



**CALIFORNIA
MEDICAL
ASSOCIATION**

OSMAP Membership Presentation

Shannon Udovic-Constant, MD

President

Tonya W. Spirtos, MD

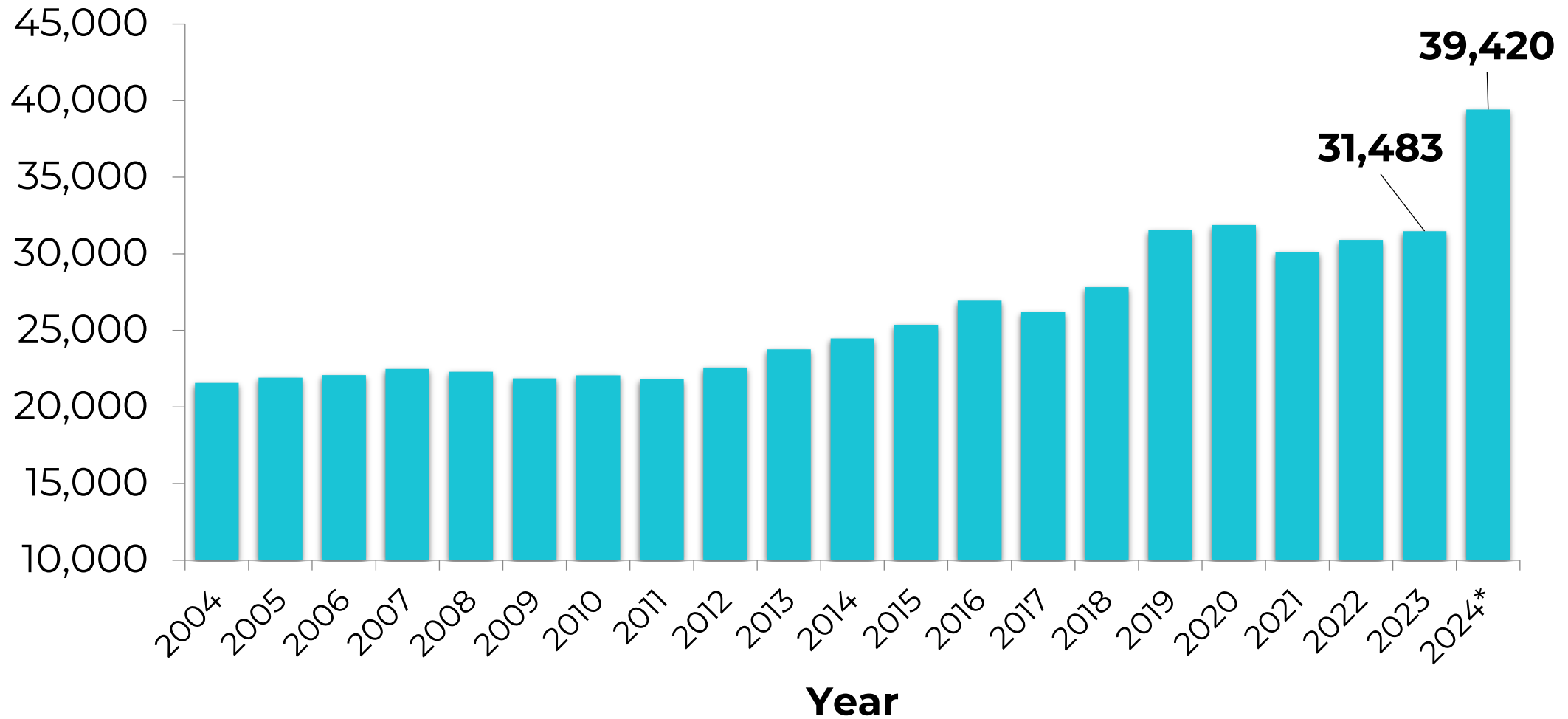
