



Request for Proposal (RFP)

Executive Director for the Pennsylvania Orthopaedic Society (PA Ortho)

**Actual responsibilities may vary based on contractor response to the RFP
Position Description Assumes Executive Director is 1099 Independent Contractor**

Purpose: Manage contractors and provide PAOrtho support to ensure a stable future with flexible demands.

Reports to: PAOrtho Executive Committee and Board of Directors

Location: Remote

Time Commitment: Flexible schedule to include occasional travel, weekends, and evenings

Position Overview

The Executive Director is the chief executive and primary revenue driver for PAOrtho, responsible for accelerating growth, expanding market reach, and maximizing the organization's financial performance. This role blends strategic leadership with hands-on sales execution, ensuring the PAOrtho delivers compelling value to orthopaedic professionals while achieving ambitious revenue and membership targets.

Reporting to the Board of Directors, the Executive Director leads all business development initiatives, oversees operations and related vendors, and cultivates high-impact relationships with members, partners, and industry stakeholders.

Key Responsibilities

Revenue Growth & Sales Leadership

- Own PAOrtho's revenue strategy, with clear annual targets for membership sales, events, education programs, and partnerships.
- Develop and execute proactive sales campaigns to acquire new members, retain existing members, and expand practice memberships.
- Identify and launch new revenue-generating products, services, and programs that align with member needs and market demand.
- Track performance metrics, forecast revenue, and adjust tactics to ensure goals are met or exceeded.

Membership Sales & Market Expansion

- Lead direct outreach to prospective members, including physicians, practices, and institutional partners.
- Implement targeted marketing and sales funnels to increase conversion rates and reduce churn.
- Strengthen PAOrtho's value proposition through competitive analysis, member feedback, and market insights.
- Represent the PAOrtho at conferences and industry events, to promote membership and generate leads.

Strategic & Organizational Leadership

- Translate Board priorities into actionable business plans with measurable outcomes.
- Ensure and enable timely follow-through of committee and Board responsibilities
- Identify resources in support of the board and committees
- Conduct Board development activities
- Respond to board/committee requests and outside messages within 1 workday
- Develop professional working relationships with Board and members
- Offer creative solutions to solve problems, improve efficiency, and grow and enhance PAOrtho
- Foster a high-performance culture focused on growth, accountability, and member value.

Operational Management

- Develop and manage the annual budget with a focus on revenue maximization and cost efficiency in coordination with the AMC and Finance Committee
- Participate in meetings among vendors, the Executive Committee, and board members or committees; ensure timely follow-through of each
- Oversee contractors and vendors to ensure operational excellence and strong program delivery.
 - Direct/provide content for web page/social media
 - Direct and assist coordination among vendors or vendors and Society leadership
 - Conduct vendor meetings no less than monthly
- Implement scalable systems and processes that support sales, marketing, and member engagement.

Stakeholder Engagement & External Relations

- Build strong relationships with orthopaedic practices, healthcare organizations, and industry partners.
- Serve as PAOrtho's primary spokesperson, enhancing visibility and credibility across the orthopaedic community.
- Support advocacy and public-affairs initiatives that advance the Society's mission and strengthen its market position.
 - Work collaboratively with the Government Relations contractor to schedule and facilitate events as requested
 - Staff OrthoPAC Committee and events
 - Manage OrthoPAC contributions and account(s)

Required Skills and Expectations

- Commitment to PAOrtho Mission
- Act as PAOrtho fiduciary
- Multi-tasking abilities
- Multi-level skills acceptance and abilities (clerical to executive)
- Excellent communication skills (verbal, non-verbal, written)
- Positive attitude
- Self-aware, self-motivated, self-driven
- Understanding of business functions (finance, accounting, marketing)
- Consensus builder/team player
- Flexible with schedules and work priorities
- Critical thinking abilities
- Creative and resourceful

Proposal Submission Process

Timeline:

- RFP Distribution: April 1, 2026
- Proposal Deadline: April 30, 2026
- Finalist Interviews: June 1, 2026
- Selected Candidate Notified: July 2026
- Transition Period Begins: December 2026
- Start Date: January 1, 2027

Submission Requirements:

1. Candidate Overview

- Years of experience
- Resume/client portfolio
- References

2. Independent Contractor Compensation Requirements

3. Proposal Format

- Submit one digital copy (PDF)
- Submit printed proposals to Pennsylvania Orthopaedic Society, 1425 Crooked Hill Rd. Unit 60124, Harrisburg, PA 17106
- Send proposals to: Suzette Song, info@paorthosociety.org

About the Pennsylvania Orthopaedic Society

PA Ortho is dedicated to enabling Pennsylvania's orthopaedic surgeons to devote themselves to their chosen profession. Membership is the key to influencing and changing the practice of orthopaedic medicine; continued involvement will enable us to project a strong, unified voice.

PA Ortho maintains a robust web presence, a dedicated member portal, and actively communicates with members via email and online forums.

