



# MGMA STATE STRATEGY

STATE TOWN HALL MEETING  
SEPTEMBER 2023



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# Why dual membership?

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- Drive membership growth and engagement
- Broaden awareness of and exposure to both the state and national levels of MGMA
- Provide a simplified enrollment process for members

# DUAL - INDIVIDUAL MEMBERSHIP



## Current States in Program:

### Pilot Began in February 2020

- Colorado
- Georgia
- Illinois
- Indiana
- Michigan
- Wisconsin

### 2021 Nine Additional States Joined

- Alaska
- Arkansas
- California
- Minnesota
- Montana
- North Carolina
- South Carolina
- Vermont
- Washington

### 2022 Five Additional States Joined

- Louisiana
- Mississippi
- Oklahoma
- West Virginia

## One National and State Membership. One Low Cost.

Allison,

**Your opportunity to participate in our new dual membership pilot program with your state MGMA is here!**

Sign up today to double your benefits and grow your network with a membership that combines the best of practice management solutions, advocacy and professional development resources at a state and national level.

**SELECT YOUR STATE >**

In addition to the value you'll receive through your respective state MGMA membership, you'll unlock relevant national MGMA membership benefits more than 55,000 members count on every day to succeed in their business.

- Cost Saving Programs for Members and Their Practices
- Timely Educational and Training Resources
- Personalized Career Development Pathways
- Expert Insight into the Latest Healthcare Legislations
- Powerful Calculators and Comprehensive Toolkits
- Online and In-person Networking Opportunities

**Start Your Dual MGMA Membership >>**

## Some things just go better together ...



When you renew your MGMA membership this year, become a member of Indiana MGMA, too, by selecting the **dual membership** option. You save on both, and enjoy these benefits and more at the national and state level:

- Education seminars, webinars and conferences
- Member Forum
- State and Federal Legislative Advocacy
- Innovative resources for grassroots advocacy efforts
- Knowledge and document sharing
- Networking with your peers
- Access to a Career Center
- Opportunity to interact with industry suppliers
- Certification through ACMPPE
- Continuing education credit for other professional associations

