

From: [Martha Huckaby, MSW](#)
To: **RED STATES**
Cc: [Tracy Watrous, FACMPE](#); [Allison Gault, MBA, CAE](#)
Bcc:
Subject: IMPORTANT: MGMA State Notice of Non-Renewal & New 2024 Agreement
Date: Thursday, September 28, 2023 4:15:00 PM
Attachments: [2024 MGMA Partner Affiliate Agreement - Final.pdf](#)
Importance: High

Dear XX and XX:

Please see the Notice of Non-Renewal and New Agreement below as well as the new 2024 MGMA Partner Affiliate Agreement attached. This information was also sent via USPS Priority Express Mail on September 27, 2023 to the Board President at the address we have on record for your state MGMA.

MGMA STATE NOTICE OF NON-RENEWAL AND NEW AGREEMENT

Important Notice: MGMA State Partner Affiliate Process for 2024

As we have shared previously, we are transitioning to a single new Partner Affiliate Agreement that will provide a better experience for MGMA state organizations, MGMA's national organization and, most importantly, our members. This message serves as notice that MGMA is not renewing your existing Agreement. To the extent each state organization would like to continue to affiliate with MGMA (including receiving the benefit of MGMA's licensed trademark), each state organization will be required to execute the new Partner Affiliate Agreement, which will be effective January 1, 2024, through December 31, 2024. Each state organization must sign and return the new Partner Affiliate Agreement no later than December 15, 2023, to maintain its affiliation with MGMA in 2024.

The new Partner Affiliate Agreement requires that each state offer the existing dual individual membership (IM) option, if not doing so already, and the additional new dual organizational membership (OM) option. This dual OM offering has been requested by many of our state affiliates and we are excited to include this as a component of the new strategy. Members will still have the option of selecting a national-only or state-only membership product.

Additionally, as you know, you were provided communication regarding the results of your KPI Benchmarking Report and that such scores require your state board to consider transition of your organization to a state chapter. However, you were provided (and you elected) an opportunity to improve your current rating and are required to submit updated data to MGMA on December 15, 2023. In the event the results of your updates scores for the KPI Benchmarking Report fail to satisfy the required thresholds, MGMA will continue its partnership with you under the new Partner Affiliate Agreement but will work to transition your organization to a state chapter in 2024 and ultimately terminating the new Partner Affiliate Agreement once the state chapter transition is completed.

OPPORTUNITY FOR EARLY SIGNING: MGMA begins its' membership renewal process 60-90 days in advance of renewal date. If you sign and return the new Partner Affiliate Agreement no later than October 16, 2023, your state will be able to take advantage of the national MGMA January – March

renewals which represent the biggest membership renewal months of the year. Signing by October 16th allows the national MGMA sales team to include your state in renewal discussions for a Dual OM upsell opportunity. For those not currently participating in Dual IM, it will also allow MGMA to include your state in the individual membership renewal campaigns.

ACTION: For your convenience we have attached the new Partner Affiliate Agreement for you to sign and return to Martha Huckaby, mhuckaby@mgma.org, by Monday, October 16, 2023 to be included in advance sales and marketing efforts for early 2024 renewals. All signed agreements must be submitted no later than December 15, 2023.

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| Oct. 16, 2023 | <p>Deadline to sign and submit new Partner Affiliate Agreement to be included in advance sales and marketing efforts for early 2024 MGMA OM and IM renewals and new member acquisition campaigns.</p> <ul style="list-style-type: none">• <i>NOTE: Those who sign after Oct. 16th will not be able to participate in membership renewals until March 2024</i> |
| Nov. 1, 2023 | <ul style="list-style-type: none">• Dual IM renewal campaigns begin sixty (60) days prior to the renewal date. |
| Dec. 15, 2023 | <ul style="list-style-type: none">• Final deadline for new signed Partner Affiliate Agreement to be submitted to mhuckaby@mgma.org.• Final deadline for any updated data to be provided to MGMA for MGMA to update scores under KPI Benchmarking Report |
| Jan. 1, 2024 | <ul style="list-style-type: none">• New Partner Affiliate Agreement goes into effect. |

We are excited to move to the new Partner Affiliate model and believe this approach will benefit you, your members and MGMA. This is an opportunity to create more consistency and improve awareness of the value of MGMA membership at both the national and local levels. We value and appreciate our partnership and look forward to working with you in the year ahead.

If you have questions regarding the new Partner Affiliate Agreement, please contact any of us.

Warm regards,

Tracy Watrous, FACMPE
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Director, Member Engagement
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