Access

In conjunction with our lobbying firm, orthopaedic surgeons serving PA Ortho's legislative and political action committees provide all Pennsylvania orthopaedic surgeons with access to PA legislators and policymakers to effect positive change on orthopaedic practice.

Representation

Orthopaedic surgeons across the state serve as advocates and are highly dedicated to ensuring quality patient care by serving as an orthopaedic medical information resource to the Pennsylvania Legislature, the Governor's office, and state regulatory agencies. PAOrtho is recognized as a credible source of information and data to decision makers in Harrisburg. The surveys and reports PAOrtho produces on orthopaedic practice patterns and the impact of skyrocketing liability insurance premiums on access to patient care are readily available to legislators and policymakers. Some examples include, the Physician Exodus and Malpractice Insurance Availability Survey, a workers' compensation practice expense study, and the Orthopaedic On-Call Coverage Survey.

History of PA Orthopaedic Society

The Pennsylvania Orthopaedic Society (PAOrtho) is a prominent professional organization dedicated to enhancing musculoskeletal care through advocacy, education, and political action for orthopaedic surgeons in Pennsylvania. It has historically fought against high medical liability costs, advocating for tort reform and supporting orthopaedic practices, serving as a critical voice for orthopaedic surgeons in the state.

Mission and Vision

Mission

The Pennsylvania Orthopaedic Society exists to enhance our members' ability to provide the highest quality musculoskeletal care.

Vision

The Pennsylvania Orthopaedic Society will be the primary organization that promotes quality musculoskeletal health for the citizens of Pennsylvania.

Relationship to Other Organizations

Affiliated entities include PA Orthopaedic Society Political Action Committee (OrthoPAC) and Pennsylvania Orthopaedic Society Foundation.

Types of Members

Active

Doctor of medicine or osteopathy with a practice in the Commonwealth of Pennsylvania under a full and unrestricted license to so practice and have practiced within the Commonwealth of Pennsylvania for at least two years. Dues: \$500

Associate

Associate membership shall be open to practicing orthopaedic surgeons who have formerly been Active members of the Society, and who no longer maintain a practice within the Commonwealth of Pennsylvania or orthopaedic surgeons who otherwise qualify for active membership status except for the completion of the two-year practice requirement in the Commonwealth of Pennsylvania. Dues: \$500

Emeritus

Emeritus membership shall be open to Active members who have reached the age of sixty-five (65), or who have retired from the practice of orthopaedic surgery. Written application must be submitted to the Secretary of the Society. Granting of Emeritus membership shall be contingent on the recommendation of the Membership Committee and approval of the Board of Directors. Dues: \$25

Advanced Practice Provider (APP)

Field of interest is related to orthopaedic medicine or surgery (physician assistant or physical therapist, nurse practitioner, orthopedic registered nurse certified, orthopaedic technologist). Dues: \$225

Non-Orthopaedic Physician

Field of interest and expertise compliments the body of knowledge of Orthopaedics. Dues: \$500

Resident/Fellow

All orthopaedic residents/fellows in the state of Pennsylvania are considered members of the Pennsylvania Orthopaedic Society. You must be a Doctor of Medicine or Osteopathy currently enrolled in an ACGME or AOA approved residency or fellowship program in orthopaedic surgery. No Dues

Description of Leadership Structure

Management

PA Ortho will adopt an integrated model of association management consisting of an Executive Director and an Association Management Company (AMC). The Executive Director will either be an independent contractor of PA Ortho reporting solely to the Board or a member of the operational support staff of the AMC responding to this RFP, both of whom have accountability to the Board. The desire is for the individual filling the Executive Director role be an industry expert.

Leadership

The Board of Directors consists of the President, First Vice President, Second Vice President, Immediate Past President, Secretary, Treasurer, Chairman of the Membership Committee, Chairman of the Bylaws Committee, Chairman of the Advocacy Committee, Chairman of the Education Committee, Chairman of the Political Action Committee, Chairman of the Young Surgeon Committee, Representative to the Pennsylvania Medical Society, Alternate Representative to the Pennsylvania Medical Society, the three (3) members of the Board of Councilors of the American Academy of Orthopaedic Surgeons, and three (3) members-at-large, one to be elected annually by the members to serve a term of three (3) years. In addition, there is a resident board position and resident committee position.

The standing committees consist of the Membership Committee, Nominating Committee,

Bylaws Committee, Finance Committee, Political Action Committee (OrthoPAC), Advocacy Committee, Education Committee, and Young Surgeon Committee.

Description of Meetings

PA Ortho's Annual Meeting CME program features top national speakers with sessions specifically designed to keep Pennsylvania orthopaedic surgeons at the top of their game. By hosting luncheons, dinners, and various social events, PA Ortho provides opportunities to network and socialize with colleagues throughout the state.

Summary of Contracts

In addition to an association management company and an Executive Director, PA Ortho intends to maintain three independent contractor relationships. The Association utilizes a lobbying firm for advocacy, a meeting planner for the Annual Meeting (Scientific Meeting) and a promoter for sponsorship/exhibitors for the Annual Meeting.