**One Enrollment. One Fee. Twice the benefits. Dual Membership: Some things just go better together.**

**MGMA + MGMA =**   
INDIANA

<https://www.imgma.net/Dual-Membership>

# RESULTS



## Pilot 2020 Launched Feb. 4

6 states, 152 dual members

- 63% new to States
- 38% new to National

## 2021

15 states, 613 dual members

- 45% new to States
- 32% new to National

## 2022

19 states, 909 dual members

- 34% new to National

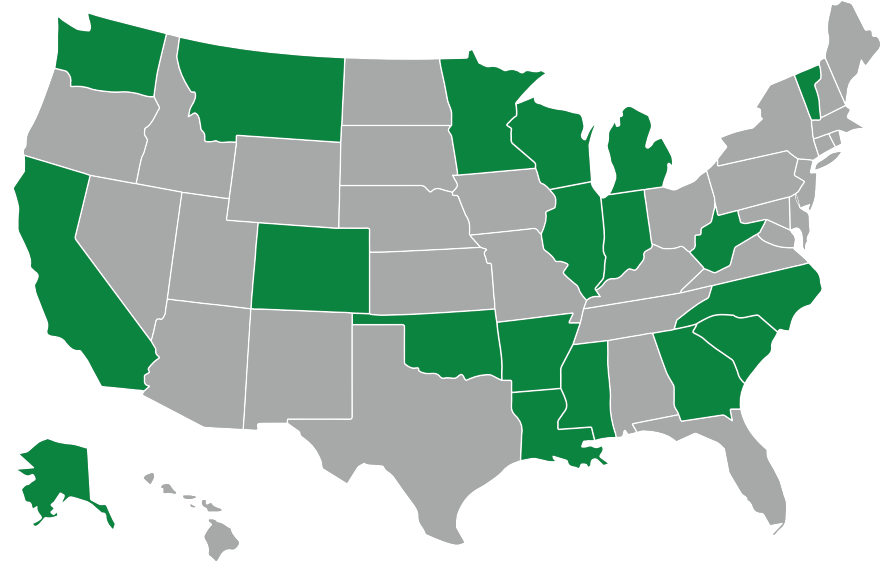
## 2023 as of Aug.25

- 19 states, 1,104 dual members
- 28% new to National

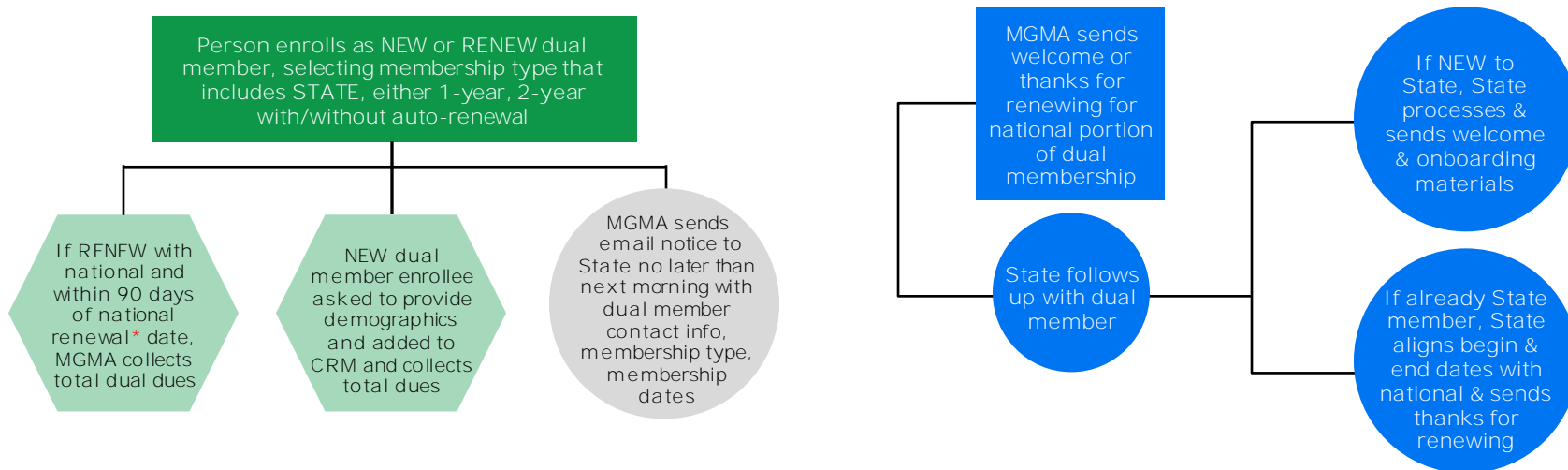
# STATE PREPARATION FOR DUAL MEMBERSHIP



- Dues
  - Anniversary dues billing
  - For individual dual membership - Confirm state dues amount before and after 12.5% discount
- State contact(s) email for dual member enrollment notices
- Electronic funds transfer form and bank information
- State dual membership webpage and link to MGMA for enrollment
- Add dual membership categories (new/renew, 1 and 2 year) to association management system
- Adjust new and renewal member messaging for dual membership



