

Membership and Communications Report for House of Delegates September 2016

The Membership Committee and Communications Council have started talks about ways to engage incoming medical students and current residents in the state of Maryland. At the most recent meeting a sub-committee was formed to discuss ideas on stressing the importance and the value in organized medicine to this younger generation. There is also still conversation about peer-to-peer recruitment, as this is one of the most valuable membership recruitment tools. It has been suggested that the committee think of a joint 2-3 minute commercial. This would be something that any member can show a prospective member that will explain the value of membership. The committee and council will continue to focus on these efforts in the upcoming year. It was also announced that the Employed Physicians Committee is now part of the Membership Committee. As the landscape of membership changes, the insight from the employed physician members is more important than ever.

The first phase of the upgrade to the database has been completed. We are currently working on updating the website for ease of use. Each section of the website has more up-to-date information. We are also adding additional content for the member's only section. We are also in the process of importing vital data from the Maryland Board of Physicians, Washington Physician Directory and other sources into the database. With the addition of this information MedChi will have a larger pool of prospects to reach out and share the value of membership.

MedChi's Group Membership— In 2016, we had over 150 practices with 100% of their physicians joining MedChi and its components. We expect this number to keep growing as we are planning on targeting and invoicing more groups than ever before. We will continue to contact groups early in the dues billing season. We had found that reaching out to these practices help strengthen the relationship between the groups and MedChi. We will extend a chance to talk to Gene about any upcoming legislative issue. MedChi has also been working hard on our relationship with hospital leadership. We have had two major hospitals in Maryland commit to paying for 20+ of their top leaders. We will continue to work with other hospitals to strengthen relationships and grow membership.

Social Media: MedChi continues to be active on Facebook, Twitter and LinkedIn with "likes" and followers increasing weekly. The Lunch & Learn Series, Fall House of Delegates Meeting, Presidential Gala, MedChi News and TBT pictures have weekly posts (and sometimes more). Sugar Free Kids' is active on Facebook and Twitter. MedChi staff, board members and component executives receive current press releases by email as they are sent to the media. There has been a major website overhaul that changes the look of medchi.org and also makes it more user-friendly.

Membership retention is nearly 92%. We look forward to the upcoming dues year as we continue to strengthen our relationship with hospitals, large groups, and continue to demonstrate our value to members.