



Guide to Member Benefits

Advancing professionalism in medical society management

About AAMSE

What is AAMSE?

The American Association of Medical Society Executives (AAMSE) is the **only professional association focused solely on meeting the needs of medical society executives and staff**. Through collaboration and education AAMSE positions medical society professionals – and the organizations and physicians they serve – to reach the highest standard of professionalism and quality in the field of organized medicine.

The AAMSE Mission

AAMSE is committed to supporting medical society professionals and to advancing the profession of medical society management through **education, leadership development** and **collaboration** among its nationwide network of members.

A professional community for you

AAMSE is a community for you– the medical society professional. The issues facing medical societies and the physicians they serve have never been more complex and the need for collaboration and support within the medical society community to address these issues has never been more essential.

By joining AAMSE you become part of **a community of colleagues who understand the challenges unique to the field of medical society management**. AAMSE provides the opportunity to learn from and with your peers, sharing experiences and knowledge to help you lead your organization forward while fostering your own personal and professional growth.

Benefits designed with your needs in mind

All of AAMSE's programs and services are developed with the medical society professional in mind. It is through this industry-specific support that AAMSE strengthens its member organizations.

AAMSE offers **resources, education** programs and **collaboration** opportunities that span your career. All member benefits are created by and for medical society professionals and provide career development from a medical society perspective you won't find anywhere else.

Take part in the AAMSE experience

- Annual Conference
- CEO Meetings
- Leadership Academy
- AAMSE 360
- Hotline e-Newsletter
- EDWeb Webinar Series
- Management Library
- Benchmarking
- Trends Report



Learn more about what AAMSE can do for you at aamse.org

AAMSE Membership

AAMSE offers a variety of membership options to fit medical societies of all types and sizes. Affiliated medical organizations and industry partners may also join, giving them access to the benefits AAMSE provides.

Organization Membership:

Annual Dues: Based on tier level

- National, national specialty, regional, state, state specialty or county medical societies comprising physicians or groups of physicians and organized as a professional medical society or association
- Association management companies that devote at least 50% of their time to the management of medical societies as defined above

Organization members select one of five membership tiers depending on the number of staff they want to include in their AAMSE membership. The organization pays the annual dues rate associated with its selected tier level and all staff they sign up receive full member benefits.

Tier Level	# of Memberships Included	Total Annual Dues
Tier 1* (restricted)	1	\$215
Tier 2	2-4	\$352
Tier 3	5-9	\$550
Tier 4	10-24	\$1,100
Tier 5	25+	\$1,650

*Only organizations that employ **less than two total full-time staff** qualify for Tier 1 membership. Organizations with two or more full-time staff that only wish to include one person in their AAMSE membership must sign up under the Individual Membership category (see below).

Individual Membership:

Annual Dues: \$440

- A single staff person whose organization does not qualify for Tier 1 membership (employs two or more full-time staff) and does not wish to join under tiers 2-5

Affiliate Membership:

Annual Dues: \$440

- Executives and staff working for medical association-related health care organizations or a Physician Review Organization, or consultants

Industry Partner Membership:

Annual Dues: \$1,000

- Companies that have the potential to create a business relationship (e.g., vendors) with AAMSE medical society member organizations



Annual Conference

What sets the AAMSE Annual Conference apart?

Since 1947, AAMSE has produced **the only conference designed specifically for medical society professionals**. Every aspect of the conference is carefully selected and planned to provide you with information and tools that are **relevant to your career**.

World-class education

The AAMSE Annual Conference brings in thought leaders and industry experts from around the country, eager to share their experience and knowledge with the medical society community. You'll leave with **new ideas, innovative solutions** and **renewed energy** to lead your medical society forward.

Collaboration

Just as important as the education sessions are the many opportunities you'll have to strengthen existing relationships while forging new ones. You can feel comfortable at the AAMSE Annual Conference knowing **you're amongst colleagues who do what you do, understand your challenges, and share your goals**.

Networking receptions and social events provide the opportunity to connect face-to-face with your peers from around the country, allowing you to build valuable relationships that will serve you throughout your career.



An open and inclusive environment

AAMSE understands it can be a challenge to dive into a conference experience as a new member or first-time attendee and is committed to creating an open and inclusive atmosphere. That's why every AAMSE Annual Conference includes a new member/first-timer program to **help you make connections and feel comfortable right from the start**.

As a new member or first-time attendee, you'll be matched with an "AAMSE veteran" prior to the conference with whom you can communicate via email or phone so you'll **walk into the conference with a pre-established connection**. You'll also receive an invitation to a special reception on the first night of the conference so you can meet members of the AAMSE Board of Directors and committees and begin building your own peer network.