Immediate Past President

November 7, 2024





Full Dues Paying Membership by Year



* Dues-paying members as of October 15, 2024

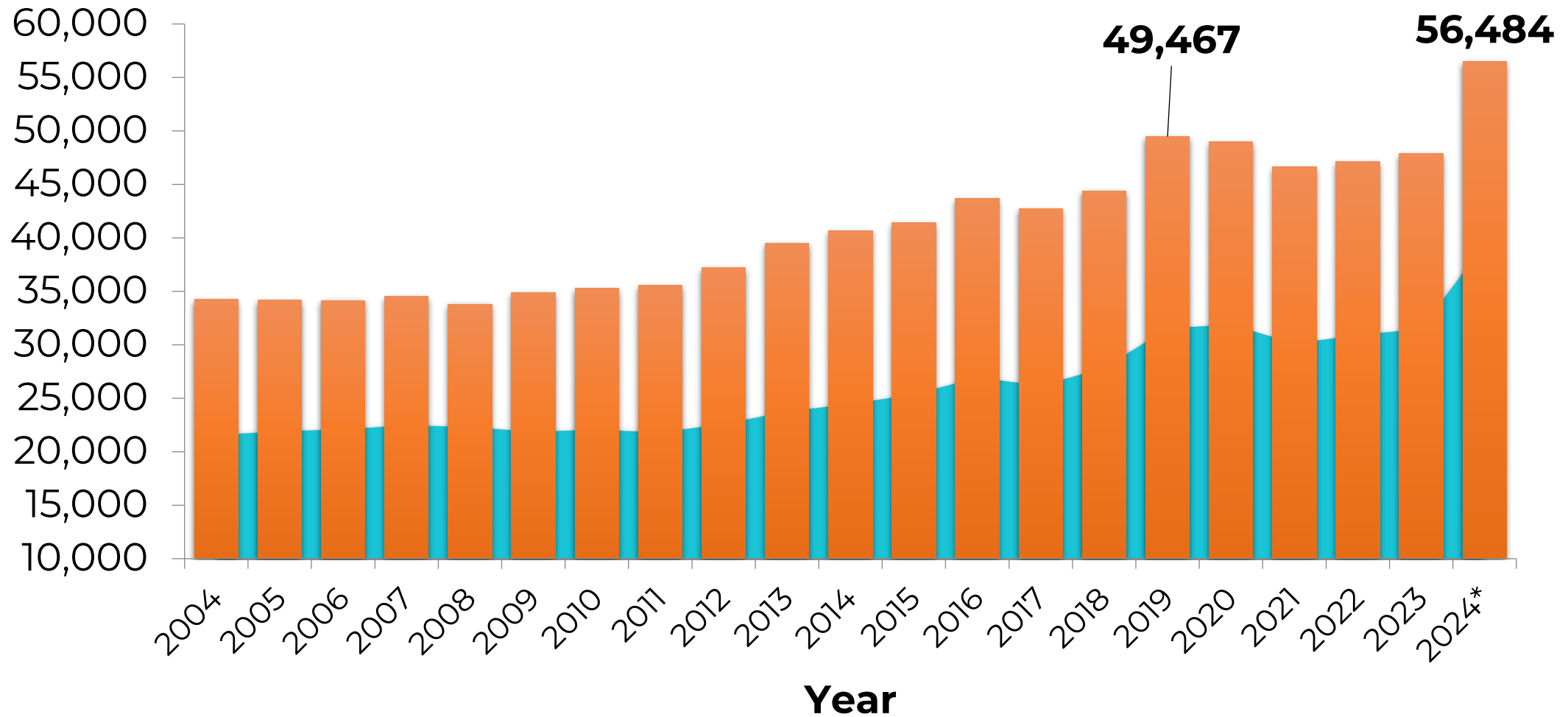


