



Update on MSSNY Goals and Measures

to MSSNY Council
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Overall Goals

Promote quality, accessible, and affordable physician-led health care for all New Yorkers, addressing historical health inequities.

Establish MSSNY as a major force and thought leader both in New York and nationally, through a proactive agenda combined with effective use of increased membership and non-dues funding.

Summary of Key Priorities



**Increase
Membership**



**Grow Non-Dues
Revenue**



**Reduce
Unnecessary
Expenses**



**Enhance +
Advocate a
Proactive
Agenda**

Goal #1 - Increase Membership

New Membership
VP

Sales and
Marketing Plan

Upgrade Member
Database

New Director of
Physician Payment
+ Practice

Refine Value
Proposition

Revamp Website

Goal #1 - Increase Membership: Create Sales + Marketing Plan

❖ **Simplify Dues Structure** *(in progress)*

Individual Membership Categories

Institutions and Groups

❖ **Review and Enhance Current Processes** *(in progress)*

Streamline & Make Efficient

Eliminate things with no ROI

Add what matters

❖ **Targeted Marketing**

Identify solutions for each member category

Tailor messages and communicate based on needs

Create member journeys that make up a holistic plan

Goal #1 - Increase Membership: Upgrade Technology

New Impexium Member Database

- **Improved functionality**
- **Better member experience**
- **Eliminates manual processes**
- **Real time county access**

Revamp Website

- **Short Term** – Upgrade look & back-end organization
- **Long Term** – Overhaul on WordPress
- **Impexium will drive member profiles and dues payments**

Goal #1 - Increase Membership

Refining Our Value Proposition

A compelling value proposition demonstrates the unique benefits an association has to offer, how it can help members find the solutions they need most, and why choosing to be part of the community will benefit them. It is why an individual or group joins MSSNY.

Current Value Proposition

- **Access** to practical resources and a strong community of professional peers.
- **The voice** of physicians in New York State, advocating for the profession and the healthcare of patients.
- We **protect** your profession. We enhance your **credibility**. We help you advance your **career**.

**Goal #1 -
Increase
Membership**

**Refining Our
Value
Proposition**

Features of Membership

✓ Advocacy

Legislative (e.g., OPMC, Med Mal, Telehealth)

Regulatory (e.g., Prior Authorization, Network Adequacy, Credentialling)

✓ Insurers: Physician Payment + Practice (e.g., UHC records requests)

✓ Public Health (e.g., COVID, Opioids, Cannabis)

✓ Peer Support (e.g., P2P, CPH)

✓ Discounts (e.g., Insurance, Group Purchasing, Telehealth)

✓ No cost CME (e.g., WLC, HOD)

✓ Leadership Development (e.g., committees, testimony, advocacy)

Goal #1 - Increase Membership Refining Our Value Proposition

New Benefits Being Considered

- Member-Only News Alerts
- Online Community
- Networking and Mentoring Support
- SOFI Discounts
- Increased County Support

Goal #2 Grow Non- Dues Revenue



Grants

Hire Grant
Writer

Pursue
Grants



Meetings



Benefits

Promote
Existing

Identify
New

Goal #2

Increase Non-Dues Revenue

Grants

Hire Grant Writer

Pursue Grants: some examples:

- Telehealth Referral Service
- P2P Program Expansion
- Opioid Education
- Cannabis Education
- Website
- Diversity
- Strategic Planning
- Member Database

Sources:

- **Public:** DOH, HHS, USDOL
- **Private:** Empire, NYSHF, Cabrini, RWJ, Kaiser

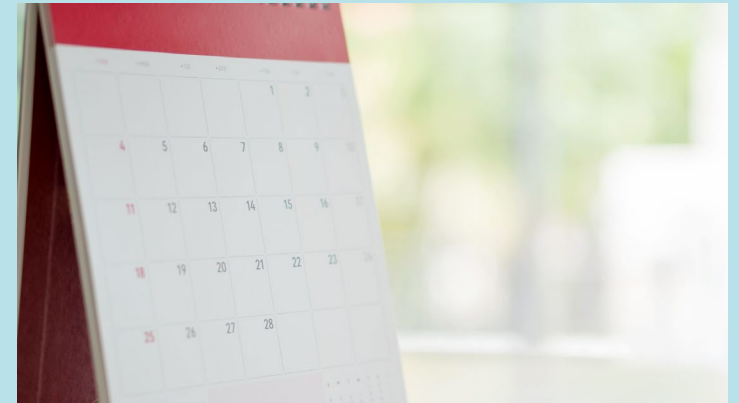
Goal # 3: Reduce Unnecessary Expenses

Save on Office Rent – Size +
Price: Albany + Westbury

Meetings: Best use of Virtual

Improve Staff Efficiency:
Better use of IT, redeploy

Renegotiate Equipment, Supplies
and Service Contracts



Develop + Advocate a Proactive Agenda

Strategic Planning

Deepen Stakeholder Coalitions: Hospitals, Consumers, PAs, Nurses, others

Media

Focused Issue Selection

White Papers + Thought Leader Advocacy

Goal #4: Issues Areas to Consider

Fight

Insurer Roadblocks to Consumer Access to Physician Care (e.g., prior authorization, credentialing)

Promote

Physician-Led Team Care
Coverage Expansion
Vaccines through physician offices

Improve

Network Adequacy Requirements
Insurer Compliance with consumer + physician protections (e.g., MHPAE, Prompt Pay)

Address

Institutional Physician Concerns: (e.g., non-compete clauses, patient quotas, excessive paperwork, safety)
Health Equity

Goal #4 - Enhance & Advocate a Proactive Agenda

Public Health + Preventative Care

- **COVID**
- **Expanded Insurance Coverage**
- **School Based Immunizations**
- **Mental Health and Addiction Equity**

**TOGETHER WE
CAN MAKE A
DIFFERENCE**

