



Pennsylvania Osteopathic  
Medical Association

# *The Pennsylvania Osteopathic Medical Association*

*Chief Executive Officer*

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A PASSION FOR PURPOSE

## *Position Overview*

The Pennsylvania Osteopathic Medical Association (POMA), one of the largest and most prestigious State osteopathic medical associations with approximately 7,000 members, eight staff, and an annual operating budget of \$2 million is seeking a new Chief Executive Officer upon the retirement of its current Chief Staff Executive in June 2024. The new CEO will lead the 501(c)(6) membership organization and also serve as the Executive Director for POMA's 501(c)(3) Foundation. POMA provides outstanding state government affairs services and medical education and practice management offerings for its members throughout the year, while the Foundation provides education grants and other grants for projects that align with the osteopathic tenets of mind-body-spirit. POMA also provides event services and leadership training for its 13 districts to offer programs and services at the local level. Finally, POMA also provides association management services to the Pennsylvania Osteopathic Family Physicians Society (POFPS), a separate organization representing over 1,000 osteopathic family physicians in Pennsylvania. POMA is the second largest and an award-winning Affiliate of the American Osteopathic Association (AOA), the national association representing and serving osteopathic medicine in the U.S.

POMA is located in Harrisburg, PA in a recently remodeled headquarters building, which includes meeting space for POMA meetings and other outside events. POMA has gone through a period of restructuring where its headquarters, governance, and staff have been reviewed and updated as needed, and governance training and review continues in present day. This is an exceptional time for the osteopathic medical profession to build greater awareness and engagement, as Americans take a renewed interest in building and supporting health through proactive, preventative, and holistic care, which is a philosophy of osteopathic medicine that we endorse and practice.

The new CEO will join an organization with a strong staff, an engaged Board of Directors, a desirable headquarters, and a healthy reserve. This is an outstanding opportunity for a strong and experienced organization leader to continue to build the brand of a vibrant organization and focus efforts on increased member engagement and satisfaction.

## *Key Responsibilities*

### **Strategies and Execution**

Provides forward-thinking leadership for development and execution of organizational strategy.

- At the direction of the Board of Trustees (BOT), articulates a clear vision for POMA. Implements long range strategic plans that will achieve established goals; creates meaning and value for members; and ensures the future relevance of POMA.
- Ensures communication of the strategic plan to the Board of Trustees, district leaders, and members of the House of Delegates. Provides guidance on the expected alignment with the tenets of the plan.
- Identifies new opportunities or challenges and recommends action to the Board as appropriate. Mobilizes the organization to respond in a strategic manner.
- Supports the staff in the development and implementation, monitoring and adjustment of strategic and other business plans.
- Positions the organization to grow and thrive through strategic thinking coupled with an entrepreneurial spirit.

## Governance

Engages and works with the BOT on matters of governance, mission, vision, and strategy. Serves as a non-voting ex-officio member of the Board and the Executive Committee.

- Supports the President, President-Elect, and other officers and committee leaders.
- Co-leads the association with the elected President and Executive Committee
- Works with the President to develop Board meeting content and agendas, leadership orientation and training, and other governance development activities.
- Provides expertise and guidance in the governance of nonprofit organizations.
- Maintains awareness of governance, legal and financial reporting requirements for 501(c)(3) and 501(c)(6) organizations and provides guidance to the Board. Ensures legal compliance and appropriate risk management.

## Influence and Relationship Building

Promotes higher visibility for POMA and for the osteopathic profession by communications with the public, state government officials, academic institutions, related associations, and thought leaders.

- In conjunction with the President and the Board, represents POMA to key stakeholders to build POMA's public image.
- Acts as a spokesperson for POMA in conjunction with the President.
- Interacts with staff and members of the national organization, POMA members, District members, and other key stakeholders to understand their needs, maximize engagement, and promote member satisfaction.
- Strengthens the relationship between POMA and its Districts so the Districts can serve as the "farm team" for leadership positions and further support the work of POMA.
- With the Government Affairs staff, pursues opportunities to increase influence with regulatory, legislative, and credentialing and accrediting bodies. Ensures effective representation of POMA members and proactive and timely advocacy on relevant issues.
- Cultivates relationships with key organizations, alliances, and partnerships that share a common set of objectives.
- Ensures the development of an annual advocacy agenda with high member participation to promote awareness of osteopathic medicine as a medical specialty and to articulate the values, goals, needs and problems of osteopathic physicians in Pennsylvania.

## Management Oversight

Directs the operational activities of the Association with authority over hiring, firing, disciplining, and reviewing staff and staff issues while ensuring regular and transparent communication to the Board of Trustees as active partners in such activities.

- Leads and continues to develop the organization's management team, inspiring and empowering them in their roles. Cultivates collaboration across functions and fosters a culture of integrity, teamwork, transparency, fairness, and focus on articulated goals.
- Develops policies and procedures for the operation of the POMA office.

