

2020 Membership Retention Campaign

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Membership Commissioner

Dues Crisis

In late May, MSSNY leadership asked for the help of the Membership Committee and its leaders in organizing the first-ever Membership Retention Phone Drive. None of the traditional dues notices had been sent to unpaid members during the three months at the height of the pandemic.

Data was shared with county medical society executives and presidents, who were asked to have their leaders make phone calls to members who had not paid 2020 dues. One important benefit of the initiative was a recognition of the need to update contact information on all members. MSSNY has since begun including notices in eNews reminding members to update their data online so that they can be reached with important news and communications. This has proven very helpful.

At the end of May 2020, MSSNY records showed a year-to-date loss of 673 physician members relative to the same time in 2019. Through the efforts of many individuals statewide, by the end of August membership counts showed a year to date gain of 145 physician members.

Still, even with a relative gain in numbers, MSSNY dues income has dropped significantly this year, showing a loss of more than \$300,000 at the end of August compared to collections in 2019.

Acknowledging the severe impact of COVID-19 on some physicians' income, the Council approved a plan whereby members in financial difficulty would be offered late installment payment options for 2020, and could request a 50% reduction in their 2020 dues if they were still unable to pay. It was agreed that those who requested the dues reduction should be required to sign up for enrollment in the 10-installment plan for paying 2021 dues.

Concerns about allowing late dues payers to pay at a reduced rate creating anger among other members may have been overly pessimistic. To date, only three physician members statewide have asked for the 50% reduction. Still, questions were raised about the possibility that other members might need special dues consideration for 2021, and it was agreed that the Membership Committee would explore issues surrounding dues discounts after focusing on the 2020 retention crisis.

Special communications to unpaid members in the months of June through August offering the opportunity to pay in four or five installments resulted in installment sign-ups from another 21 members.

Percent Unpaid

- At the end of May this year, 22% of members remained unpaid, vs. 17% at the end of May in 2019.
- By the end of August 2020, 19% of members remained unpaid. Last year 15% of members were unpaid at the end of August.

The attached report from the Department of Information Services shows the number of members billed, paid and unpaid in each county, as of the end of August this year and last.

Membership Totals

Membership totals at the end of August for the past three years are as follows:

<u>Total members 2020</u>	<u>Total members 2019</u>	<u>Total members 2018</u>
20,815	20,771	16,144

Groups and Institutions

MSSNY dues income from groups and institutions is down from this time last year by \$49,000.

Additional installments may still be forthcoming from some groups and institutions, but two groups that were hard hit by the pandemic appear unlikely to renew for 2020. Together they totaled over 500 members and accounted for \$93,000 in MSSNY dues for 2020. Several other groups have reduced their numbers and amounts paid this year.

The losses have been offset to a degree as some existing groups or institutions have increased their membership numbers, and two new groups, the Coalition of Asian IPAs and NY Cardiovascular Anesthesiologists have been added. They represent nearly 700 members, and MSSNY income from the two groups totals \$48,000, with another \$36,000 due in September.

Counts by County August 31, 2020

[illegible]

The above figures include Institutional Membership. The Institutional Membership counts are reflected within the 2019 Billed and Paid Columns for each County Society who participated in this incentive.