Membership Growth Rates



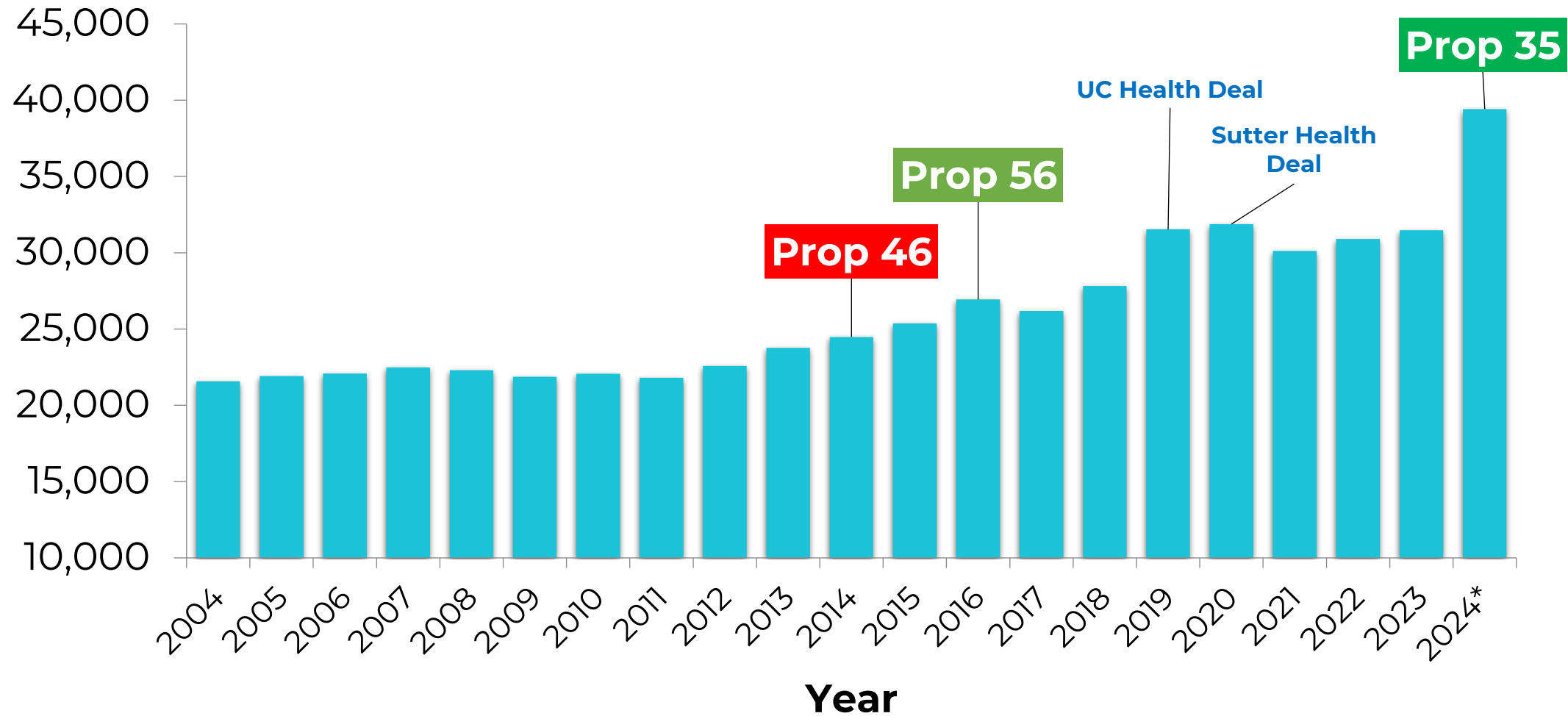
* Dues-paying members as of October 15, 2024

Entire Membership by Year (full dues, residents/students, retired)



