

## MEMBERSHIP

December membership numbers will be distributed once they are available after the month closes.

### 2023 – New OIGS (Organizations, Institutions and Groups)

- New York Plastic Surgical Group (formerly Long Island Plastic Surgical Group)
- NSPC Brain & Spine Surgery

### 2023 – Lost OIGS

- St. Charles Hospital
- Mather Hospital
- Community Care

### 2024 – New OIG

- Huntington Hospital

### 2024 – Lost OIGS

- Samaritan Hospital
- Canton Potsdam

### Recruitment and Retention

- Staff have been reaching out to individuals who were part of an OIG that did not renew their membership. They were each invited to join as individual members. So far this has been met with minimal success.

### **2024 DUES**

#### **Notices**

**Individuals** were sent membership renewal information on the following dates:

- ✓ October 11<sup>th</sup>
- ✓ October 21<sup>st</sup> – email reminder
- ✓ November 20<sup>th</sup>
- ✓ December 18<sup>th</sup>
- ✓ December 22<sup>nd</sup> – email reminder

Past due notices are going out:

- January 16<sup>th</sup>
- February 14<sup>th</sup>.

County execs were contacted on January 11<sup>th</sup> and will be contacted again before we drop unpaid members in March.

### Current Individual Membership Recruitment and Retention Plans

- Emphasis on young physicians
  - Focus group: benefits, communication (*Done*)
  - Outreach campaign
- Working with student & resident leaders on recruitment

- Develop targeted marketing materials
- Market poster symposium/events/committees as leadership opportunities
- Re-Onboarding campaign for terminated group members (*In progress*)
- Lapsed member campaigns
- Recruiting CME non-member participants
- Building member personas for personal outreach (*In progress*)
- Developing a member referral campaign
- Annual FOIL request:
  - Compare current database, ID new members (*In progress*)
  - Outreach to recruit non-members
- Streamlining application process
- Creating a messaging calendar

**OIGs** were contacted for updated rosters in October.

#### **OIG Dues Collected**

OIGs paid \$324,759.30 for 668 physicians and residents from the following groups:

Healthcare Associates in Medicine  
 NY Cardiovascular Anesthesiologists, PC  
 Schenectady Anesthesia Assoc, PC  
 NY Cancer and Blood  
 ENT and Allergy Associates  
 Family Care Physicians  
 NSPC  
 St. Elizabeth Residency Program  
 New York Plastic Surgical Group (formerly LIPSG)  
 OrthoNY  
 University at Buffalo Anesthesiology, Inc  
 Hudson Headwaters Health Network  
 Zwanger Persiri

#### Current Organizational Membership Recruitment and Retention Plans

- Automating enrolment process
- Moving the MOU to an Application (*In progress*)
- Updating membership brochure (*done*)
- Researching Ambassador program
- Expanding contact lists (*In progress*)
- Identifying recognition programs
- Collaborating with counties on retention (*In progress*)
- Increasing direct communication with org leaders

#### **IMPEXIMUM**

Profiles, committee rosters, and lookup work fine. Billing continues to be an issue. And the staff currently have--- no reports.

MSSNY has been paired up with an Impexium programmer who is providing a great deal of help tackling one issue at a time. Even with that said, we are behind schedule getting everything we need to operate efficiently. It is unclear if we will eventually get everything we need out of the database.

## **YOUNG PHYSICIANS SECTION**

The Young Physicians Section met on January 10<sup>th</sup> to select their 2024-2025 officers.

Chair: Charles Lopresto, DO  
Vice Chair: Jane Simpson, DO  
Sec/Treasurer: James Docherty, DO  
Immediate Past Chair: Erik Blutinger, MD

2024 AMA YPS Delegates:

Jocelyn Young, DO  
Charles Lopresto, DO  
Jane Simpson, DO

2024 AMA YPS Alternate Delegates:

Erik Blutinger, MD  
James Docherty, DO

2025 MSSNY HOD Delegates:

Erik Blutinger, MD  
Charles Lopresto, DO  
Jane Simpson, DO

Their next meeting will be held on February 21 to consider any resolutions being submitted to the House of Delegates that affects young physicians and/or seeks endorsement from the Young Physician Section.

## **MONTHLY CALENDARS**

Draft 2024 monthly membership and marketing calendars have been developed. These are detailed plans so that membership campaigns are on a planned schedule and to manage the workload.

## **PERSONAS**

A persona is a single fictitious person that encompasses the relevant characteristics of our target audience.

The membership team has started working on personas for OIG Physician Leadership, Volunteers, New (Young) Physicians and Medical Students.

Eventually, having personas for each of MSSNY's stakeholders will allow us to:

1. Create messaging that will appeal to each target audience.
2. Know where to reach our audience to build awareness and drive them to our website.
3. Know what to write about in our content like newsletters and website; and
4. Understand how to talk to our audience on social media and email.

## **LICENSED PHYSICIANS LIST**

After submitting a FOIL request to the NYS Board of Education, a list was received for physicians licensed between 1948 and October 2023. There are no email addresses and very few street addresses. The last three weeks of December were spent researching this information. Street addresses were a little easier to find. Here are the results.

<b>Date</b>	<b>Researched</b>	<b>Emails</b>	<b>Addresses</b>
<b>12/13/2023</b>	<i>35</i>	<i>10</i>	<i>27</i>
<b>12/14/2023</b>	<i>47</i>	<i>21</i>	<i>45</i>
<b>12/15/2023</b>	<i>66</i>	<i>21</i>	<i>61</i>
<b>12/18/2023</b>	<i>85</i>	<i>31</i>	<i>75</i>
<b>12/19/2023</b>	<i>28</i>	<i>12</i>	<i>24</i>
<b>12/20/2023</b>	<i>128</i>	<i>40</i>	<i>119</i>
<b>12/21/2023</b>	<i>105</i>	<i>39</i>	<i>85</i>
<b>12/22/2023</b>	<i>90</i>	<i>35</i>	<i>84</i>
<b>12/23/2023</b>	<i>140</i>	<i>48</i>	<i>118</i>
<b>12/24/2023</b>	<i>62</i>	<i>23</i>	<i>53</i>
<b>12/26/2023</b>	<i>38</i>	<i>15</i>	<i>31</i>
<b>12/27/2023</b>	<i>93</i>	<i>36</i>	<i>81</i>
<b>12/28/2023</b>	<i>69</i>	<i>24</i>	<i>65</i>
<b>12/29/2023</b>	<i>68</i>	<i>24</i>	<i>57</i>
<b>Totals</b>	<b>1054</b>	<b>379</b>	<b>925</b>

**NEW MEMBER BENEFIT**

Online Member Directory

Enhance your networking experience with the new online Member Directory. Effortlessly connect with fellow members by visiting the directory at <https://data.mssny.org/member-directory> (you must login). Or go to MSSNY.org → Login → MY MSSNY → Member Directory.

For a seamless interaction, make sure your [Impexium profile](#) is up to date. Go to Profile → My Account → Personal Info → then check the box 'Show in Directory' to opt-in into the directory.

This convenient feature is a testament to our commitment to fostering professional connections within the MSSNY connections.