

County Federation Report

Executive Representative

May 30, 2019

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- As the inaugural report from the County Executives to the Council, we thank you for this seat at the table to deliver and discuss operational issues the County Medical Societies are facing throughout the State of New York.
- They Counties are organizing a group platform (google docs) to share and discuss information. As communication grows, we will adapt to increase capabilities and reduce limitations.
- To better understand the needs of the physician members, the executives would like to help organize a series of focus groups (members, non-members, and former members). Having a shared baseline of common questions that can show what are unifying concerns vs regional priorities.
- Correlative to the focus groups, having a better understanding of the marketing studies done via MSSNY would offer insight for counties to: develop products for members, adjust methods that promote membership interest, focus on areas of high yield, package the offerings into attractive bundles, and interact with sponsors and vendors for the best results.
- The executives are discussing ~~gold~~ standards+ of management that would provide direction for Counties and help realize efficiencies, such as operative protocols and strategic legislative tactics.
- We hope that this seat promotes and enhances the work done by each County Medical Society and offers strength to MSSNY as we mutually collaborate on the growth of our physician network.