

Membership Committee Meeting (via Zoom)
October 8, 2020, 8:00 – 9:00 pm
David Podwall, MD, Chair
David Jakubowicz, MD, Commissioner

MINUTES

Participants:

Niraj Acharya, MD	James Satterfield, MD
Ashley Barlev	Suresh K. Sharma, MD
Deborah Blenner, MD	Mark Stamm, MD
David Jakubowicz, MD	Edward Tanner, MD
Mandes Kates, MD	Greg Threatte, MD
Alan Klitze, MD	Dan Young, MD
Liana Leung, MD	
Bonnie Litvack, MD	Cheryl Malone
Parag Mehta, MD	Phil Schuh
Carlo Milani, MD	Eunice Skelly
Geoffrey Moore, MD	Brenda Van Nest
David Podwall, MD	Sandra Bennett
Sumir Sahgal, MD	

County Outreach Campaign, Summer 2020

The county outreach plan carried out in July and August was summarized. Membership increased in August by 145 members and by dues year end (October this year) by 169 members, but dues income decreased. Lessons learned:

- The dues amount is not holding back payments. Although we spent a lot of time designing reduced dues strategies, only three people took that option. We also offered payment by installments, but not all counties opted in.
- We need to improve our data. There were issues with many inaccurate telephone numbers, etc. (We have since added a line on our applications to capture cell phone numbers, and have been giving members a link via eNews to update their contact data.)
- Relationships with counties were built through this project.

“Buddy” system to improve contact between members

Another outcome of the summer campaign was the realization that many county leaders do not know many of their members. To improve relationships and reach out to new members, a “buddy” system was proposed. Counties will be asked to develop methods by which their board members reach out to new members each month, make phone calls, invite them to board meetings, etc. It is anticipated that different counties will come up with different plans and will provide feedback which can then be evaluated for effectiveness.

Other suggestions for new members

- Zoom meetings or Zoom socials
- Ask Communications to develop an informational video about who we are and what we do
- Hold a discovery session. Ask: Why did you join? How do you think organized medicine can help you?

- Give “buddies” question points
- Conduct town halls on different subjects
- Make use of ethnic societies

Ethnic society representation in HOD

Discussion was held on Resolution 2020-201, *Membership Expansion and Representation of Diverse Physician Organizations*, which asks that ethnic medical associations be eligible for representation in the MSSNY HOD if they meet certain criteria. These criteria are analogous to those established many years ago for specialty societies, and may not be realistic today. (Especially unlikely is the criterion that at least 25% of the dues-paying physician members are also members of MSSNY. It was stressed, though, that we should probably keep the bar fairly low.) The suggestion was made that we add “ethnic medical societies” to already existing Bylaws language pertaining to specialty society representation, if the language is broad enough. This might need a legal interpretation.

This will eventually require a bylaws change, to be voted on in 2022. As a stopgap measure, in an effort to create more diverse bodies, counties could place IMGs in delegate slots.