

## Membership Member Benefits Committee Minutes from 04-14-2010

<b>ITEM</b>	<b>SUMMARY OF DISCUSSION</b>	<b>RESP PERSON</b>	<b>FINAL ACTION</b>
Meeting called to order at 9:40 a.m. by Dr. Pierce	Attendees: Brian Pierce, MD, Buell Miller, MD, David McDermott, MD, Jo Linder, MD, Judy Conley, Sam Surprise, Gordon Smith, Lisa Martin, Felecia Gaulin, Heidi Lukas, Jennifer Blake, Andrew MacLean		
Review of Minutes from - 2-24-10	Minutes approved as written		
Activities related to MMA's Group Health Plan termination	The Executive Committee has agreed that MMA should terminate the Health Plan provided for MMA Members before February 1, 2011's renewal will take place. MMA's relationship is strong with Willis HRH (Judy Conley) and MMA would recommend that the firm help physicians in the plan find an alternative that best fits their needs working one on one with each member. Participation in the plan has dropped from 170 to 108 at this time.	Gordon Smith/Dr. Miller	Create a letter to mail out to participants or make calls.
Corporate Affiliate Breakfast Update	2010 Corporate Affiliate Breakfast went extremely well, with over 85 attendees. Statements around the table about the morning were: impressive, very interesting, fabulous, really enjoyed it, well done. A recommendation was made to send out a Survey Monkey with questions such as: What was the primary reason for attending the breakfast?- Were your expectations for the morning met?- What might we do next year?-	Gordon Smith/Lisa Martin	
CME aggregating and tracking	Not much to report as this time. The reason to look at this possibility would be to examine ways to offer services to physicians that would draw some traffic to MMA's new website. Need to have a discussion with New Hampshire Medical Society to see how it runs and what the response from physicians are about it.	Dr. Pierce/Gordon Smith	

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AMA Marketing Plan	AMA Marketing Plan was created due to the decreasing number of AMA members over the past year. Having over 1000 members keeps the number of delegates and alternates seats that MMA is allowed to hold. Due to our numbers being about 54 short, we created a plan to help increase the AMA membership. Items included were adding the AMA-link to the MMA website, requesting a list of physicians members from the AMA for recruitment purposes and allowing AMA to Exhibit at our Annual Meeting.	Gordon Smith/Lisa Martin	
Meetings with independent primary care practices	Gordon Smith and Dr. Brian Pierce have had 2 meetings with independent primary care physicians in Bangor and Manchester with another meeting in York coming up in May. These meetings are a source of communication, to allow physicians to chat among themselves about their practices, how they are doing, where they might be going, and what they might be doing to help keep their practices viable. A new MMA website has been created to help with this communication, allowing the opportunity to blog with each other, have discussions, or just put some thoughts out for comments. At this time, the website is in need of activity.	Gordon Smith/Dr. Pierce	
Upcoming Meeting Date	A September meeting was discussed but the date will be set following a survey sent out to members about what date that will work best.	Lisa Martin/Gordon Smith	Create a survey for upcoming dates and suggestions for upcoming meeting topics
Adjourn at 10:40 a.m.			
Minutes Prepared by Lisa Martin			