

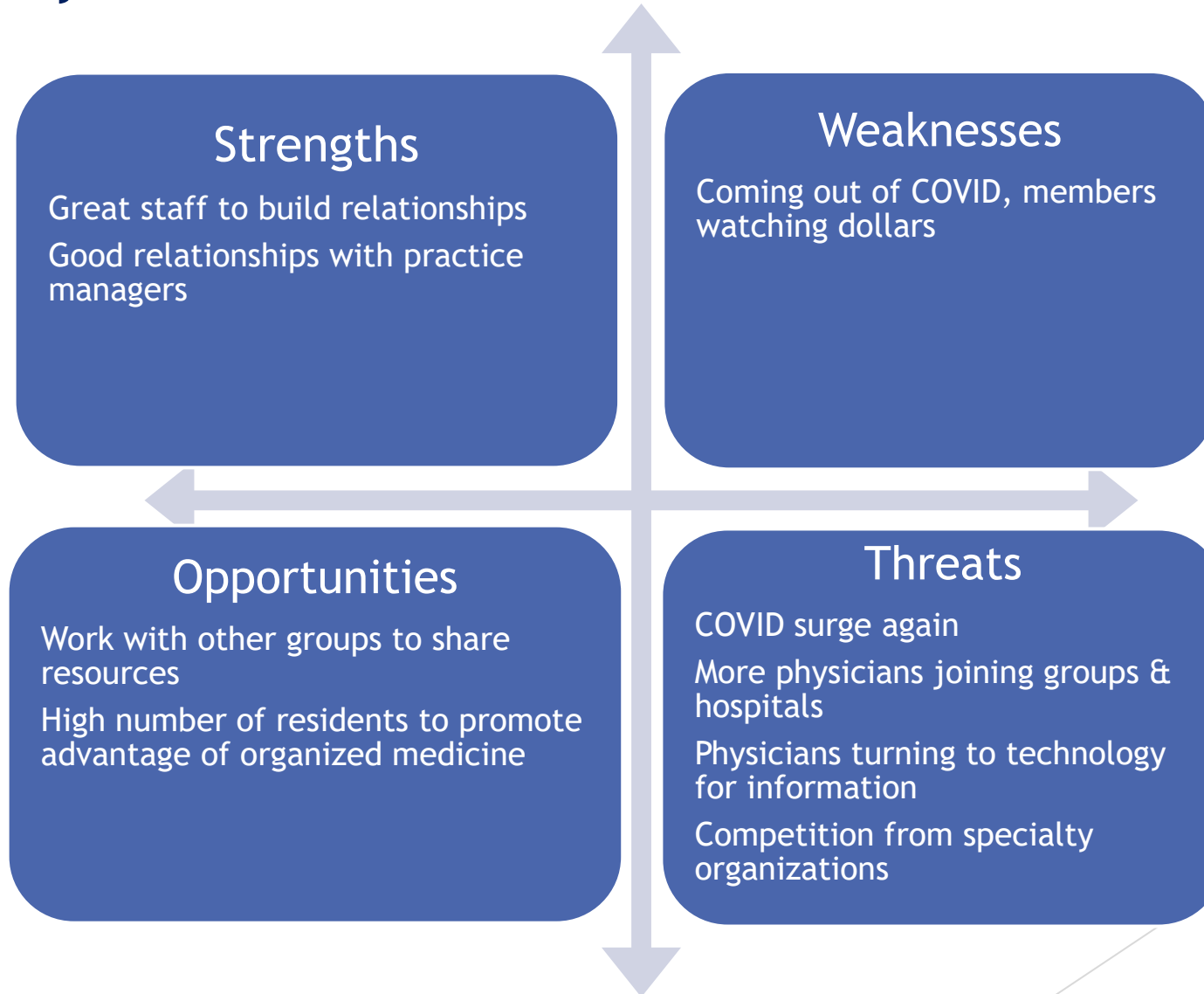
Strategic Planning Session 2021

Reasons Why Physicians Do Not Join or Drop Membership

- COVID has affected revenue
- Do not find it beneficial
- It costs too much
- Only want to join the county society and not the state (or vice versus)
- Don't have time to get involved
- Do not want to get involved in advocacy/politics
- Doesn't agree with some of our views on legislative issues
- My hospital used to pay for it but now they won't.
- Groups - only want to have one physician join to get the benefits

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SWOT Analysis



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Value Proposition - All Physicians

- Education, not offered by other institutions
- Benefits for managing your practice
- Physician Advocacy
- Jointly organized social networking activities with other organizations
- Public health initiatives

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Value Proposition - Early Career Physician

- Continue to collaborate with other organizations such as Wayne County Medical Society
- Mentorship Program
- Educate them more on advocacy and how it can change the scope of practice if not involved
- Invite them to board, legislative or medical/legal committee meetings
- Seminars on things not covered in medical school such as medical malpractice, physician salary data, benefits of private vs. employed
- Social events and community involvement

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Value Proposition - Employed Physician

- Education on contract negotiations, benefits management, retirement and financial planning
- Education on transition to private practice
- Physician advocacy to protect others from practicing without proper training.
- Allow them to have a voice outside the hospital
- Social events that involve community partnership
- Meet with a few employed physicians to find out what benefits they would like to see us offer
- Increase communication to all members about what we offer

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Value Proposition - Retaining Members

- Keep steady line of communication on benefits, events, etc.
- More of a voice with insurers and hospitals
- Continue building awareness of public health issues
- Offer consulting services to assist with practice needs
- Have member event that offer an “**experience**”

Ideas for Member Prospects

- 1) Anesthesiologists - MSMS initiative to promote changes in CRNA bill beneficial to physicians, need physician leader from OCMS.
- 2) Re-engage members and groups who have dropped membership in the last few years.
- 3) Engage physicians who have recently started practices in Oakland County.