

Membership and Communications Report for House of Delegates April, 2016

The Membership Committee and Communications Council will continue discussions about how to strengthen **physician-to-physician communication** with the goal of growing MedChi and its' components' membership base to effect legislative change in Maryland for physicians, patients, and the public health. Representatives from all sections of membership including, Employed Physicians, Residents, and Students have been invited to the next Membership Committee meeting to help develop strategies.

The **upgrade of the database software** will include an integrated website and database, Content Management System (CMS) to improve the following: PCI Compliance, search functionality, mobile responsiveness, speed, connectivity and performance, and enhance ease of access/ease of use for physicians. The CMS will go live in May.

Currently, component medical societies welcome their new members. MedChi's welcome emails are sent to members, but to reach all members, including those who may not check or receive email, MedChi will mail a brief **welcome brochure** to all members in May highlighting benefits and encouraging them to use MedChi's resources and services.

MedChi continues its cross-promotional efforts with the **MedChi Insurance Agency** and **MedChi Network Services**, and reach to practice managers.

Social Media: MedChi continues to be active on Facebook, Twitter and LinkedIn with "likes" and followers increasing weekly. The Lunch & Learn Series, Spring House of Delegates Meeting, and "TBT" pictures have weekly posts. Sugar Free Kids' is active on Facebook and Twitter and MedChi shares their posts weekly. MedChi Presidents are also on Facebook and their posts/pictures are shared on the MedChi page. MedChi staff, board members and component executives receive current press releases by email as they are sent to the media.

Membership's **outreach** efforts by components, divisions, and the CRISP team are expanding. Dues payments are continuing to arrive for 2016 and are expected to increase. MedChi's **group participation**—the number of practices with **100%** of their physicians joining MedChi and its components—is continuing to grow. Prompt payment of membership dues results in significant cost savings and MedChi is working on ways to encourage timely dues payments. Improved website functionality may help, and MedChi appreciates its members' assistance in encouraging physicians to pay their dues on time.

MedChi and its components are grateful for those physicians who work tirelessly in their efforts to promote the benefits of membership and advocacy. By continuing to improve communications methods and channels, MedChi will make it easier for physicians to recruit members and participate.