

SUBJECT: Annual Report
SUBMITTED BY: Dayna Jackson, Director
REFERRED TO: Not Referred

1 The department of membership and marketing is responsible for providing direct support and services to
2 Medical Association of Georgia members, and developing recruitment and retention programs to attract
3 physicians and medical students into the federation of organized medicine.
4

5 I am very pleased to present this report to the House of Delegates (HOD). As you will see, the department
6 has been extremely active this year in promoting membership as a top priority of the Association.
7

8 **2020 Activities of the Membership and Marketing Department**
9

10 The 2020 marketing table in this report gives a detailed view of MAG’s activities and membership outreach.
11 During this campaign, five renewal mailings and several non-members mailings were sent. Two major
12 circumstances that delayed dues collection were issues with the postal service and the substantial impact of
13 COVID-19 on our physicians. As the pandemic worsened, groups began to feel the effects of the change.
14 MAG graciously worked with groups allowing them more time to make payments which ultimately helped
15 MAG’s membership. I am pleased to report that while some groups paid for fewer physicians to join in
16 2020, 98% of the groups from 2019 have renewed in 2020.
17

18 This past year, recruitment and retention efforts focused on engaging member physicians and welcoming
19 new members, as well as promoting MAG’s benefits and resources to help physicians succeed in their
20 practice. As the 2020 campaign ends, we are grateful for a year of continued progress despite the turbulent
21 times we are in and look forward to an even better 2021 campaign. Members drive all that we do, and your
22 leadership and support continue to provide MAG the guidance to advocate for you, the profession, and the
23 patients you serve each day.
24

25 “We are thankful for our diverse membership, representing all specialties, working together to support
26 organized medicine — together we can accomplish more.”

2020 Marketing

| | | |
|----|---|------------------|
| 1 | Group dues emails | 10/7/2019 |
| 2 | October dues mailing | 10/19/2019 |
| 3 | Spalding CMS Meeting | 10/30/2019 |
| 4 | New member email | 11/14/2019 |
| 5 | New member postcard mailing | 11/15/2019 |
| 6 | Non-renewal email | 11/21/2019 |
| 7 | New member postcard mailing | 12/15/2019 |
| 8 | Non-renewal email | 12/16/2019 |
| 9 | New member email | 12/19/2019 |
| 10 | Non-member email | 12/19/2019 |
| 11 | December renewal mailing | 12/20/2019 |
| 12 | Don't forget to renew email | 12/30/2019 |
| 13 | Clayton, Fayette, Henry CMS practice visits | 1/8-1/9 2020 |
| 14 | Non-member mailing | 1/9/2020 |
| 15 | Feathr Ad – recruitment | 1/14/2020 |
| 16 | Non-renewal email | 1/15/2020 |
| 17 | Newly licensed physician mailing | 1/17/2020 |
| 18 | New member email | 1/20/2020 |
| 19 | Non-member email | 1/20/2020 |
| 20 | South GA Practice Visits | 1/21-1/22 2020 |
| 21 | South GA MS Meeting | 1/27/2020 |
| 22 | Non-renewal calls | 1/31/2020 |
| 23 | Non-renewal mailing | 2/6/2020 |
| 24 | Clayton, Fayette, Henry CMS practice visits | 2/11 & 2/13 2020 |
| 25 | Clayton, Fayette, Henry CMS Mtg | 2/20/2020 |
| 26 | Non-renewal calls | 2/28/2020 |
| 27 | New member email | 2/28/2020 |
| 28 | Non-member email | 2/28/2020 |
| 29 | Deadline to renew email | 2/28/2020 |
| 30 | Gwinnett-Forsyth CMS practice visits | 3/3/2020 |
| 31 | Gwinnett-Forsyth CMS Mtg | 3/5/2020 |
| 32 | Feathr Ad – Recruitment | 3/11/2020 |
| 33 | Reminder to renew email | 3/16/2020 |
| 34 | Reminder to renew email | 3/30/2020 |
| 35 | Non-renewal delinquent email | 4/7/2020 |
| 36 | Feathr Ad – Recruitment | 4/14/2020 |
| 37 | Non-renewal benefit email | 4/20/2020 |
| 38 | Non-member email | 4/20/2020 |
| 39 | New member email | 4/20/2020 |
| 40 | Non-member mailing | 4/27/2020 |
| 41 | New member email | 5/14/2020 |
| 42 | Non-member email | 5/14/2020 |
| 43 | Non-renewal calls | 5/14/2020 |
| 44 | Feathr Ad - Recruitment | 5/15/2020 |
| 45 | Data base Implementation starts | 6/1/2020 |
| 46 | Prospective member calls | 6/10/2020 |
| 47 | Feathr Ad – Recruitment | 6/14/2020 |
| 48 | | |
| 49 | | |
| 50 | | |

