

MEMBERSHIP REPORT

Adolph Meyer, MD

06/20/24

I am delighted to have been appointed as MSSNY's membership commissioner for the 2024/2025 term. Below is my first report.

2024 Membership as of May 30, 2024

	Total Members			New Members		Retention			
	May-24	May-23	Difference	May-24	May-23	May-24	2023 YE		
Individual Physicians	2,720	2,857	(137)	216	173	2,504	88%	3,469	100%
Group & Institutional Physicians*	7,808	8,662	(854)	171	1,062	7,637	88%	6,600	68%
Residents/Post Grad	258	378	(120)	254	303	4	1%	176	40%
Retired	32	31	1	0	1	32	103%	35	81%
TOTAL PAID	10,818	11,928	(1,110)	641	1,539	10,177	70%	10,280	72%
Students	1,857	1,042	815	388	331	1,469	141%	1,241	73%
Life & Dues Remission	3,335	3,725	(390)	96	118	3,239	87%	3,738	98%
TOTAL DUES EXEMPT	5,192	4,767	425	484	449	4,708	114%	4,979	85%
GRAND TOTAL	16,010	16,695	(685)	1,125	1,988	14,885	92%	15,259	79%

Year End = September 30

Retention = current total - current YE new members / last year YE total

* Samaritan, Canton-Potsdam, Community Care and Long Island Community Hospital did not renew in 2024. Upstate and NewYork-Presbyterian Brooklyn Methodist Hospital have not been held to the 100% requirement of their medical staff and their membership numbers have been declining.

Member Type	Members	Percent
All Physicians	13,917	89.60 %
Residents/Post grads	258	2.90 %
Students	1,857	7.50 %
Total	16,032	100.00 %

Individual Membership Marketing Activities

- Renewal E-mail reminders were sent 03/16 & 03/29.
- Unpaid 2024 physicians were dropped from membership on 4/16.
- An Early Physician Persona was developed by staff and approved by the YPS to be used for contact with and for marketing messages to young physicians.
- Submitted 2nd FOIL request to the NYS Board of Education for a list of physicians licensed from 11/2023 through 04/2024.
- PropFuel is a conversational engagement platform for associations. The software facilitates new opportunities to engage members, systematically discover member insights and act on them to deliver immediate and long-term member value. Membership requested the use of this software from the Board of Trustees in January 2024. The board said they would consider it after the database issues were resolved. In the meantime, PropFuel allowed us to run two skeleton campaigns without first purchasing their product.
 - PropFuel Campaign #1 (Long term lapsed 2-5 years)
 - Followed up with responders
 - Updated records of members who had Moved/Retired
 - PropFuel Campaign #2 (FOIL List)

- Developed messaging on engaging “newly” licensed physicians identified on FOIL List
 - Waiting for updated FOIL List (was due 06/04/2024)
- Developed and deployed updated Welcome Drip campaign letters to new members.
- Sent messaging to graduating Medical Students to promote retention as they transition to Residents.
- Worked with Mohawk Valley to expand MSSNY membership offering to more of their residency programs.
 - Enrolled 24 new residents.
 - Organized speaker opportunity for Dr. Maldonado to present MSSNY & member benefits to all 43 new residents.
 - Made a warm introduction to Nicholas Hospodar with the Veteran’s Matters program.
- Organized lapsed member outreach with those dropped in 2024.

Organizational Membership activities

St. Mary’s Hospital

On May 1, 2024, as requested by Dr. van Roekens, a proposal was delivered to St. Mary’s Medical Staff. After following up with the medical staff office failed to result in a productive response, the proposal was forwarded directly to Dr. van Roekens on June 7th.

Carthage Area Hospital (CAH)

CAH contacted us at the suggestion of one of their physicians who suggested they might want to explore membership to receive the MLMIC discount. Their insurance policy will be renewing on August 1st.

Followed up multiple times via phone and e-mail to advise CAH to speak with MLMIC, to request their roster, and to answer questions.

The proposal is ready to send, but delivery is delayed because four counties have not approved the organizational membership participation agreement. We are following up with those counties to obtain the signed agreement or written approval of the CAH proposal. Once approval from these counties is obtained, the proposal will be presented to CAH.

Vytalize/IPA NY

Staff initially met with the organization on February 16th. MSSNY received the roster and evaluated it to determine which counties are involved. Because of the size of the organization and the Impexium billing issues, a complete roster review would have taken weeks, perhaps months.