Counts by County
August 31, 2020

COUNTY	BILLED 2020	BILLED 2019	PAID 2020	PAID 2019	% PAID 2020	% PAID 2019	UNPAID 2020	UNPAID 2019	OTHER 2020	OTHER 2019
ONONDAGA	595	679	400	417	68%	64%	194	237	3	25
ONTARIO	27	30	23	27	88%	93%	3	2	1	1
ORANGE	87	99	77	83	91%	86%	8	11	2	5
ORLEANS	9	10	6	7	67%	70%	3	3	0	0
OSWEGO	22	24	18	21	90%	91%	2	2	2	1
OTSEGO	239	244	204	206	96%	86%	8	33	27	5
PUTNAM	11	15	8	11	80%	79%	2	3	1	1
QUEENS	1022	319	871	248	85%	78%	148	68	3	3
RENSSELAER	50	47	37	39	74%	83%	13	8	0	0
RICHMOND	286	163	247	143	87%	89%	37	18	2	2
ROCKLAND	78	79	62	65	82%	82%	14	14	2	0
ST. LAWRENCE	96	88	88	78	92%	90%	8	9	0	1
SARATOGA	83	95	58	67	73%	71%	22	27	3	1
SCHENECTADY	148	164	79	106	59%	66%	56	54	13	4
SCHOHARIE	16	17	16	15	100%	88%	0	2	0	0
SCHUYLER	3	3	3	3	100%	100%	0	0	0	0
SENECA	4	5	3	4	75%	80%	1	1	0	0
STEBEN	12	17	11	13	92%	76%	1	4	0	0
SUFFOLK	2071	1425	1619	1353	78%	95%	448	69	2	3
SULLIVAN	13	15	11	13	85%	87%	2	2	0	0
TOMPKINS	119	109	51	96	46%	90%	61	10	7	3
ULSTER	31	31	22	25	73%	83%	8	5	1	1
WARREN	101	108	43	53	43%	50%	57	53	1	2
WASHINGTON	1	1	1	1	100%	100%	0	0	0	0
WAYNE	7	10	6	8	86%	80%	1	2	0	0
WESTCHESTER	933	770	810	678	88%	89%	113	83	11	9
WYOMING	6	6	5	5	83%	100%	1	0	0	1
YATES	2	2	2	2	100%	100%	0	0	0	0
TOTAL :	14696	10126	11631	8408	80%	85%	2856	1507	209	209

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Membership Categories August 31, 2020

MEMBERSHIP COUNTS / AMOUNT	Y-T-D 2020	Y-T-D 2019	Y-T-D GAIN	Y-T-D LOSS	**** TOTAL 2019	**** TOTAL 2018	**** TOTAL 2017	**** TOTAL 2016	**** TOTAL 2015
PHYSICIANS	14,347	14,202	145		14,267	9,665	10,120	10,957	10,889
RESIDENTS	484	556		-72	557	488	337	394	433
STUDENTS	2,125	1,882	243		1,882	1,848	1,893	2,471	2,318
DUES EXEMPT	3,859	4,131		-272	3,976	4,143	4,173	4,354	4,669
TOTAL MSSNY **	20,815	20,771	44		20,682	16,144	16,523	18,176	18,309
TOTAL AMA **	236	410		-174	410	541	420	414	434
				<u>DUES INCOME</u>		****	<i>Total Counts & Amounts for 2015 Thru 2019 includes Late Pairs Collected 10/1 Thru 12/31</i>		
	Y-T-D 2020	Y-T-D 2019	Y-T-D GAIN	Y-T-D LOSS	**** TOTAL 2019	**** TOTAL 2018	**** TOTAL 2017	**** TOTAL 2016	**** TOTAL 2015
TOTAL MSSNY	\$ 2,564,987.00	\$ 2,871,103.42		\$ (306,116.42)	\$ 2,975,363.93	\$ 3,271,928.85	\$ 3,484,373.15	\$ 3,743,663.59	\$ 3,965,016.10
TOTAL AMA	\$ 15,422.00	\$ 27,060.00		\$ (11,638.00)	\$ 27,060.00	\$ 35,918.00	\$ 27,376.00	\$ 27,398.00	\$ 28,248.00
PAC COUNTS / AMOUNTS	Y-T-D 2020	Y-T-D 2019	Y-T-D GAIN	Y-T-D LOSS	**** TOTAL 2019	**** TOTAL 2018	**** TOTAL 2017	**** TOTAL 2016	**** TOTAL 2015
TOTAL MSSNYPAC	463	688		(225)	701	752	880	1,112	993
				<u>DUES INCOME</u>					
TOTAL MSSNYPAC	\$ 148,224.83	\$ 250,600.09		\$ (102,375.26)	\$ 263,301.09	\$ 250,012.38	\$ 253,997.61	\$ 300,524.80	\$ 234,689.67

**Total Does Not Incl. Billed Unpaid
INFORMATION SERVICES Y-T-D INCOME REPORT