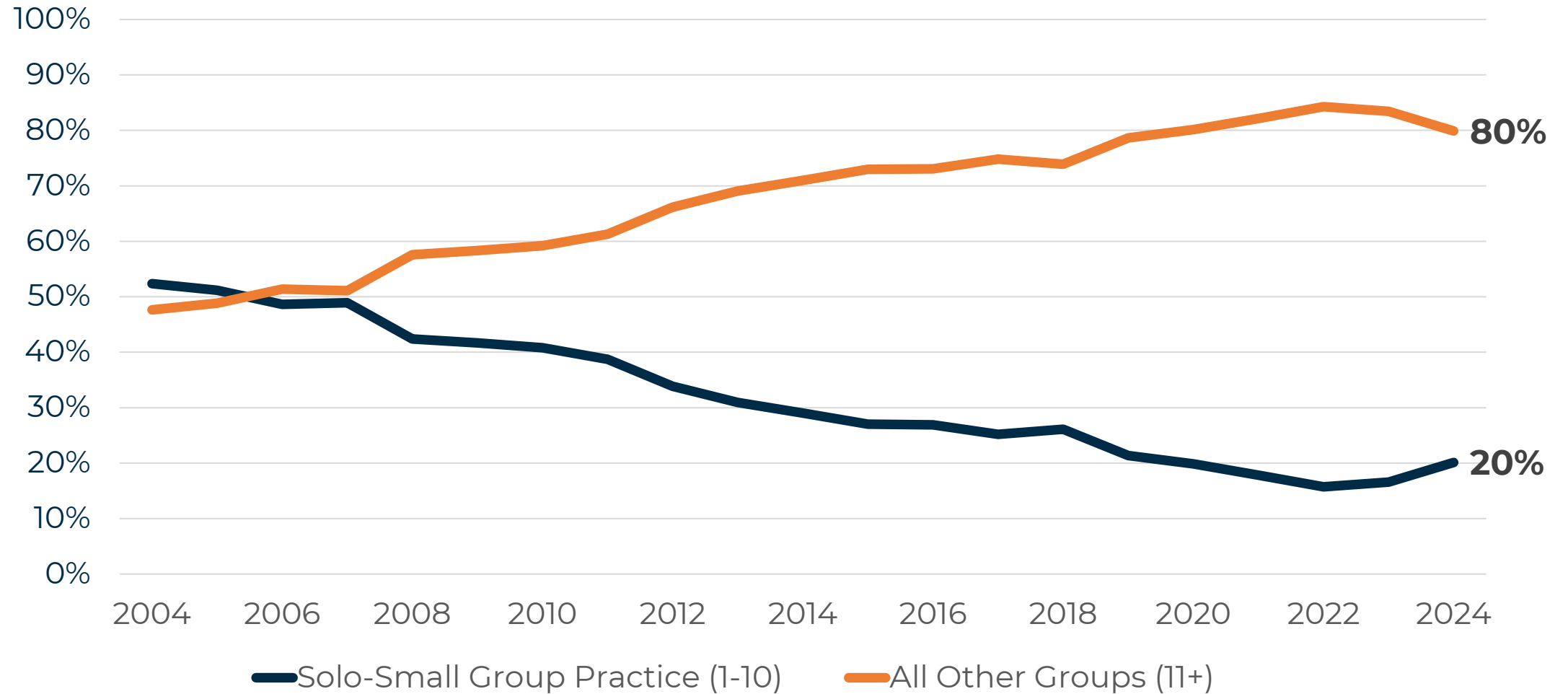
* Dues-paying members as of October 15, 2024

Aspirational Advocacy vs Defensive Advocacy



* Dues-paying members as of October 15, 2024

Proportion of CMA Membership by Group Practice Setting Changed Over Time



Group Membership Dues Challenges



- Discounting Policies inconsistent and confusing across the state
 - 2,000+ variations due to mis-aligned county policies
- **Solution:** adopted board policy eliminating poor performing discount programs and introduced Organizational Group model featuring flat rate of \$1,000 across counties and offer nominal volume discount for 3,000-9,000+ member groups
- Unprofessional invoicing practices and poor customer service
- **Solution:** CMA brought 100% of dues processing into CMA over the span of 10 years and deployed modern customer service practices

Group Membership Dues Challenges



- Inconsistent level of engagement with key groups
- **Solution:** added key staff to serve as group engagement managers and track account management in Salesforce
- Misconception that discounts are only available to Large Groups
- **Solution:** introduced parity discount program for independent physicians and smaller practices to mirror discounts available to large groups. Multi-year commitment equals 5-15% discount