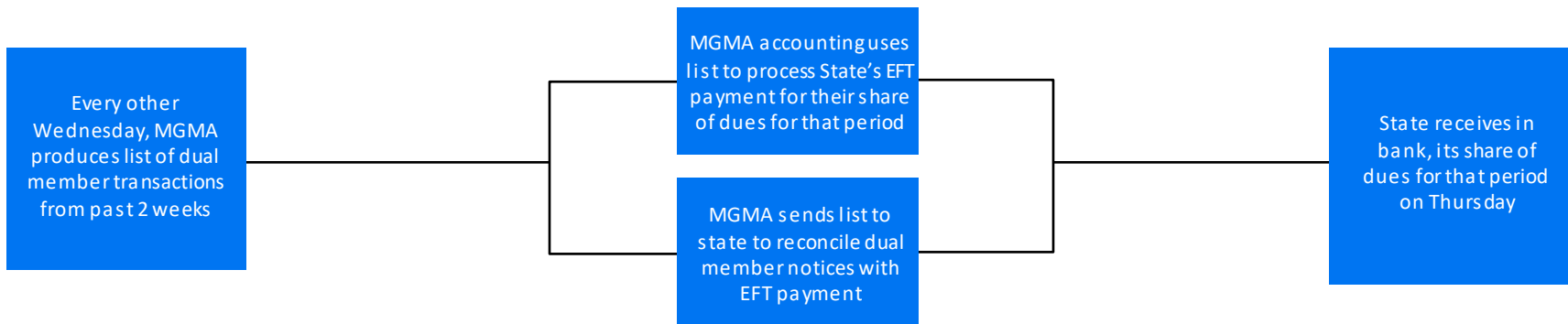
# DUAL INDIVIDUAL MEMBERSHIP: ENROLLMENT



*\*If already a national MGMA member, must be within 90 days of national renewal date to enroll as dual member*

# DUAL INDIVIDUAL MEMBERSHIP: DUES DISTRIBUTION

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# EXPECTATIONS



## National

- Provide state specific webpage for all states see sample [here](#)
- Collect dues and membership data
- Send membership data to states no later than the next morning after membership enrollment/renewal
- Process EFT to states every other Thursday
- Provide marketing about dual opportunity to potential members, current members and include as a renewal option
- Provide 12.5% discount to National Individual Membership

## State

- Provide dual membership webpage on state website
- Begin welcome/onboarding process for new member within one week of enrollment
- Provide marketing about dual opportunity to potential members, current members and include as a renewal option
- Provide discount of 12.5% to Individual Membership dues



# Dual Organizational Membership

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## What is an organizational membership?

- An organizational membership is sold to Provider Organizations
  - All individuals enrolled as members under the umbrella organization must be added as members at the state level.
- National MGMA categorizes organizational membership in tiers by FTE physicians employed by the organization
  - Tier 1 is the smallest with 1-6 FTE physicians
  - Total of 16 tiers
- Currently, national MGMA has over 900 Organizational Memberships representing approximately 50,000 individual members

### Dual Organizational Memberships sold by National MGMA Sales Team

- Add-on to national OMs at renewal
- Add-on to new OMs at initial purchase
- OM may purchase multiple states to accommodate employees in different states

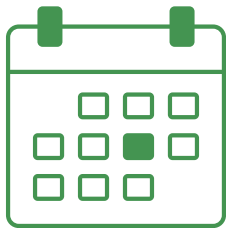
#### Tier 1

- MGMA offering one state membership at no additional cost to national OMs
- MGMA will allocate \$200 of national OM dues to the state

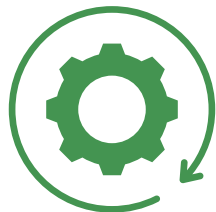
#### Tiers 2-16

- \$2,500 annual rate per state add-on to national OM
  - Rate includes up to 50 individuals
  - \$50/head for each additional state member. Headcounts will be reconciled annually.
- OM may add as many states as they choose at above pricing
- 75% of upsell revenue allocated to state; 25% administrative fee retained by MGMA.

