

## **Report to Council**

David Jakubowicz, MD, Membership Commissioner  
November 4, 2021

### **New VP of Membership/Marketing**

Membership Committee Chair David Podwall and I were very pleased to have met with Valerie Cammiso, the new Vice President of Membership and Marketing. She will be auditing MSSNY procedures for individual as well as group/institutional memberships, seeking to design a simplified dues structure, and focusing on a new member database. The goal is to improve the member experience, membership reporting and billing processes.

### **Institutional Membership Retention and Recruitment**

#### *Northwell*

MSSNY leadership, including Northwell members, met with Ms. Cammiso and Stav Savelidis, Executive Director of the Nassau County Medical Society, to discuss strategy for securing Northwell's continued membership in 2022 and beyond. The original three-year agreement expires on December 31, 2021. Progress was being made before the pandemic, but some momentum has been lost, especially with the medical staff society at North Shore University Hospital. Our goal is to work through the administration, stressing the value their members receive, specifically activity directed to physician morale and wellbeing such as the Practice Transformation Program and the Peer-to-Peer Program, as well as the help we have been providing, through our Physician Payment and Practice Division, with United Healthcare claims. MSSNY members who are Northwell doctors will personally reach out to various Northwell leaders, and we hope to send MSSNY/NCMS leaders to their next medical staff meeting.

#### *Mather/St. Charles*

The three-year agreement with Mather/St. Charles, MSSNY's first Long Island based institutional member, also expires on December 31, 2021. Dr. Charles Rothberg has been spearheading the renewal effort through in-person and virtual meetings that have featured a well-received promotional video from the Committee for Physician Health as well as a presentation by MSSNY EVP Troy Oechsner. A complicating factor is that the two medical staffs are splitting and Mather will be part of the Northwell network.

#### *Other*

Brenda Van Nest, Director of Membership Development, has been working on renewal with Samaritan Hospital, Watertown, as well as with a potential new group member, New York Cancer and Blood Specialists. The latter is complicated because many of their doctors are already covered under other discount agreements.

### **Update: New Membership Database**

MSSNY has been negotiating a contract with Impexium Association Management Software, and the marked up contract has been returned from MSSNY counsel. We are hopeful a signed contract will be in place by next week. Staff has been working on cleaning up data, and we have been meeting to identify items in the database that need to be updated, simplified, or changed. Once we have our kickoff meeting with Impexium, we will have a better sense of the scope of work.

### **Membership Statistics**

This chart compares 2021 year-end membership counts with those in 2020. There is good news here. While growth is not good, the retention rate is respectable.

#### **2021 Year End Membership**

	New Members			Renewals			Total Members	
	2021 YE	2020 YE	2021YE Growth	2021 YE	2020 YE	2021YE Retention	2021 YE	2020 YE
Physicians*	1,304	1,952	-648	12,699	12,445	88%	14,003	14,397
Residents/Post Grad	313	420	-107	82	62	17%	395	482
<b>TOTAL PAID</b>	<b>1,617</b>	<b>2,372</b>	<b>-755</b>	<b>12,781</b>	<b>12,507</b>	<b>86%</b>	<b>14,398</b>	<b>14,879</b>
Students	259	654	-395	1,616	1,471	76%	1,875	2,125
Life & Dues Remission	223	134	89	3,798	3,734	98%	4,021	3,868
<b>TOTAL DUES EXEMPT</b>	<b>482</b>	<b>788</b>	<b>-306</b>	<b>5,414</b>	<b>5,205</b>	<b>90%</b>	<b>5,896</b>	<b>5,993</b>
<b>GRAND TOTAL</b>	<b>2,099</b>	<b>3,160</b>	<b>-1,061</b>	<b>18,195</b>	<b>17,712</b>	<b>87%</b>	<b>20,294</b>	<b>20,872</b>

\*Includes Physicians paid by groups or institutions

Year End = September 30

#### **New Members from 10/1/20 to 9/30/21, By County**

COUNTY	Number New Members 2021 Dues Year
Albany	18
Bronx	25
Broome	31

Cattaraugus	1
Chautauqua	7
Cortland	1
Dutchess	18
Erie	75
Essex	1
Herkimer	2
Jefferson	19
Kings	134
Madison	1
Monroe	24
Nassau	444
New York	164
Oneida	9
Onondaga	51
Orange	6
Orleans	1
Otsego	30
Putnam	1
Queens	170
Richmond	28
Rockland	4
St. Lawrence	11
Saratoga	3
Schenectady	14
Schoharie	3
Schuyler	1
Seneca	1
Suffolk	196
Sullivan	1
Tompkins	1
Warren	1
Westchester	120