

## **COMMITTEE ON MEMBERSHIP**

David Podwall, MD, Chair  
David Jakubowicz, MD, Vice Chair  
Kevin Hastings, DO, Vice-Chair

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

### **ACTION ITEMS**

The committee discussed and approved two resolutions to amend the MSSNY Bylaws to respond to concerns about Pilot Membership Programs raised at the 2018 Annual Meeting of the House of Delegates. They are identified as Appendix 1 (Group and Institutional Membership) and Appendix 2 (Pilot Membership Projects)

#### **Appendix 1**

Resolution 2019-1 would establish that physicians who participate as members through agreements with their groups or institutions are active members.

#### **COMMITTEE RECOMMENDATION:**

The Membership Committee recommends that the Council approve Resolution 2019-1, Group and Institutional Membership, for submission to the House of Delegates by MSSNY President Thomas Madejski, MD.

**FOR COUNCIL APPROVAL**

#### **Appendix 2**

Resolution 2019-2 states that at the conclusion of a three-year term for any pilot project, the Council and Board of Trustees shall determine if a pilot should be ended, or continued as an approved alternative membership option for interested county medical societies, and report on its action to the House.

#### **COMMITTEE RECOMMENDATION:**

The Membership Committee recommends that the Council approve Resolution 2019-2, Pilot Membership Projects, for submission to the House of Delegates by MSSNY President Thomas Madejski, MD.

**FOR COUNCIL APPROVAL**

#### **Sponsorship Agreements**

In March, the Committee reported to the Council on discussions under way to develop a pilot project providing alternative means for institutions or other groups that cannot commit to 100% membership to support the medical societies with non-dues revenue.

The concept of Sponsorship Agreements was proposed by the Bronx County Medical Society leadership following meetings with a large Article 28 healthcare center in the Bronx and another hospital, both of which were interested in supporting the medical societies and developing a closer relationship with society members, but could not deliver 100% of their physicians as members. Bronx leaders therefore devised this concept of offering different levels of sponsorship, each providing a menu of advertising/sponsorship opportunities for set prices.

Many of the menu offerings (ads, HOD sponsorship) already exist. The program will have minimal cost to implement, and the return on investment is excellent. While the current specifics were created for Bronx County, they could be tweaked to meet other counties' prospects, but should not cause discrepancies among counties. A sponsorship could cover more than one county.

It is a given that we will have to be careful with whom we partner. Final decisions will be made among county leaders, executive directors and MSSNY's EVP in consultation with the president. In cases of contentious issues, the Executive Committee or the Council could become involved.

This model leads to better interaction with the local community, improves the medical societies' relevance to surrounding groups, and can serve as a catalyst for full membership in the future.

Dollar amounts listed for the various sponsorship levels outlined below are the result of discussions between Bronx County and MSSNY.

**SPONSORSHIP AGREEMENTS**  
**Approved by the MSSNY Membership Committee**  
**November 5, 2018**

**Bronze Level Sponsorship    \$10,000**

When purchasing county and MSSNY ad/sponsorship opportunities totaling \$7,500, includes two free memberships, designation as a Bronze Level Sponsor on county society and MSSNY websites, and the right to use Society logos for approved purposes/communications.

Sponsors can choose from among the following:

- Recognition as a Bronze Sponsor in the Journal for the County Medical Society's Annual Gala (\$1,000)
- Recognition as a Bronze Sponsor with an exhibitor table at the Bronx CMS Doctors' Day (\$2,500)
- Recognition as a Bronze Sponsor when exhibiting at the MSSNY annual meeting of the House of Delegates in Westchester (\$5,000)
- One Banner Ad (550 x150) in MSSNY eNews mailed to 30,000 New York State physicians with link to sponsor's website (\$500)
- Quarter Page Ad in MSSNY News of NY (\$500 for 1 issue)
- Personalized email messages to MSSNY members by specialty, age, location, etc. (\$1,000 plus \$400 per thousand email addresses)
- Electronic file or pressure sensitive labels for mailing approved material to physician offices (\$250 yearly license fee for 5,000 records or fewer, plus \$350 for set-up, and \$.45 per name). License fee increases, and per-name charge decreases, for larger runs.
- Other opportunities to be recognized with Bronze Sponsor Designation may include support for educational, legislative and/or social activities planned by committees or sections of the societies (e.g., women physicians, young physicians, residents and fellows, students, etc.)



