationwide to facilitate the recruitment and retention of a strong membership base among Wisconsin physicians.

**Governance-Staff Liaison**

- Fosters sound working relationships between the Board of Directors, its committees, the House of Delegates and senior management in order to accomplish Society goals and objectives.

- Acts as Secretary to the Board of Directors in accordance with Society by-laws.

**Fiscal and Management Responsibilities**

- Establishes an effective organization structure supporting key functions and progress toward the Society’s mission.

- Serves on the Holdings Board to make sure the efforts of the Society for-profit arm are profitable and adding value.

- Working to confirm that the organization is running effectively and efficiently with prudent fiscal management to deliver strongly on the mission and value of the Society for its members.

- Ensures the work of the Society is supported by effective and efficient processes for delivering quality products and services, for appropriate governance, and for an effective working environment.

- Clearly articulates priorities and manages accountability of senior management and staff.

- Establishes guidelines in collaboration with the leadership team to delineate responsibility for oversight and management of operational and internal policy issues.

- Coordinates with the Foundation Board of Directors to support that the mission of the Foundation is fulfilled and programmatic initiatives are enhanced.

**Experience and Qualifications**

- Doctor of Medicine (M.D.) or Doctor of Osteopathy (D.O.) from an accredited medical school is required and a master’s degree of business or related field is preferred.
• Demonstrated executive-level, business accountability leadership with a major healthcare-related provider or payer organization, or knowledge of Wisconsin healthcare delivery is preferred.

• Substantive experience with demonstrated success in strategic planning and successful financial and operations management. Capable of understanding the business of running a business/professional organization.

• Knowledge and understanding of state and federal legislative processes, Medicare/Medicaid, health system reform, medical economics, and the medical practice environment. Prior experience with these issues in Wisconsin is preferred but not required.

• Past or current involvement or support for charitable non-profits or foundations.

**Personal and Professional Attributes**

The successful candidate will possess a wide range of traits, knowledge, skills and abilities necessary to perform effectively:

• Ability to understand, interpret and articulate the Society’s strategic plan and current policies to members.

• Demonstrated success in leading an organization/business unit through transition and change.

• Demonstrated record of managing organizational/business unit financial success.

• High level of personal and professional integrity; demonstrated fairness in working with others; and service to professional organizations.

• Ability to listen, ask questions that surface for clarity and clear examples of how the knowledge gained improved the work product and outcomes.

• Professional in demeanor and presentation. Strong communication skills, including listening and presentations for diverse audiences, ranging from large public groups to Boards of Directors to one-on-one with members, constituents, and other stakeholders.

• Ability to respond effectively to both routine and complex issues raised by members, patients, regulatory agencies, legislators or stakeholders in the business community.

• Demonstrated ability to develop new business efforts and transition them to organizational success.

• Team leader, player and builder. Strong human relations skills, inspiring to others. Visionary, forward thinking and innovative; capable effective problem resolution; creative thought and encouraging others to do the same.
• Understanding of Wisconsin’s desire to perpetuate the state’s progress in maintaining and improving upon the physician-patient relationship, the patient experience, patient safety, quality outcomes and efficiencies.

• Active involvement in the political environment at the state and/or national level; understands the health care delivery and payment reform issues, as well as quality, efficiency and information flow.

• Ability to create credible relationships with major physician groups and other key organizations.

• Willing and able to travel throughout Wisconsin on a regular basis, and nationally, as necessary.

Accomplishments

Expected accomplishments in the first twelve to eighteen months:

• Establish personal and professional credibility with members of the Board, staff, membership and other key medical and public stakeholders throughout Wisconsin and nationally, assuring that the Society continues to function as a very well regarded professional membership organization for physicians in Wisconsin and for the benefit of the patient.

• Promotes a culture of engagement, accountability, inclusiveness, transparency, open communication and ingenuity that allows staff to best execute the mission of the Society and the directives of the Board.

• Create and deliver a business plan for long-range financial success.

• Develop with the Board of Directors a proposed plan for improving the effectiveness of the Society’s governance, considering the complexities of board size and structure.

• Demonstrate successful advocacy on behalf of the Society strategic initiatives, including healthcare reform, Medicare/Medicaid, mental and behavioral health and physician work and well-being along with critical ongoing efforts.

• Implement the current strategic plan and develop process for focused and effective planning cycles

• Prioritize the Society’s advocacy efforts to ensure the physician voice is consulted when laws and policies are being made and implemented.

• Establish strong relationships with medical groups across the state to demonstrate the value of the Society to the groups, while working to retain current Society members as well as attracting new members.
- Meet and develop relationships with active members, emphasizing the value of the Society and listening for ideas for future services and programs.

- Evaluate and validate current Society programs and services, and implement new ones as may be viable. Ensure Society’s systems, processes and business functions work as efficiently and effectively as possible.

- Maintain a focus on increasing both dues and non-dues revenue with an appropriate balance between the two.

- Evaluate the Society organizational structure and key management roles, assuring positions are in place to support the strategic plan as well as current and planned programs and services. Authenticate that current staff is superior with regard to those programs and services. Assure a culture of accountability and transparency.

- Convene physicians and key stakeholders to augment and amplify medicine’s voice on strategic priorities.

- Physicians will know who we are and what we are doing on their behalf and will understand how their membership and engagement is critical to the practice of medicine.