

STEERING THE SHIP

OSMAP Meeting, AMA A-13
June 14, 2013

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- “Race for Relevance” prompted many associations to reassess how they do business to remain relevant
- For the OMA, identifying the need to change was the easy part
- Turning the ship before it hit the proverbial iceberg took a little bit longer





- Our President's Task Force on Governance began its work five years ago
 - First it reviewed the 138-year old governance and discovered a lot had changed
 - Most notable was the fact that 24 out of 36 counties had no functioning county medical society to elect Delegates to serve at the OMA House of Delegates
 - Swing trips around the state resulted in a resounding message the House of Delegates was a barrier to member participation



- So how do you convince the choir to stop singing?
- You don't
- You create a new band and ask them to be lead singers!
- Baby steps first...



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"We're going to be taking baby steps for a while, so I've taken the liberty of ordering booties for all of us."

- Step one:
 - Complete a total revision of the Bylaws
 - Separate them into two documents
 - Bylaws
 - Functions Manual
- Step two:
 - Establish the Board of Trustees as the policy making body of the organization with authority for the Bylaws
 - Establish the Executive Committee with authority for the Functions Manual (more nimble) and ratified by BOT



- BOT submitted a recommendation to eliminate the House
 - Transfer House functions to the Board level for:
 1. Opportunity to review and set policy more than once a year
 2. Transform the House of Delegates meeting into a General membership meeting which would include ALL members
- The first change was vital; the health care industry is transforming so rapidly that a fast path to action on key issues was needed
- The second change was responsive to the changing needs and expectations of our membership



- How is policy set?
 - Reference Committee members serve one year
 - Virtual Reference Committee Hearings are held online with participation from all members
 - Discussions are compiled and provided to the BOT for input and more discussion
 - Reference Committee prepares its Reference Committee Report and presents to the BOT for action
 - This is done on a quarterly basis



- Final Step
 - Reconstitute the composition of the Board of Trustees
 - President's Task Force's final recommendation will come in October 2013 to reduce the size the Board to ensure representation from all demographics



At some point I think we've all heard the old saying about the "certainty of death and taxes"



- There's not a lot we can do about death and taxes, but how we deal with change is definitely something we can control and manage
- With strong physician leaders at the helm, supported by committed Board members from across the state, OMA took on the challenge to change its governance structure in order to do what's in the best interest of the organization:
Ensure we remain relevant in the future!


