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Council Report: Medical Society of Erie County

1. **Approaching 200 Year Anniversary of the Medical Society of Erie County (9/1/1821-9/1/2021):** This milestone renders the Medical Society of Erie County one of the oldest operating Medical Societies in the Country (the oldest is the Massachusetts Medical Society, only some 40 years older). In light of this milestone, we plan to host a 200 Year Anniversary Gala and are partnering with Arcadia Publishing in efforts to publish a book that will highlight the different physicians who made up the fabric of our Society. We then hope to use the proceeds from the sale of the book toward non-dues revenue and to create momentum leading up to our gala slated for next spring.
2. **On July 1, 2020, our Accountant's analysis through end of 2020, forecasted that the Society would be at a deficit of -\$29,500 by December 2020.** As such, we have been taking proactive measures to mitigate expenses, going forward, to identify ways to increase membership, and to enhance non-dues revenue. **In light of the proactive mitigation of expenses by our Finance Committee, our Accountant's 2021 Forecast Analysis revealed the following: Expense budget for 2020 was \$473,285. The expense budget for 2021 is now \$295,000.**
3. **Building Update:** The building has been listed for \$285,000 by Hunt Commercial Real Estate. After conferring with our Accountant and weighing whether to take a loan out on the building (i.e. remortgage the property or to list the property for sale), we opted to list the building due to the impact it will have on mitigating our overhead expenses, going forward.

Once sold, we will aim to rent a small office space to occupy our essential files and serve as a center for mail service. We then plan to host ongoing meetings at select conference rooms at medical facilities throughout the region, which will give those facilities an opportunity to enjoy exposure among the physician members at our Society. We have already heard from Dent Neurologic Institute asking if we would like to use their (impressive) Boardroom for any meetings, going forward. We plan to also give the same opportunity to Catholic Health, and whichever other facilities express interest.
4. **Marketing Revenue:** Due to the relaunch of our website, and the increase in traffic to the site, we have been able to utilize our site as a viable platform, and have amassed \$11,891.30 in the last six weeks in marketing revenue alone. This revenue keeps growing as we continue to hear from vendors that would like to provide supportive services to our members expressing interest in being included on email blasts, our upcoming events series, and requesting whether they can becoming featured sponsors on our site.

6. **Ad hoc Committee Formation:** We are pleased to announce that we have created a Women Physician Committee, which will be Chaired by Dr. Stacey Watt, the Program Director to the Anesthesiology Residency Department at UB Medical School. Dr. Watt is a very impressive Physician Leader who has already made it a Program mandate at UB Med School for Anesthesiology Residents to join our Medical Society.
7. **Successful FOIL Physician Data Request issued to the NYS Ed Dep't:** In response to our FOIL Data Request issued to the NYS Ed Department; on July 31, 2020, the NYS Ed Dep't issued the contact information of 3,533 Licensed Physicians in Erie County. We are now using that contact info to notify non-Members of our evolving service line, as follows:
 - **Legal & Risk Management Guidance**
 - **Managed Care Contract Review**
 - **Physician Employment Contract Review**
 - **Marketing Support:** Pushing content important to their practice to 3500+ physicians in the region
 - **Physician Mentorship/Recruitment:** Aligning young, talented physicians with seasoned professionals
 - **Physician Locator:** Listing physician members by practice area with direct links to the member practice's website
 - **Business Practice Webinars with Industry Experts for Office Staff**
 - **Reduced PPE for Physician Members**
8. **New Members!:** I am pleased to share that we have received 29 new members in the last 30 days.