

# **County Federation Report**

Executive Representative

November 7, 2019

Aaron Kumar, MD, MBA, Executive Director (Suffolk)

- The 2019 Medical and Specialty Society Executive Conference was held from September 25 through September 27<sup>th</sup> at the Kaatskill Mountain Club. The conference was an enjoyable and informative event. There were open discussions, among the Executives from various organizations, spanning several subjects; including, strategic planning, marketing, use of technology, collaborative problem solving, focused engagement on early career physicians, legislation, liability risk, insurances, etc.

Special thanks to Kathi Dyman, Janine Miller, Debbie Colvin, and Brenda L. Van Nest for organizing and managing this year's conference. A heart felt appreciation to Kathi Dyman for all the years served as Executive Director for Oneida, Herkimer, Madison, Chenango, Oswego, and Cayuga County Medical Societies.

- The State Workers Compensation Board held an informative webinar which shared the ways they are streamlining the application process. However, the county societies have many concerns with the details of this new system and processing. The effective outcomes can be more damaging to county societies without appropriate alterations to current regulations. The long-term effects of these new changes will dramatically affect value, reputation and functionality of county societies.
- The Federation requests MSSNY specifically address three issues which will help with membership engagement.
  - Physician Advocacy Day (Lobby Day) Prep:  
A webinar hosted via MSSNY for all physicians who are interested in participating on Physician Advocacy Day plus the addition of a 15min to 30min live prep, sharing talking points and best practices/tools that can be immediately implemented, on the actual day before their engagement with legislators.
  - Updated Marketing Material:  
The development of online, "live", frequently updated marketing information with Executive access of these materials.  
As member benefits develop and engagements change, an online, "live" member benefit booklet will help inform new members of accurate and important material in their decision to join the Society.
  - Clearly demarcated emails:  
Circulated emails should inform the executives if the email is intended for membership distribution or if it is intended for the Executive office.  
As mailing lists are sometime hidden, and not to bombard physicians with the same email from multiple sources, we are requesting a label or other method to advise Executives of the intended audience of these emails.
- As the executives continue to enhance communications on operative functions, the Federation Council Representative will meet with the MSSNY's Chief Executive Officer on a regular basis to address issues raised at council.