- Conducts the operations of the office within the established budget, and in conjunction with the Treasurer keeps the Board informed of any significant variances. Also oversees budget preparation including modeling and forecasting.
- Through inspirational leadership, motivates staff to achieve individual outcomes that contribute to the POMA plan and also to their own personal goals. Hires, discharges, and establishes compensation for all POMA employees in accordance with the annual budget.
- Provides management oversight for the POMA foundation and makes recommendation to both Boards regarding the structure of the Foundation, its relationship to POMA, and mutually effective programs the Foundation might undertake.
- Studies the management contract between POMA and the Pennsylvania Osteopathic Family Physicians Society (POFPS) to ensure POMA is delivering services as delineated in the contract, is not creating conflicts of interest for either party, and is fairly serving the interests of both organizations. Makes recommendations to the POMA BOT following this review, and executes any BOT decisions as appropriate
- Executes contracts, agreements, and commitments for and on behalf of POMA in accordance with the terms of the employment contract and any commitment authorizations policy.
- Maximizes operational efficiencies with a focus on meeting deadlines and exceeding expectations with respect to all programmatic activities of POMA. Creates and implements strategic business plans for successful association infrastructure in areas of staffing, technology, and branding and influence.
- Oversees the maintenance of POMA's headquarters building.
- Provides monthly communications to the POMA Board keeping them informed of key activities as well as the financial condition and operations of POMA and its Foundation.

## *Measures of Success*

The following are examples of accomplishments the Executive Committee of the Board would consider in evaluating the success of the new CEO after one to three years in the position. Ultimately, the CEO and the Executive Committee will agree upon more specific performance metrics in each of these areas, which would be reviewed with the CEO approximately every six months.

- The CEO demonstrates a keen interest, genuine passion, and commitment to the profession of osteopathic medicine and to POMA's mission.
- The CEO guides POMA with a meaningful strategic plan to be supported with a companion annual operating plan. The strategic plan drives the decisions of the Board.
- POMA's operations are being effectively managed and are supported by a high-functioning and motivated staff. The POMA culture is welcoming and supportive to all, with staff operating as an effective and unified team.
- A culture of diversity, equity, inclusion, and accessibility thrives at POMA.
- POMA is producing innovative programs and advocacy strategies that position POMA as a recognized leader in the field of osteopathic medicine in Pennsylvania and a nationally recognized affiliate of the American Osteopathic Association (AOA).
- The CEO, working with the membership staff, has created and implemented a member-focused program that results in increased membership growth, engagement, and retention.

- The CEO has developed relationships with key stakeholders and other collaborative groups, so that POMA is included in multi-organizational meetings.
- The CEO has built a strong relationship with senior members of the AOA staff and the national leaders representing osteopathic medicine.

## *Experience and Qualifications*

- Bachelor's Degree (Master's degree preferred)
- Five to 10 years' leadership experience in a health or medical organization; understanding of osteopathic medicine particularly desirable
- Experience in building member engagement, especially within the upcoming generation of members and potential members
- Familiarity with both 501(c)(6) and 501(c)(3) organizations desirable, as well as some experience in philanthropy
- Entrepreneurial focus with a demonstrated track record of growing an organization at the national or regional level.
- Ability to build partnerships and coalitions to advance an organization and its agenda.
- Experience in finance, including developing and monitoring budgets and reporting regularly on progress, variants, and forecasts.
- Understanding of CME programs and experience developing successful member education programs
- An understanding of the legislative process at the state level and the importance of representing the needs of a membership before governmental and regulatory bodies
- Experience in the use of technology and social media to advance an organization's mission.
- Experience in building brand awareness and raising the visibility of an organization.
- An inspirational and empowering leadership style
- A commitment to transparency and ethics in leadership
- Ability to hire, lead, develop, and empower a high-performing staff.
- Commitment to working out of the POMA headquarters in Harrisburg.

## *POMA MISSION*

The mission of the Pennsylvania Osteopathic Medical Association is to promote the distinctive philosophy and practice of osteopathic medicine for our patients, our members, and the communities we serve.

## *POMA Vision*

POMA is a uniquely osteopathic physician community dedicated to promoting quality education, excellence in practice, state-wide advocacy and personal well-being.

## *Digital Presence*

Web <https://www.poma.org/>

LinkedIn <https://www.linkedin.com/company/pennsylvania-osteopathic-medical-association/>

Facebook <https://www.facebook.com/POMADOs>

Instagram <https://www.instagram.com/pomados/>

Twitter [https://twitter.com/POMA\\_DOs](https://twitter.com/POMA_DOs)

YouTube [https://www.youtube.com/channel/UCbxG9QqV\\_7Hv2CEkJsE89ZA](https://www.youtube.com/channel/UCbxG9QqV_7Hv2CEkJsE89ZA)

# Vetted Solutions

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Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

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