



MEDICAL SOCIETY OF THE STATE OF NEW YORK

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Membership Report 2023 House of Delegates

Changing Landscape

Over the last several years physicians and the healthcare industry have seen booms, busts, health crises and a shifting recovery compared to tradition. The industry and its medical associations have been fundamentally reshaped over the last decade. Across the state, new technologies, a surging pandemic, evolving demographics and shifting geopolitics have transformed the look and role that healthcare and its physicians play. As needs and challenges have arisen across the profession, MSSNY needs to respond.

MSSNY's goal is to lead where necessary and facilitate when required. The look, feel and quantity of MSSNY's programs and services today are starting to change from what they were a decade or more ago. But our programs and services remain true to the same mission: *To advance the health of the residents of our State by promoting a favorable environment for the practice of medicine through advocacy, education, and professional community for New York State physicians.*

Relevance

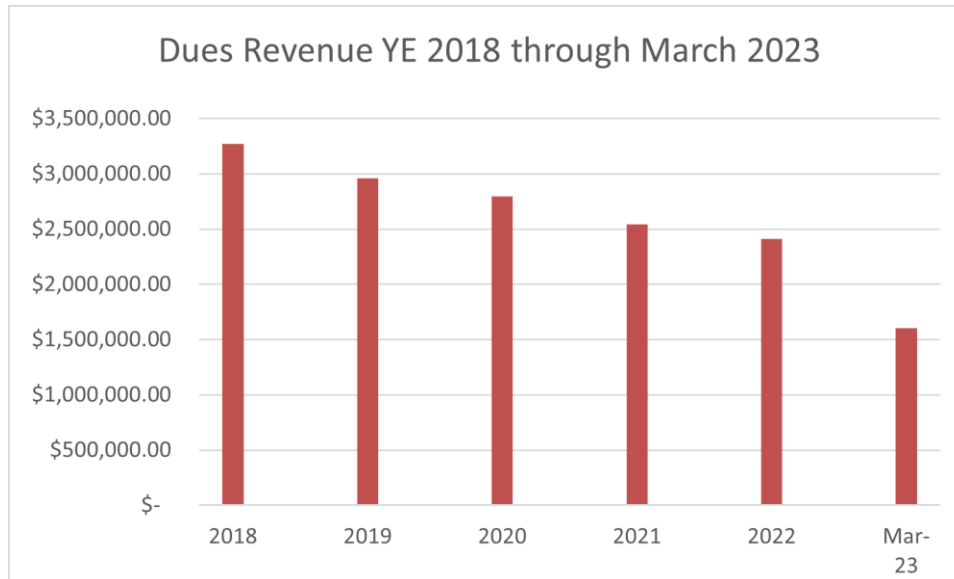
Many professional associations focus most of their efforts and resources on conferences and trade shows, areas that offer members an immediate payback on their dues via networking and education/CME. MSSNY is an exception. MSSNY does not have a state conference bringing members and non-members together annually. However, to engage in greater outreach to benefit its members and the community at large, numerous monthly webinars on practical, need to know day-to-day topics launched in 2022.

Based on the results of the 2022 Member Needs Survey, there is an urgent need and there is opportunity for MSSNY to become more relevant to its physician members. With relevance comes increased visibility and FOMO to non-members as well as increased loyalty from existing members. Again, according to survey results only 20% of members consider MSSNY to be their primary association. We must raise that percentage to consider ourselves successful.

Membership Trend

Even with the changes in healthcare and the increase of employed physicians, MSSNY membership has seen interesting changes. From YE 2015 to YE 2022 membership increased by 5% overall and had a retention rate of 79%, thanks to the addition of group and institutional membership. However, from YE 2021 to YE 2022 membership fell 6%. With a decrease in the number of members comes a decrease in dues revenue.

See chart below for dues revenue 2018 – 2022.



Although membership dues are due to be paid prior to January 1st, many individual MSSNY members have been paying late for years without consequences. The industry standard for associations is to give a 60-day grace period for payment. In 2022 we instituted a 90-day grace period for the first time and in 2023 we moved to a 60-day grace period, where it will stay. In the past, Group and Institutional members have been permitted to pay whenever they want. We have been trying to move back actual due dates for them with some success.

Remember that we are only three months into 2023, and there are several payments made in April that are not reflected in the above chart or the chart below showing actual membership numbers.

2023 Membership as of March 31, 2023

	Total Members			New Members			Retention				Y/Y Growth
	Mar-23	2022 YE	Difference	Mar-23	2022 YE	% change	Mar-23	2023	2022 YE	2022	
Individual Physicians	2,660	3,484	(824)	135	229	-41%	2525	72%	4067	83%	(959)
Group & Institutional Physicians*	5,336	9,654	(4318)	456	839	-46%	4880	51%	8337	91%	(4774)
Residents/Post Grad	348	439	(91)	274	371	-26%	74	17%	62	17%	(365)
Retired	29	43	(14)	1	0	0%	28	65%	41	100%	(15)
TOTAL PAID	8,373	13,620	(5247)	866	1,439	-40%	7,507	51%	12,507	73%	(6113)
Students	1,042	1,711	(669)	0	140	-100%	1042	61%	1471	76%	(669)
Life & Dues Remission	3,734	3,825	(91)	74	224	-67%	3660	96%	3734	98%	(165)
TOTAL DUES EXEMPT	4,776	5,536	(760)	74	364	-80%	4,702	78%	5,205	87%	(834)
GRAND TOTAL	13,149	19,156	(6,007)	940	1,803	-48%	12,209	65%	17,712	80%	(6947)

Year End = September 30

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

*Groups & Institutions paid in April 2023 not reflected on this report are LIJ (3,346), NY Methodist (71), and Long Island Plastic Surgery (16)

*Institutions still in arrears are St. Charles Hospital, Mather Hospital and Long Island Community Hospital in Suffolk County.

Staffing

The retirement of Sandra Bennett from the Membership Division has left the staff shorthanded. We have been gallantly trying to recruit a Membership Manager with no success. It is a competitive market in terms of both salary and benefits that too often leave us behind. We will continue to actively recruit for this position that will focus on recruitment and retention of the individual categories of membership.

Moving Forward

The team is looking forward to the June upgrade in technology in both the database and its integration with the website. To increase membership every single member, every committee and every staff member must find ways to increase our value proposition and be evangelists for our mission.

Our four pillars are Connect | Engage | Influence | Learn. We must do each better to grow.