

AGENDA ITEM 8(c)



Clark County
Medical Society

CCMS REPORT

TO: NV BOME

Date: August 29, 2020

FROM:

CCMS has experienced changes over the 2019-2020 year. First was the hiring of a new Executive Director in December, followed by a new PR/Communications Coordinator in February. March brought the hiring of a Membership Coordinator.

A successful Practice Management Residents' Fair was held in February, which was well attended and appreciated by the Residents.

The office was closed for Covid "work from home" from March until June. In that time, with the leadership of then Treasurer Staci McHale, MD, CCMS produced almost 8,000 masks and added the donation of over 5,000 masks from Touro University which were distributed to local physicians in Clark County. Named "Mask a Hero," the project generated a great deal of good will within the community, involved countless seamstresses and received a great deal of publicity. Additional thanks go to our President, Dan Burkhead, MD and Secretary Nick Fiore, MD.

CCMS offered a variety of Townhalls, all virtual and all at no cost for topics including MOC and Covid Updates. The last offering had over 250 registrations. CHPR Chair, Nick Fiore, MD has scheduled additional events, all of which are CME and all are Covid related.

The 66th Annual Installation and Gala, originally planned for May was postponed and will now be a virtual event scheduled for October 24, 2020. More information on how the members and well wishers can take part in this event are to come.

CCMS 2020-21 President Deborah Kuhls, MD has named this year as the "Year of the Member" and has spearheaded membership strategic planning, specials to entice lapsed members back, incentives to encourage early renewal of membership and has challenged the Board to recruit new members. A variety membership engagement programs from recruitment through renewal have been launched.

The CCMS website has received a timely facelift and update and the County Line Magazine has gone digital.

CCMS is looking forward to making the coming year one of excitement and innovation while still providing the solid 65-year tradition of a professional home for the dedicated member physicians.