The number of physicians (2,306) is outside the approved organizational membership category requirements. It was determined that an estimated dues amount, instead of a full proposal, would give the counties enough information to decide on releasing the overall estimate to IPA NY. The estimated revenue summaries will be provided to each county involved in the potential membership.

Maimonides

On June 7th, staff met with a consultant who is responsible for evaluating and reducing Maimonides membership dues. The consultant requested an estimate for 330 physicians based primarily in Kings County, but with a handful of physicians also in Suffolk, Westchester, New York, Queens, Nassau, Richmond, St Lawrence, Queens, and Bronx counties.

Counties. The consultant believes 330 to be 100% of Maimonides physicians. Staff are preparing the estimate.

Dr. Alexander Yurkiw

Dr. Yurkiw called into Member Resources on May 29th interested in the MLMIC discount. He requested a proposal for a practice of 12-15 physicians located in the Bronx. He did not provide the name of his group and no information was found on the internet.

Dr. Yurkiw agreed to send the roster. Staff sent him an e-mail listing the required roster information. A follow up by email was on June 7th. Staff also reached out to Bronx County to see if they are familiar with Dr. Yurkiw and can reconnect us with him or his group.

User Logo Agreement

Awaiting approval of the agreement to allow MSSNY to use member logos on our website, and vice versa.

UNPAID 2024 OIG DUES

- Bassett Healthcare – there was fraud committed when they paid their dues via ACH. The staff is working with them on a resolution.
- Huntington Hospital – no info received.

IMPEXIMUM

As you know by now, MSSNY contracted with the Impexium Association Management Software (AMS) in December 2021. Based on what we were told about Impexium, we had grand plans. Instead Impexium overpromised and under delivered. The manual processes membership hoped would be eliminated tripled because of the database's lack of flexibility.

The staff is currently negotiating an early termination of the contract. We will continue to have Impexium access through December 31, 2024.

iMIS

The previous AMS that was used prior to Impexium was a very, very old and unsupported version of iMIS. Today, iMIS has a flexible cloud version that should handle most of what MSSNY needs. Contracts with iMIS and their implementer, Get Efficient, were signed in May. The kickoff meeting with staff was June 6th. There is an aggressive 8-week implementation phase 1 to have iMIS ready for dues billing in September.

SECTIONS

Resident and Fellows Section (RFS)

The RFS met on March 1 and elected their Governing Council: Toni- Ann Lewis, MD, Chair, Karim Makhoul, DO, Vice Chair, Mustafa Manzur, MD, Secretary/Treasurer. They will be sending four delegates to the AMA Annual Meeting: Toni-Ann Lewis, MD, Mustafa Manzur, MD, Anna Heffron, MD, and Sabba Sarwar, MD.

Young Physicians Section (YPS)

The YPS held a joint caucus with the Residents and Medical Students on March 15 to review resolutions submitted to the HOD. Representatives of the YPS met with Resident and Medical Student delegates during MSSNY's HOD to build consensus around MSSNY's resolutions. They held their monthly meeting on June 5 and discussed resolutions submitted to the AMA Annual Meeting. They will be sending four delegates to the AMA Annual Meeting: Dr. Charles Lopresto, Dr. Jane Simpson, Dr. James Docherty, and Dr. Erik Blutinger. The Section will partner with MSSNY leadership and the Membership Committee to build upon the work from the Focus Group held at the end of 2023.

MEMBERSHIP COMMITTEE

A meeting with the chair, vice chair, council and assistant council is scheduled for June 17th. This year's membership committee priorities will be discussed and determined. After that, a meeting of the entire membership committee will be held during the summer.

MEMBER BENEFITS COMMITTEE

This committee hasn't met in over a year. There are a few potential new benefits in the pipeline. A meeting of the committee will be called once we have products and services for them to vet.

MEMBER BENEFITS

Health Insurance – a survey was sent to all members on May 29th and again on June 3rd to measure interest in MSSNY sponsored health insurance. Depending on the results we may or may not move forward with this.

Collage Ave. – staff and the chair of the Member Benefits Committee are meeting with a representative of this company that offers loans to medical students and physicians with children in school.

VOLUNTEER MANAGEMENT PROGRAM

As you know, volunteers are the life blood of MSSNY. The plan for the next year is to update and professionalize the entire volunteer management program. Currently, there are no committee charters outlining the responsibilities of each committee. Each staff liaison was asked to work with their committee chair(s) to create a charter based on a template supplied. The goal is to have them all available at the September Council meeting for approval. A consistent task calendar and an application process to volunteer will also be implemented.