

DRAFT

**Minnesota Medical Association
Membership Task Force**

January 30, 2008
6:00 - 8:00 PM
Murphy Conference Room
Broadway Place West
1300 Godward Street NE, Suite 2500
Minneapolis, MN 55413

Minutes

Members Present:

In Person

Phil Stoltenberg, MD, Chair
Stuart Cameron, MD
Pramod Kelkar, MD

Joel Oberstar, MD
George Schoephoerster, MD
John Wust III, MD

Audio Conferencing:

Cindy Firkins-Smith, MD
Charles Helleloid, MD

Members Absent:

Julie Anderson, MD
Eric Gross, MD
Nicholas Meyer, MD

Bruce Norback, MD
Sandy Popham, MD
Patrick Zook, MD

Staff Present:

Kathy Messerli

Mandy Rubenstein (conferencing)

I. Call to Order/Introductions

Phil Stoltenberg, MD, Chairperson called the meeting to order at 6:10 pm.

II. MMA Member Benefits Overview

Kathy Messerli briefly reviewed the member benefits hand-out.

III. Membership Activities

Kathy Messerli reviewed the current recruitment and retention activities. A suggestion was made to invite a member physician to help staff the exhibit booths at specialty society meetings, helping to draw physicians to the booth. Staff will follow-up on this idea.

Several ideas were given for the Young Physician Section events, such as museums, theatre, designer house showings or a family event at the zoo.

The members also shared their thoughts about the importance of all MMA e-mail messages being short (able to read on a few lines).

IV. Member Outreach Program

Kathy Messerli's review of the newly developed member outreach program led to many ideas for drawing people together including:

- On-line forums
- Regularly scheduled webinar's that can also be viewed later
- On-line "Ask an Expert"

The task force members believe that the above types of opportunities should be available to members only and recommended that services directed to clinics should be available to clinics with 50% or more membership.

V. Reaching Young Physicians

There was a great deal of discussion regarding how to recruit and retain young physicians as members. Some of the ideas include:

- Consider rolling the 2nd year membership into the Multi-Year Membership Plan
- Change the MMA web address to improve access
- Develop a members only section on the MMA website
- Provide a membership card, with MMA phone number website address and user name/password for a members only section.
- Make the price differential significantly different for members and non-members when charging for a service
- List only members on Physician Finder (or provide less information for non-members). It was suggested that the AMA website would be a good model for this.
- Restrict posting a job on the MMA website to members (any member physician in a clinic could sponsor the ad)
- Consider providing more detailed searches for patients, i.e. insurance accepted, medical information on clinic websites.

VI. Next Meeting Date/ Adjournment

The next meeting was tentatively scheduled for April 30, 2008 and the meeting was adjourned at 8:15 p.m.