| | |
|---------------------------|-----------|
| Data base Integrity | 6/24/2020 |
| Prospective member calls | 6/24/2020 |
| Prospective member emails | 7/8/2020 |
| Prospective member calls | 7/17/2020 |
| 2021 Marketing Planning | 7/21/2020 |
| Data base integrity | 7/21/2020 |
| Prospective member calls | 8/4/2020 |
| New member email | 8/4/2020 |
| Non-member email | 8/10/2020 |
| Prospective member calls | 8/18/2020 |
| Non-renewal calls | 8/25/2020 |

The membership department also utilized several different recruitment and retention methods including, but not limited to:

Retention Calls: Phone calls to non-renewing practices of 5 or more were made February through April this year. The calls resulted in 97 individual renewals representing 28 practices.

Prospective Member Visits: At the beginning of 2020, several CMS Meetings were successfully held by South GA Medical Society, Clayton, Fayette, Henry Medical Society and Gwinnett-Forsyth Medical Society. Ms. Jackson strategically planned practice visits prior to the scheduled CMS meetings to create both awareness of MAG, increase CMS meeting attendance and enhance database integrity. Prior to the pandemic, Ms. Jackson visited the following cities: Valdosta, Snellville, Fayetteville, Peachtree City, Stockbridge, Riverdale, and Jonesboro.

Prospective Member Calls: The COVID-19 pandemic has challenged MAG to become innovative in the way we communicate with prospective members. The safety of both MAG staff and physicians had to become a #1 priority. That being said, all in-person meetings were cancelled, and recruitment strategies had to shift to phone calls, zoom meetings and mailed marketing materials. While MAG's advocacy efforts are always prominent in these discussions, MAG's 401K plan and new insurance plan were also highlighted.

Abenity Member Perks Program: Since its inception, 24 MAG members that have signed up for the program. MAG will continue to promote the program into 2021 encouraging members to sign-up. This program was requested by MAG members and we encourage members to sign up and check out all of the deals and discounts available to you. The program provides discounts to fitness programs, student loans, theme parks, apparel, travel and more. Members interested in signing up should contact Dawn Williams at 678-303-9261 or dwilliams@mag.org.

Student, Resident & YPS Sections

Medical Student Section

The MSS remains successful in recruiting and retaining student members. MSS Currently has 380 student members. To date, 72 students have applied and participated in the L.E.A.D.S. Program. Students who have completed the program participated in activities and programs such as: attended Physician's Day at the Capitol, volunteered at the Mercer University clinic, attended county medical society meetings, joined the Medical Reserve Corps and the American Medical Association, and wrote to their legislators. For 2020, 3 students have completed the program and will be recognized at the Board of Directors meeting. Applications have been paused for now due to COVID-19. In addition to the LEADS Scholars, in the past students have been recognized for their involvement in the MSS as Student of the Year and Community

