

MPA Membership Committee - 11/10/10 meeting notes

Attendance

- Attended: Laurie, Chris, Larry, Sarah
- Excused: Mac

Leadership

- Chairman is Laurie.
- Assistant to the chairman is Sarah.

Communication

Membership committee to report updates at monthly MPA BOD meetings

FY 2011 Membership Goals

Current Pharmacist membership (\$100 annually):

- Total membership = 336 total
- Pharmacists = 149 active + 19 first year graduates=168
- Total active ME pharmacist = 1560 (900-1100 living in ME) = 16.8% of ME pharmacists are MPA members

FY 2011 Pharmacists Membership goal = increase pharmacist membership from 16.8% to 25% (# 82 pharmacists) by 8/31/11.

Current Corporate memberships = 7 (\$1,000 annually)

- 4 chains: Rite Aid, Hannaford, Wal-Mart , Walgreens
- 3 wholesalers (HD Smith, Amerisource Bergen, Cardinal)

FY 2011 Corporate Membership goal = increase corporate membership from 7 to 12 (# 5 corporate memberships) by 8/31/11.

Corporate membership options to include: CVS, Osco, smaller chains, smaller wholesalers, top Rxs, physician groups, MMC

FY 2011 Additional Revenue from increased membership

FY 2011 additional Revenue of increasing memberships: = \$8,200 (82 pharmacists) +\$ 5,000 (5 corporate memberships) = \$13,000

Value of Pharmacist membership

Current 'value' of MPA membership to Pharmacists:

- Presence/support/communications of legislative hearings
 - Examples: Maine pharmacy immunization law, Mandatory generic bill, Medical Professionals Help Program

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- Presence/support/communications of Board of Pharmacy (BOP) Meetings
 - Example: Reversing BOP decision allowing CE credits to be used for both immunization training and license renewal CE credits
- Career center – post resumes- employers can post-jobs (open to non-members)
- 2 conferences a Year (open to non-members)
 - Discounted registrations
- CE credits including immunization training and 2 immun CEUs

New Ideas for 'values' of MPA membership to Pharmacists:

- Monthly email update
 - to MPA members only
 - Maine- specific
 - Succinct with links to MPA website (members only)
 - Include links to Maine-specific articles
- Discounted services
 - Testify /advocate for Maine pharmacists (Bob Nutting)
- Representation
 - Federal health care reform/state level
 - Changes from New administration – LePage
- Blog/list serve – member's only section-
 - Obstacle: 50% of members with no email address
- MaineCare DUR committee updates –members only
- Improved CE courses at conventions:
 - Clinical
 - LTC & hosp-based
- Promote New image of MPA, new leadership, new strategic goals
 - No longer community-pharmacy based
 - Include APhA, hospital pharmacists, Integrated Delivery System, Health Plans, Colleges
- Shame not to join- owe it to Maine and the pharmacy profession to join
- Growing association- help us change the face of pharmacy in Maine!!!
- Partnerships with Hospital associations, ME Medical Assoc, etc.

Value of Corporate membership

Current 'value' of MPA membership to corporations:

- Table at spring convention
- Hole sponsorship at the fall convention

New Ideas for 'values' of corporate memberships:

- Half year memberships?
- Communications to members only

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Next steps:

- Identify obstacles to meeting our goals
- Determine tactics (1/2 year free?, coordinate with other pharmacy groups?)
- Determine process (who, what, where, when, how) to improve membership (mailings?, phone calls?, etc.)
- Finalize meeting schedule