## NEXT STEPS



Renewal process for IM & OM begin  
60-90 days prior to renewal date  
- Ex: Jan. 1 renewal for OM begins Oct. 1  
Jan. 1 renewal for IM begins Nov. 1



October 16 – deadline for States to  
sign new Partner Affiliate Agreement to  
be included in Dual IM & OM sales  
process to individuals and organizations  
renewing in early 2024

Month	Tier 1	Tier 2
Jan. OM Renewals	16	51
Feb. OM Renewals	9	55
Mar. OM Renewals	11	74
Total	36	180

Month	Ind. Mems
Jan. IM Renewals	851
Feb. IM Renewals	575
Mar. IM Renewals	523
Total	1949



THANK YOU



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# MGMA SURVEY PARTICIPATION

SEPTEMBER MGMA STATE ASSOCIATION TOWN HALL



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## DataDive Surveys

Jane Doe  
ID: 1234567890

Home

Practice Data

Survey Help

Previous Year's Submissions

Contact Us

Logout

# Survey Participation

**View helpful resources here to guide you through the new file submission process. Then:**

1. Complete your Practice Data and upload your system files in each of the sections below to contribute to the 2024 MGMA surveys.
2. Once your file(s) have been uploaded, you will be prompted to map your data.
3. Finally, review and confirm everything looks accurate.

## Practice Data

Looking for your practice profile? Practice profiles have moved to "Practice Data" in the sidebar. Use the button below to access your Practice Data!

[View All Practice Data](#)

## File Uploads

File Type	Status	Date Range	Actions
<a href="#">Payroll Reports</a>	Files Need Review	1/2/2023 - 2/3/2023	<a href="#">View Files</a>
<a href="#">Claims Data</a>	Completed	1/2/2023 - 2/3/2023	<a href="#">View Files</a>
<a href="#">P&amp;L or Income Statement</a>	Not Uploaded	2/27/2023 - 4/21/2023	<a href="#">Upload File</a>
<a href="#">Other File Uploads</a>	Completed	2/27/2023 - 4/21/2023	<a href="#">View Files</a>

Q: Are the national MGMA surveys only available for members?

A: No! Participants do not have to be a national or state MGMA member to participate in a survey.

Q: Is there a cost associated with survey participation?

A: There is no cost! The new, streamlined survey completion process is a win-win. It aims to save participants time by accepting the submission of reports already generated internally while also allowing MGMA to collect (and report on) more detailed information.

Q: Is all submitted data confidential?

A: Yes! All submitted data and related materials that identify a specific organization or individual will be safeguarded and not published or voluntarily released without written permission. Summary statistics will only be published if there are sufficient responses to keep the anonymity of those submitting data protected.



## BENEFITS OF SURVEY PARTICIPATION



Q: Is there any benefit to participating?

A: Absolutely!

- Access to the reported results in DataDive
- Exclusive: State MGMA Data ranking report

2023 Provider Compensation, 2022 Data				Total Compensation	Full-Time	Physician Owned	New York	My data included
Provider Specialty	Practice Data			All Practice Types				
	Name	Practice Value	Rank	Group Count	Ind Count	Mean	Std Dev	Median
Cardiology: Noninvasive	D. Wade	\$452,558	66th %tile	3	11	\$399,083	\$171,878	\$400,000
Cardiology: Noninvasive	H. Hogan	\$602,106	83rd %tile	3	11	\$399,083	\$171,878	\$400,000
Cardiology: Noninvasive	J. Curtin	\$747,899	>90th %tile	3	11	\$399,083	\$171,878	\$400,000
Cardiology: Noninvasive	J. Smith	\$345,272	33rd %tile	3	11	\$399,083	\$171,878	\$400,000
Family Medicine (without OB)	M. Chen	\$230,456	65th %tile	4	5	\$225,395	\$89,696	\$205,961
Family Medicine (without OB)	M. Jordan	\$299,791	89th %tile	4	45	\$225,395	\$89,696	\$205,961

Q: So now what?

A: We are accepting participant files now to begin mapping their reports to our system.

We will be scheduling a more in-depth webinar demo of the full process for State leaders in the coming weeks. After the webinar, that recording will be made available for promotion and distribution to your membership.

Q: When should survey promotion begin?

A: To ensure participants have ample time to get mapped and that we are able to produce state-level benchmarks, we are aiming to work with all participants before January.

This also helps us avoid the busy year-end close out and tax season at the turn of the year.



THANK YOU



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