

COMMITTEE ON MEMBERSHIP

David Podwall, MD, Chair
David Jakubowicz, MD, Vice Chair

Parag Mehta, MD, Commissioner
Brian Murray, MD, Assistant Commissioner

Meeting of January 8, 2018

ACTION AND INFORMATION ITEMS

Item 1: “Super Group” Discount Proposal from the Onondaga County Medical Society for Physicians Employed by Regional Hospital Groups

Background: Large (Super Group) hospital based groups have entered the Syracuse market in recent years. These include Trinity Health and more recently the Northwell Health System through its affiliation agreement with Crouse Hospital. Particularly in the case of St. Joseph’s Hospital, this has impacted OCMS /MSSNY membership in a significant way.

As more independent and small physician groups get purchased and absorbed into these super groups, Medical Society members can no longer pass their expense of Medical Society memberships onto the practice organization for payment. Each physician with the St. Joseph’s Physician Group gets a stipend of \$2,700 for their use toward association memberships and CME programs. This alone has cost OCMS in the past few years a loss of 24 full dues-paying members, which has meant a loss in local revenue of \$10,875 related to just this one group.

While contacting physicians about their membership status, the OCMS has heard from current physician members and former physician members that the \$895 cost of an OCMS/MSSNY membership, no matter what the intangible advocacy worth, at is too much to take from the \$2,700 stipend. However false this argument, the perception has become reality. Attempts to explain the relative CME value and other value added services found in Medical Society membership have not worked to bring any new or former members back.

The 3 & 3 Proposal: Given the above as a rationale, OCMS would like to ask its MSSNY partners to accept the following ‘Super Group’ membership rate for the St. Joseph’s Physician Group:

- Charge willing new and continuing members \$600 for annual membership in OCMS/MSSNY plus \$15 for 5th District Dues. This means OCMS would get \$300 per new or returning member and MSSNY would get \$300 per new or returning member.
- Administrators from Trinity Health and physicians of St. Joseph’s Physician Group should be more receptive to a \$600 charge for membership instead of the full dues price of \$895. Individual physicians will need to commit a smaller amount of their resources to become members. Plus, this may incent the Trinity Corporation to provide financial support and further reduce cost for physician members. Also, a new CMO is now in place at the hospital who has stated a desire to work more closely with community physicians.

- This proposed rate is consistent with the proportional discounts offered within OCMS's territory for: the Upstate University Institutional Group (\$629) and Family Care Medical Group (\$671) and would make sense to the OCMS Executive Council who will need to review and approve the discount before it is implemented. In November of 2016, the OCMS Executive Council passed a membership plan which allows for creative solutions to address the membership numbers decline.
- Time Frames & Measures of Success: The usual 100% group participation requirement is waived under this pilot. However, in this two year pilot program, there are participation requirements. By the end of 2019, OCMS will regain the equivalent of the 24 former members and also retain the 19 existing membership/returning membership. This committed count is 43 or 54% of the group's 2017 census. It is understood that this membership level must be reached for the group to continue receiving the discounted dues rate after 2019. The pilot will continue as long as the number of members from among the group continues to grow each year.

MEMBERSHIP COMMITTEE RECOMMENDATION:

The Membership Committee recommends approval of the pilot project as outlined for members of the St. Joseph's Physician Group in Onondaga County only.

(FOR COUNCIL APPROVAL)

Item 2: Introductory Dues Rate for All New Members

MSSNY Assistant Treasurer Mark Adams, MD, has proposed that a standard introductory dues rate be established for all new members of the societies, as well as for former members who return after a specified period. He suggested that the required payment could be increased gradually over the first few years of a physician's membership, perhaps beginning at 25% of full dues in year one and increasing gradually for each year of the physician's membership, until the full dues level is reached.

He noted that such an approach could be helpful over time in revealing what dollar amount is considered too high for most physicians. He also suggested that the approach could be used in combination with medical staff recruitment efforts, pointing to even greater discounts on a permanent basis if a specified percent of the medical staff were to become members.

MEMBERSHIP COMMITTEE RESPONSE:

The Membership Committee discussed the concept of a standard introductory rate for new members, and agreed to move forward with the idea and put a proposal on paper for review at the next meeting.

(FOR COUNCIL INFORMATION)