

COMMITTEE ON MEMBERSHIP

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

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

Meeting of February 28, 2018

ACTION AND DISCUSSION ITEMS

ACTION ITEM

Introductory Rate for All New Members

The membership committee was asked to consider establishing a new member introductory rate offer. This would need to be done in concordance with the counties to be meaningful.

By setting a standard combined county and state dues total for any new individual member (or former member who returns after an absence of at least two years) we would simplify the “ask” when physicians speak with their colleagues about joining.

It was agreed that the combined total should be low enough to remove financial obstacles to joining, and increase gradually to full dues over the course of several years. This will help make it possible to see if there is a price point at which physicians tend to disengage from the societies.

The committee members felt that the introductory glidepath currently offered to young physicians in participating counties is a good model to follow. Therefore it recommends that the Council approve a new pilot extending the young physician pricing to any new members or eligible former members where county societies want to participate.

COMMITTEE RECOMMENDATION:

The Membership Committee recommends that the Council approve a new pilot project to facilitate recruitment of new members and former members who return after an absence of at least two years, with the following terms:

- **First year dues are \$100 for MSSNY and no more than \$100 for the county society. If the county society’s regular dues are lower than \$100, the county portion should be no higher than its rate for full dues-paying members.**
- **Payment should be by credit card, with enrollment in an auto-renew plan, with advance notice to the physician before each annual billing cycle, enabling the member to opt out of auto-renewal.**
- **First year members should not be charged District Branch dues**
- **In the second year of membership, dues will be billed at 50% of the regular county and state dues rates**

- In the third year of membership, dues will be billed at 75% of the regular county and state dues rates.
- Regular dues would be charged in the fourth year of membership.

(FOR COUNCIL APPROVAL)

DISCUSSION ITEM

Affiliation Agreements Offering Support Outside of Membership

The Membership Committee is also considering a pilot to test the effectiveness of Affiliation Agreements that would enable groups that currently have no relationship with the medical societies to demonstrate their support in ways outside of traditional membership.

Rationale – With our traditional approach to pricing institutional memberships, when we first meet with groups to discuss membership agreements, we’re unable to quote a price they can take or leave on the spot. We need to have a standard structure to propose so that an initial relationship is formed. Then if we can offer other savings or benefits we can discuss this at a follow up meeting.

The following offers are proposed, based on an average county and state dues total of \$825. The pricing and membership numbers can be further refined as they are discussed and evaluated, and will be presented as part of a future report.

- **Bronze Affiliation:** \$5,000 includes \$1,500 in county society/MSSNY advertising services, potential use of the societies’ brands for specific approved purposes, and membership dues for adding five physicians from the group. (Dues come to $\$825 \times 5 = \$4,125$.)
- **Silver Affiliation:** \$15,000 includes \$3,000 in county society/MSSNY advertising services, potential use of the societies’ brands for specific approved purposes, and membership dues for adding 15 physicians from the group. (Dues come to $\$825 \times 15 = \$12,375$.) With discount for 100% membership, dues for 15 would = \$11,385.
- **Gold Affiliation:** \$35,000 includes \$7,500 in county society/MSSNY advertising services, potential use of the societies’ cobranding for specific approved purposes, and membership for adding 40 physicians to the group’s membership count. (Dues come to $\$825 \times 40 = \$33,000$.) With discount for 100% membership, dues for 40 would = \$26,070.
- **Platinum Affiliation:** \$95,000 includes \$20,000 in county society/MSSNY advertising services, potential use of the societies’ brands for specific approved purposes, and membership dues for adding 100 physicians to the group’s membership count. (Dues come to $\$825 \times 100 = \$82,500$.) With discount for 100% membership, dues for 100 would = \$52,800.

(FOR COUNCIL DISCUSSION AND COMMENTS)