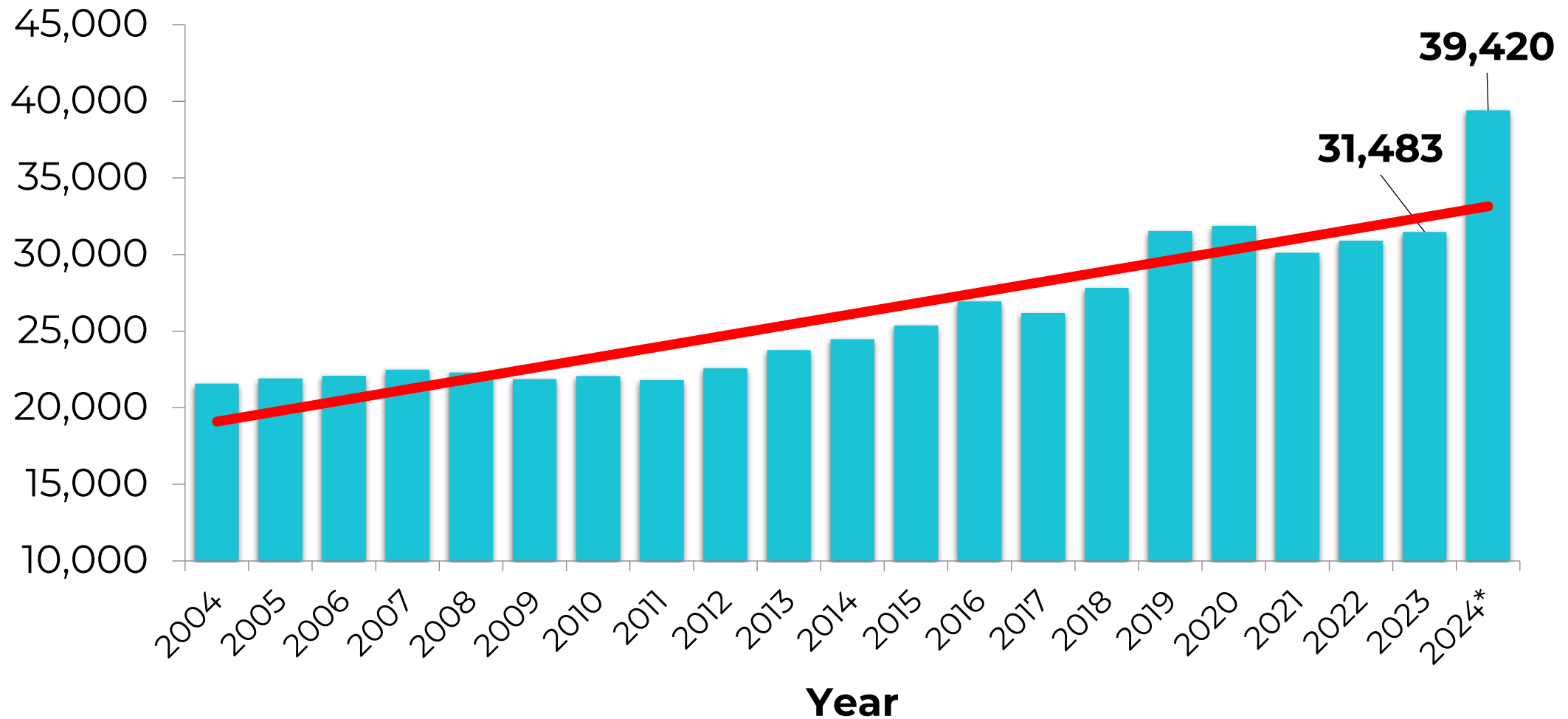
Group Engagement Challenges



- Senior Medical Group Leader Engagement
- **Solution:** cultivated a welcoming culture for new group leaders serving on CMA committees, TAC's or CMA board of trustees
- Medical Group C-Suite (non-physician) Engagement
- **Solution:** created annual “invitation only” **Medical Group Advocacy Symposium** event for group leaders



Full Dues Paying Membership by Year



* Dues-paying members as of October 15, 2024