

## TALKING POINTS ON THE MEMBERSHIP AGREEMENT WITH NORTHWELL HOSPITALS

### Active Membership is Declining by About 7% per Year

- MSSNY's active membership has declined from nearly 19,000 in 2001 to well under 11,000 today.
- Our membership skews older than the general physician population, and we are losing physicians to retirement and life membership at an increasing pace.
- New members once made up for losses among older members, but this has not been the case in recent years.
- More and more physicians are leaving private practice for employment, and deciding that (1) advocacy is their employer's concern; and (2) benefits provided by the employer make society membership unnecessary.
- Employers typically provide a budget for physicians' professional memberships and CME that is not sufficient to cover county, state and specialty society membership.
- Incomes of private practitioners are increasingly strained, making the cost of membership unsustainable for many.
- Younger physicians are even more likely than their older colleagues to be employed, and have always been less well represented in membership than older physicians.
- Some county societies are struggling to find members who can assume leadership positions.
- Legislators have used our declining numbers to assert that we do not speak for the majority of physicians.

### The Agreement Provides an Infusion of Nearly 5,000 New Members

- More political clout
- More diverse membership
- More potential leaders
- Increased appeal to advertisers
- Increased opportunities for non-dues revenue
- Numbers and diversity make membership more appealing to other new members.
- This agreement can encourage other medical staffs to pursue solutions to local or institutional problems through unified membership.
- The societies can adopt positions that provide support and cover to medical staffs when they have concerns with an employer's policies.
- The agreement was made with the medical staffs, not with the institutions.
- More than half of the physicians are in private practice.

### Fairness of Group Membership Offers

- Special pricing is accepted in almost all areas of business and medicine for those buying in large quantities.
- Our purpose in accepting this offer is to provide enough growth in membership to help us serve individual members.
- A small state medical society with little influence or stature cannot further members' interests.
- The long term goal is to use the vitality this agreement brings to help us engage other members and find new sources of non-dues income, so that dues for individual members can be reduced.