

MMA Membership Task Force
January 30, 2008
Addendum

REACHING YOUNG DOCTORS:

- Web address-needs to change. Not intuitive, its hard to get to. Should be:
www.mma.org
www.mnmed.org - we probably still own it (current email addresses)
www.mnmed.org
www.minmed.org
www.mndoctor.org
www.minnesotadoctor.org
www.mmaonline.org (the online is not preferred)
- E-mails should be short and require no scrolling
- Monitor and expand on the on-line tools that get the most hits
- Monitor which “topics” get the most hits and form an interactive tool to capitalize on it
- Membership card with MMA phone number, web address, members only username and password

ACCESSIBLE TO ALL:

- Restricted version (teasers) of all reports and articles (P4P, Tiering, Healthy MN)
- E-newsletter – brief summary, have to be a member to get the full information
- Physician Finder listings
 - List only members OR
 - Provide more information on members, with members prominently displayed
 - Use AMA site as model
 - Provide all non-members a 6 month notice of the change and encourage membership
 - “We shouldn’t advertise for physicians who aren’t paying for it”
- Job listing (to get people into state)
 - if it’s organization advertising, there needs to be a sponsoring member
- Patients- tool to research specific insurance or tiering level

- Patients search specific symptom (ex: back pain), brings up all applicable members websites (search engine powered by google, only searches websites listed in CV); use a web counter so it can be used in recruitment; clinics must have 50% membership to be included; market it to non-members and the community

MEMBERS ONLY:

General Philosophy: A members-only section on the MMA website should be viewed as a member benefit and be a response to “What’s in it for me?” There should be a clear differentiation, such as non-member rates being significantly higher, non-members viewing ‘teasers’ of articles and reports. It was suggested that members be consulted regarding what should be included in members only section.

- Full e-newsletter
- Full reports (P4P, Tiering, Healthy MN)
- Access to full articles
- Forums/Chat room/Virtual doctors lounge
 - Set time, i.e. Every Thursday noon
 - Volunteer (member) to staff different times
 - Questions can be asked only by members
 - Will need to be cautious regarding topics (liability)
- “Ask an Expert”
 - Post questions/answers
 - Thumbnail sketches – not lengthy response; i.e. Guardisil protocol written by Dr. Wust
- Set up webinar/video link that can be downloadable on their time (new vaccines, hot topics, etc.); May be opportunity to get U of M engaged
- Blogs
- Employee manuals, templates, etc
- Practice management
- Protocols, i.e. vaccines