
From: Martha Huckaby, MSW
Sent: Monday, June 26, 2023 2:39 PM
To: Martha Huckaby, MSW
Cc: Tracy Watrous, FACMPE; Allison Gault, MBA, CAE
Subject: MGMA State Association Transition

Dear state MGMA presidents, presidents-elect and immediate past presidents (cc state staff):

It is no surprise to any of us that healthcare is one of the fastest-moving and most-dynamic industries in the country. There is an expression that change is the only constant, and that certainly applies to MGMA. As a membership-driven organization, we are always evaluating how we can provide more value to both our state organizations and our members.

We want to share an update on an organizational transition that we have been working on that will impact our state organizations. We have developed an enterprise-wide strategy to create better alignment with our MGMA state affiliates and provide a model that will drive greater collaboration, support and value to members at both the National and State levels.

Our goal has been to rethink and redefine the National/State relationship so that each of us can leverage our strengths, maximize our resources, and better position ourselves to demonstrate a unique and compelling value proposition to members. We have identified two tracks, a state chapter and a state partner affiliate, that will allow us to achieve this. This transition will begin January 1, 2024.

State Chapter

The first track is a Chapter model that allows state organizations to become a subsidiary of MGMA. While state volunteers will continue to play key roles in governance, membership, content/benefits and conferences, the administrative and financial responsibilities will be assumed by MGMA and resourced through outsourced association management. We don't expect everyone to pursue this direction, but some organizations that have been facing challenges may find this model gives them the resources and support they need to become successful.

State Partner Affiliate

The second track is a revised Partner Affiliate model. The current State Affiliate Agreement will no longer be offered as an option. The revised Partner Affiliate Agreement will look similar to our current partner affiliate with some important distinctions. As you know, the Partner Affiliate Agreement requires a dual membership product offering for individual membership. This new Partner Affiliate Agreement will include the existing dual option for individual membership, and the addition of a dual organizational membership option. This dual offering has been requested by many of our state affiliates and we are excited to roll this out as a component of the new strategy. Members will still have the option of selecting a National only or State only membership product. A consistent dual membership offering across all states will ensure all members have the option to receive the best local and national value and resources.

The new state models will also reflect a new regional conference strategy. Rather than going it alone, we will offer regional conferences sponsored by both National MGMA and one or more state organizations. Our financial modeling indicates that this approach should minimize effort and risk for state organizations while delivering the same or more financial return. It will also allow us to elevate the experience and benefits of attending the conference for members.

Additionally, the new state strategy will allow us to offer even more value to members, including state-specific data analysis reports, the option of a customized state career center/job board microsite, expanded access to available MGMA articles to utilize at the state level, and curated resources available from the MGMA National Government Affairs team.

We recognize that few people like change and that this new structure may cause some concern as you consider the implications for your state organization. Please know that we have devoted substantial resources to developing this structure and that our first priority is helping you be successful. By moving to the Partner Affiliate or Chapter model, we believe it will benefit your state association, your members and MGMA. This is an opportunity to create stability, product consistency, drive greater collaboration and leverage the unique value to members offered at both the national and state levels.

We also know that you will have many questions about this new strategy. We will provide several opportunities for you to ask questions through monthly digital town hall meetings and at our State Leaders Conference. Each town hall will focus on a specific topic, as well as commonly asked questions. The town hall schedule is as follows:

July 18	General questions about chapter and partner affiliate models. Examples could include: <ul style="list-style-type: none">• Differences between the two structures.• Differences between the current partner affiliate agreement and the new one.• When will our affiliation agreements change?
August 15	Regional Conferences
September 19	Dual Membership
October 21 – 22	State Leaders Conference – Nashville, Tenn.
November 21	Governance
December 19	Other Areas (Career Center/Education Content/Government Affairs)

Please send questions you would like us to address during these town hall meetings to membership@mgma.com and we will respond to each during the appropriate call. Prior to each call, we will send a reminder for additional questions.

If you have immediate questions, please do not hesitate to contact us. We welcome the opportunity to discuss this with you.

Sincerely,

Tracy Watrous, FACMPE, VP, Association Strategy & Product Development
twatrous@mgma.org
303-799-1111, ext. 1884

Allison Gault, MBA, CAE, Director, Member Engagement
agault@mgma.org
303-799-1111 ext. 1239

Martha Huckaby, MSW, Senior Manager, Member Engagement
mhuckaby@mgma.org
303-799-1111 ext. 1250

MARTHA HUCKABY, MSW

SR. MANAGER, MEMBER ENGAGEMENT

x1250

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