### **Silver Level Sponsorship      \$25,000**

When purchasing county and MSSNY ad/sponsorship opportunities totaling \$15,000, includes up to four free memberships, designation as a Silver Level Sponsor on county society and MSSNY websites, and the right to use Society logos for approved purposes/communications.

Sponsors can choose from among the following:

- Recognition as a Silver Sponsor in the Journal for the County Medical Society's Annual Gala (\$3,000)
- Recognition as a Silver Sponsor with an exhibitor table at the Bronx CMS Doctors' Day (\$3,500)
- Recognition as a Silver Sponsor when exhibiting at the MSSNY annual meeting of the House of Delegates in Westchester (\$7,500)
- Two Banner Ads (550 x150) in MSSNY eNews mailed to 30,000 New York State physicians with link to sponsor's website (\$850 for 2)
- Two Quarter Page Ads in MSSNY News of NY (\$850 for 2 issues)
- Personalized email messages to MSSNY members by specialty, age, location, etc. (\$1,000 plus \$400 per thousand email addresses)
- Electronic file or pressure sensitive labels for mailing approved material to physician offices (\$250 yearly license fee for 5,000 records or fewer, plus \$350 for set-up, and \$.45 per name). License fee increases, and per-name charge decreases for larger runs.
- Other opportunities to be recognized with Silver Sponsor Designation may include support for educational, legislative and/or social activities planned by committees or sections of the societies (e.g., women physicians, young physicians, residents and fellows, students, etc.)

### **Gold Level Sponsorship      \$50,000**

When purchasing county and MSSNY ad/sponsorship opportunities totaling \$30,000, includes up to six free memberships, designation as a Gold Level Sponsor on county society and MSSNY websites, and the right to use Society logos for approved purposes/communications.

Sponsors can choose from among the following:

- Recognition as a Gold Sponsor in the Journal for the County Medical Society's Annual Gala (\$3,500)
- Recognition as a Gold Sponsor with an exhibitor table at the Bronx CMS Doctors' Day (\$5,000)
- Recognition as a Gold Sponsor when exhibiting at the MSSNY annual meeting of the House of Delegates in Westchester (\$10,000)
- Six Banner Ads (550 x150) in MSSNY eNews mailed to 30,000 New York State physicians with link to sponsor's website (\$2,000 for 6)
- Half Page Ads in MSSNY News of NY \$4,050 for 6 issues)
- Personalized email messages to MSSNY members by specialty, age, location, etc. (\$1,000 plus \$400 per thousand email addresses)
- Electronic file or pressure sensitive labels for mailing approved material to physician offices (\$250 yearly license fee for 5,000 records or fewer, plus \$350 for set-up, and \$.45 per name). License fee increases, and per-name charge decreases for larger runs.
- Other opportunities to be recognized with Gold Sponsor Designation may include support for educational, legislative and/or social activities planned by committees or sections of the societies (e.g., women physicians, young physicians, residents and fellows, students, etc.)

**Platinum Level Sponsorship    \$100,000**

When purchasing county and MSSNY ad/sponsorship opportunities totaling \$75,000, includes up to ten free memberships, designation as a Platinum Level Sponsor on county society and MSSNY websites, and the right to use Society logos for approved purposes/communications.

Sponsors can choose from among the following:

- Special Recognition as a Platinum Sponsor in the Journal for the Annual County Medical Society Gala (value of \$8,000)
- Recognition as a Platinum Sponsor with an exhibitor table at the Bronx CMS Doctors' Day (\$7,000)
- Added recognition for Diamond Level Sponsors who contribute \$10,000 in support of the county society Gala (\$10,000)
- Recognition as a Platinum Sponsor with a preferred location when exhibiting at the MSSNY annual meeting of the House of Delegates in Westchester (\$15,000)
- Twelve Banner Ads (550 x150) in MSSNY eNews mailed to 30,000 New York State physicians with link to sponsor's website (\$5,000 for 12)
- Full Page Ad in each issue of MSSNY News of NY (\$11,000 for 11 issues)
- Personalized email messages to MSSNY members by specialty, age, location, etc. (\$1,000 plus \$400 per thousand email addresses)
- Electronic file or pressure sensitive labels for mailing approved material to physician offices (\$250 yearly license fee for 5,000 records or fewer, plus \$350 for set-up, and \$.45 per name). License fee increases, and per-name charge decreases for larger runs.
- Other opportunities to be recognized with Platinum Sponsor Designation may include support for educational, legislative and/or social activities planned by committees or sections of the societies (e.g., women physicians, young physicians, residents and fellows, students, etc.)