1 Service Project of the Year. Due to COVID-19, we have temporarily decided to suspend these awards
 2 this year.

3
 4 Resident Physician & Fellow Section

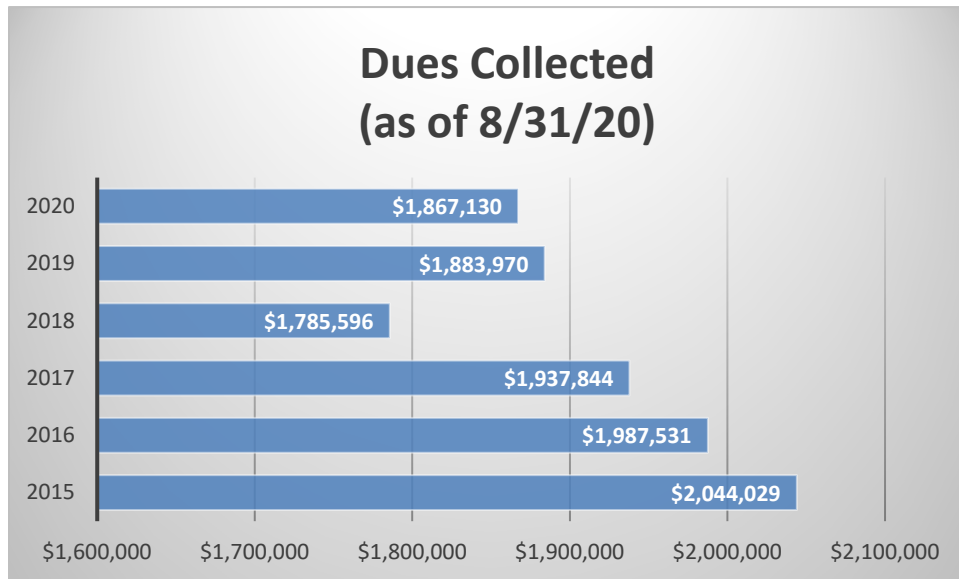
5
 6 The RPFS remains involved locally and nationally with 89 active members. Resident member Benjamin
 7 Bush, M.D. and RPFS Chair Jessica Walsh O’Sullivan attended the AMA Interim Meeting in San Diego
 8 and attended the virtual Annual Meeting in June. Governing Council members Jessica Walsh O’Sullivan,
 9 M.D. and Sherwin Chiu, M.D. began outreach within their respective institutions and noted interest
 10 among residents to learn more about local medical societies and participation in the Medical Association
 11 of Georgia. RPFS goals for the next year include partnering with state subspecialty groups to establish an
 12 organized medicine awareness week to expand involvement of residents, fellows, and medical students.

13 Young Physicians Section

14
 15 The YPS remains well represented in MAG and the AMA. YPS members continue to encourage all
 16 members to attend the annual House of Delegates (HOD) meeting, as elections for the governing council
 17 will be taking place each year in October. There are currently several governing board positions open.
 18 The American Medical Association held their annual meeting online secondary to COVID-19, on June
 19 7th, 2020. The section intended to hold an annual social event this year in July 2020, however this has
 20 been postponed to a future time. Previous year’s social events have taken place in Atlanta however the
 21 governing council has discussed the potential of holding events in Savannah, Macon, and/or Columbus to
 22 allow other YPS members to participate from across the state.

23
 24 **2020 Membership Statistics**

25
 26 Collected Dues Revenue: Below is the 2020 year-to-date dues revenue versus previous years. The
 27 membership department’s financial goal was to achieve \$1,875,000 in dues revenue for the year. To date,
 28 we have collected \$1,867,130.



33
 34
 35
 36
 37
 38
 39
 40
 41
 42
 43
 44
 45
 46
 47
 48 New Members: Many practices around the state have been affected by COVID-19 and therefore it has
 49 been challenging to get new members to join at the rate they usually do. Despite the challenges, the
 50 membership department continues to encourage practices to join and develops ongoing relationships and
 51 discussions that could potentially gain new memberships.

1 Second Year Members: Membership numbers continue to grow in this category as more new members
2 become engaged in MAG meetings and events. There are currently 8 more members this year compared
3 to same time last year.
4

5 Third Year and Plus Members: We currently have 4535 third year or more members. This category has
6 remained consistent over the last couple of years despite the changes in group payments and the number
7 of physician's groups are willing to pay for.
8

9 Total Membership: Inclusive in the total member count are students, residents and first year free
10 members. The total membership number so far for 2020 is 7,818.
11

12 New Database: The membership department is excited to announce that MAG is currently transitioning to
13 a new data base that will be more secure and easier to use and which has some great features that will
14 enhance your user experience, including streamlined processes to renew your membership, manage your
15 profile, set your interests and communications preferences, and register for events – as well as giving you
16 easy access to MAG's new "online community."
17

18 The 2021 membership campaign will kick off the first week of November with the mailing of the first
19 dues statement. Other options to pay will also be available at that time. Information will be sent out late
20 September regarding the new invoicing.
21

22 Please contact Dayna Jackson at djackson@mag.org or 678.303.9262 with any questions.

1 Membership Figures: Below is a chart comparing all aspects of MAG's membership in 2020 versus
 2 previous years. Please note that the figures below are year-to-date membership comparisons through
 3 August 31.