Affordably priced

AAMSE's Annual Conference is competitively priced among the leading professional conferences in the nation. Remember: **AAMSE members receive discounted registration rates** for every Annual Conference!



Special Interest Groups

AAMSE offers its members the opportunity to participate in Special Interest Groups (SIGs) related to the field of medical society management.

AAMSE SIGs **connect members with mutual goals and interests**, providing a platform to network and participate in knowledge and resource sharing amongst peers. SIGs also serve as resources for AAMSE to develop and promote specialty-specific programs and services. SIG participation is voluntary and self-selected by members based on job function and interest. There is no cost for AAMSE members to participate in SIGs.

SIGs help you do your job better by allowing you to:

- **Share resources** with peers from around the country to avoid "reinventing the wheel"
- **Learn from others** who do what you do at medical societies across North America
- **Grow in your professional and personal lives** by forging relationships and exchanging ideas



9 areas of interest to choose from

- Advocacy
- Association Management
- CEO Groups
- Communications
- Knowledge of Medicine
- Leadership
- Membership
- Education
- Technology

Collaboration made easy

Each SIG has its own private email listserv allowing members to quickly and easily communicate. Members are automatically added to their groups' listserv when they sign up for a SIG. SIG members can ask questions, solve problems, exchange ideas and share resources with the ease of sending an email.

Member-driven

As a member-driven association, AAMSE provides the opportunity for members to propose the creation of new SIGs based on a subgroup or area that may not be covered by one of the existing groups. New SIGs can be as broad or narrow in scope as determined by member needs.

Benchmarking Project

Data-driven

One of the key characteristics of a successful association is its commitment to being a ***data-driven organization***. As a benefit of membership, AAMSE offers comparisons of your association's financial information to hundreds of other medical societies around the country to create a custom report tailored specifically to your needs.

How is the data collected?

Data from over 500 medical societies' IRS 990 tax forms has been compiled into an online database that you can sort by eight criteria:

- Type of organization (county, state, national specialty, etc.)
- Geographic location
- Staff size
- Membership size
- IRS classification (501(c) 3, 501(c) 6, etc.)
- Accounting method (cash or accrual)
- Total revenue
- Total expenses



What type of report will I get?

Once you have specified your criteria, a ***custom report*** of the averages of over 80 separate line items will be created for you to either print or download as an Excel file. Your organization's 990 information will automatically be included in the report for easy comparison.

Easy to use

The online database is ***user-friendly*** and can be used by individuals at any skill level. However, if you would like a little extra guidance, AAMSE staff will be happy to set up individual training sessions at your convenience.

Value-driven

To hire an outside consultant to create a report of this magnitude could cost your organization thousands of dollars, but ***as a member of AAMSE it costs you nothing***. There are no limits on the amount of custom reports you can produce; simply run them as needed.



Trends Report

What is the Trends Report?

An essential attribute of success is being proactive in identifying and ***preparing your organization for what's around the corner*** while staying current with the latest changes, advances and reforms in the constantly-evolving fields of health care and medical society management.

AAMSE's Trends Report serves as a resource to help medical society professionals identify key trends affecting organized medicine while offering ***tips on how best to lead their organization and members through change.***

How are the trends identified?

The trends covered in each report are determined by you— AAMSE members. Through a comprehensive survey and other crowd-sourcing tactics, those on the front lines of medical society management inform each report by telling AAMSE what trends are on the top of their minds.

Participate in the process

The Trends Report is developed by the Trends Task Force which comprises AAMSE volunteer members. The task force uses member feedback to identify the most pressing issues currently facing the field of medical society management, researches these topics and then develops the report, including a summary of trends and tips on how best to address them.

The Trends Report is published in electronic format to position it as a “living document” that can be easily and frequently updated as new trends emerge. All AAMSE ***members are invited and encouraged to participate in updates*** to the report.

Just for members

Past and current issues of the Trends Identification Report are ***available exclusively to AAMSE members.*** The reports can be downloaded in PDF format on the AAMSE website.



Leadership Academy

Discover the leader within

As a medical association professional, your position requires effective and creative leadership skills to manage your board, members and staff. As the only leadership training program catering to the needs of medical society professionals, the AAMSE Leadership Academy provides a unique educational opportunity to learn **strategies, tools and techniques to bring out the leader within**.

With over 200 alumni, the Leadership Academy is an intensive immersion in case studies and tactics that will uncover and develop your leadership potential. You'll learn to **assess and enhance your individual leadership style and talents** and will join a growing community of Academy graduates whose network for sharing ideas, expertise and best practices will benefit you for a lifetime.

What is the course curriculum?