**COMMITTEE RECOMMENDATION:**

The Membership Committee recommends that the Council approve the creation of a Sponsorship Agreement initiative as outlined above.

**FOR COUNCIL APPROVAL**



## MEDICAL SOCIETY OF THE STATE OF NEW YORK

Resolution 2019-1

Introduced by: The Membership Committee

Subject: Group and Institutional Membership

Referred to: House Committee on Bylaws

---

Whereas, MSSNY Bylaws allow the Council, with the approval of the Board of Trustees and the affected county medical society, to waive, for a period not to exceed three years, the requirements regarding the payment of dues as provided in the Bylaws, as part of a pilot membership project; and

Whereas, Many group practices and medical staffs have been participating with MSSNY and county medical societies in membership agreements offering special dues rates in return for participation by all eligible physicians, and

Whereas, Many of these agreements have been extremely successful in stemming membership losses due to the growing ranks of employed physicians; and

Whereas, to discontinue such initiatives would be counter-productive; therefore be it

RESOLVED, that a subcategory of "active member" shall be added to the membership categories described in the MSSNY Bylaws, to establish a formal status for physicians who participate as members through agreements with their groups or institutions; and be it further

RESOLVED, that ARTICLE II, Section 1 of the MSSNY Bylaws be amended by the addition of a new paragraph 4 to read as follows (additions underscored):

***SECTION 1. CLASSES***

The membership of the Medical Society of the State of New York shall be divided into eight classes: (a) active, (b) life, (c) honorary, (d) resident and fellow, (e) student, (f) affiliate, (g) post-medical graduate and (h) retired.

Active membership shall be limited to graduates of recognized medical or osteopathic schools who have completed not less than four satisfactory years of at least eight months each, or the equivalent, in a medical or osteopathic school in the United States of America or Canada registered as maintaining at the time a standard satisfactory to the medical or osteopathic licensing authorities of the State of New York, or in a medical or osteopathic school in a foreign country maintaining a standard not lower than that prescribed for medical schools in this State.

The active members shall be all active members in good standing of the component county medical societies. A copy of the roster of such members, certified to be correct by the respective secretary of each component county medical society, shall be evidence of the right of the members whose names appear therein to membership in the Medical Society of the State of New York.

The active members shall also include physicians who participate through group or institutional membership agreements approved by the Council and the Board of Trustees and by participating county medical societies.

And be it further

RESOLVED, that Article XV be amended by insertion of a new paragraph 6, to read as follows:

The dues structure for members who are enrolled through group or institutional membership agreements shall be subject to the approval of the Council, Board of Trustees and participating county medical society(ies).

## MEDICAL SOCIETY OF THE STATE OF NEW YORK

Resolution 2019-2

Introduced by: The Membership Committee

Subject: Pilot Membership Projects

Referred to: House Committee on Bylaws

---

Whereas, MSSNY Bylaws allow the Council, with the approval of the Board of Trustees and the affected county medical society, to waive, for a period not to exceed three years, the requirements regarding the payment of dues as provided in the Bylaws, as part of a pilot membership project; and

Whereas, When-pilot membership projects have proven successful for participating county societies and MSSNY, they should be continued beyond three years; therefore be it

RESOLVED, That Article XV, paragraph 2 of the MSSNY Bylaws be amended to read as follows:

The Council, with the approval of the Board of Trustees and the ~~affected~~ participating county medical society, is authorized to waive, for a period not to exceed three years, the requirements regarding the payment of dues as provided in this article in the performance of any pilot membership projects. At the conclusion of the three year pilot phase, the Council and Board of Trustees shall determine if a pilot should be ended, or continued as an approved alternative membership option for interested county medical societies, and shall report on its action to the House of Delegates.

And be it further

RESOLVED, That Article II, Section 1 be amended by the addition of a new paragraph 4, to read as follows:

The active members shall also include physicians who are participants in a pilot program or in an alternative route to membership that has been approved by the Council and Board of Trustees and participating county medical societies, as provided under Article XV.