4
 5 2020 Membership Figures
 6 As of August 31, 2020
 7

| TOTAL ALL CATEGORIES | 2015 YTD | 2016 YTD | 2017 YTD | 2018 YTD | 2019 YTD | 2020 YTD |
|----------------------|----------|----------|----------|----------|----------|----------|
| | 7835 | 7602 | 6975 | 7401 | 8495 | 7818 |

| | 2015 YTD | 2016 YTD | 2017 YTD | 2018 YTD | 2019 YTD | 2020 YTD |
|----------------------------------|----------|----------|----------|----------|----------|----------|
| 1 st Year | 499 | 467 | 626 | 677 | 665 | 460 |
| 2 nd Year | 671 | 453 | 500 | 561 | 697 | 705 |
| Actives | 4145 | 4185 | 4461 | 4298 | 4536 | 4535 |
| Total Active Dues Paying Members | 5315 | 5105 | 5587 | 5536 | 5898 | 5700 |

8
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25
 26
 27
 28
 29
 30
 31 ACTIVE MEMBERSHIP COMPARISON
 32

| | 2015 YTD | 2016 YTD | 2017 YTD | 2018 YTD | 2019 YTD | 2020 YTD | 2019 vs 2020 +/- |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------|
| New Members | 499 | 467 | 626 | 677 | 665 | 460 | -205 |
| Other Actives | 4816 | 4638 | 4961 | 4859 | 5233 | 5240 | +7 |
| Total Dues Revenue (all categories) | \$2,044,029 | \$1,987,531 | \$1,937,844 | \$1,785,596 | \$1,883,970 | \$1,867,130 | -\$16,840 |

MEMBERSHIP CATEGORIES RETENTION RATES

| | 2019 Total | 2020 YTD | % Retained |
|---|---------------|-------------|------------|
| 2020 A2s were 2019 new members | 665 | 705 | 94.3% |
| 2020ACT Were 2019 A2 and ACT | 5233 | 4535 | 86.6% |

OTHER CATEGORIES OF MEMBERSHIP

| | 2014 YTD | 2015 YTD | 2016 YTD | 2017 YTD | 2018 YTD | 2019 YTD | 2020 YTD |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| First Free | 664 | 1311 | 1499 | 313 | 1015 | 1700 | 1183 |
| Exempt | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Affiliate | 4 | 3 | 3 | 1 | 3 | 0 | 3 |
| Int/Res | 6 | 26 | 33 | 89 | 59 | 27 | 89 |
| Associate | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Honorary | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| Emeritus | 0 | 3 | 4 | 4 | 4 | 4 | 4 |
| Life | 358 | 361 | 356 | 348 | 284 | 313 | 311 |
| Retired** | 134 | 71 | 99 | 115 | 123 | 113 | 127 |
| Service | 19 | 8 | 19 | 19 | 15 | 19 | 19 |
| Students | 382 | 452 | 454 | 503 | 365 | 420 | 382 |
| TOTAL | 907 | 921 | 2060 | 1388 | 1865 | 2597 | 2118 |

CMS Relations: The Executive Director holds conference calls with the CMS executives to share information between MAG and CMSs and to provide a forum for CMS executives to discuss issues among themselves. MAG continues to provide the following services to CMSs.

- Listing CMS dues on MAG’s billing statements and collecting those dues
- Producing monthly CMS and MAG member rosters and expired membership lists
- Providing CMS member/non-member demographic information
- Creating CMS-branded marketing resources (e.g., letterhead) and email accounts and membership applications

- 1 • Providing meeting planning assistance, including location selection, sponsorship acquisition,
- 2 RSVP tracking, budgeting, and logistics (e.g., A/V, meals)
- 3 • Promoting CMS events and meetings with mailings
- 4 • Securing speakers for CMS meetings
- 5 • Assisting CMS with elections
- 6

7 MAG staff has attended every meeting to which they have been invited, and some to which they
8 affirmatively sought an invitation since last fall up to March this year. Due to COVID-19 most of the
9 meetings after March were cancelled. MAG is planning to help CMS's resume meetings in the fall
10 utilizing Zoom video calls.

###