The AAMSE Leadership Academy curriculum is based on the five leadership practices developed by authors and leadership experts, Jim Kouzes and Barry Posner:

- Model the way
- Inspire a shared vision
- Challenge the process
- Enable others to act
- Encourage the heart



Customized to your needs

The Leadership Academy begins with a personal assessment of individual leadership practices. Prior to the Academy, each attendee completes an online Leadership Practice Inventory (LPI). This **advance preparation** is critical to maximizing the value of the Leadership Academy experience and ensures that each participant's needs are met.

When is the next Leadership Academy?

Visit aamse.org/leadership for details on the next Academy. **AAMSE members receive discounted registration rates** for every Leadership Academy.



AAMSE 360: Essentials of Medical Society Management

What is the AAMSE 360: Essentials of Medical Society Management?

AAMSE 360: Essentials of Medical Society Management is an immersive program that combines webinars, readings, an online discussion forum and an in-person meeting to provide a convenient opportunity for participants **to develop the knowledge and tools** they need to successfully **tackle the unique challenges faced by medical society professionals**. Participants will also build a peer network which will serve them throughout their careers in organized medicine.

What topics are covered at AAMSE 360?

Topics covered include an overview of the current health care system, top issues facing physicians and medical societies, how to manage when you aren't in charge, communication strategies and social media, the growing importance of non-dues revenue, and the politics of health care. With the hybrid format of the program (including webinars, readings and discussions) it is easier than ever to learn the essential information you need.

Why attend AAMSE 360?

AAMSE 360: Essentials of Medical Society Management is geared toward medical society professionals that have three years or less experience in the medical society world.

The goal of the program is to help **prepare you for the unique aspects of organized medicine and continue building a network of colleagues** which will serve you throughout your career. AAMSE 360 will also provide you with an opportunity to develop the knowledge and tools you need, not only for the **advancement of your organization**, but for the **advancement of your career**.



When is the next AAMSE 360?

Visit aamse.org/AAMSE360 for details on the next scheduled program. Don't forget: **AAMSE members receive discounted registration rates** for every AAMSE 360 program!



CEO Resources

AAMSE is the **premier association for developing and enhancing the careers of CEOs** in the medical society industry. Through specialized programs and services, AAMSE provides medical society executives with the support needed to reach their leadership potential and guide their organizations into the future.

Please note: CEO resources are limited to those serving in executive positions at medical societies.

Face-to-face connections

Each year, AAMSE hosts in-person meetings for CEOs of county, state and national specialty medical societies. These exclusive gatherings give society executives the opportunity to **address relevant issues** that matter to them while **developing personal relationships** with their peers who share the same responsibilities at similar organizations.

Coming together in an intimate setting to meet face-to-face with those who best understand the challenges and rewards of leading a medical society is a unique experience only available through AAMSE's CEO community.



Collaboration any time, anywhere

AAMSE hosts private email listservs for CEOs of each medical society type, allowing for **quick and easy communication among colleagues**. The listservs offer a private space in which society executives can collaborate on current topics in organized medicine and health care.

Ask questions, share resources and discuss important issues affecting your organization and members with others who have been there before or are navigating their way through the process right along with you. Sending a message over the listserv **instantly connects you with your fellow CEOs around the country** who are always willing to lend their advice or share their experiences.

Reports and surveys

Tailored reports and customized surveying services are also available to CEO members. AAMSE maintains an updated database of medical society executives around the country and is happy to help CEOs gather important data by producing and distributing surveys and compiling and distributing the results.

Let AAMSE help you **take the pulse of your CEO community** by producing customized reports based on your needs and interests.



EDWeb Webinar Series

FREE for Members!

Professional development at your fingertips

Learn from the comfort of your desk with AAMSE's EDWeb series– webinars providing **real-world training from industry experts** who share best practices and address the hottest topics in health care and organized medicine.

AAMSE EDWebs cover all major areas of medical society management– from membership and marketing to technology and legislative issues– and are **a leading source of continuing education** for medical society professionals. Each presentation includes a question-and-answer session to ensure that you take away the information you need.

Budget- and schedule-friendly learning

With FREE registration for AAMSE members and no travel required, EDWebs are a cost-effective and convenient way to continue your professional development without breaking the bank or costing you valuable time away from the office.

EDWebs generally consist of a 60-minute presentation and include time for Q&A, allowing attendees to easily fit first-class professional development into their busy schedules.

EDWebs On Demand

Each EDWeb is recorded and available for download as an On Demand presentation. When you register for an EDWeb event, you **receive free On Demand access for 30 days after the live presentation** in case you'd like to view the webinar again or share it with a colleague.

Unable to attend the live event? No problem. On Demand presentations are also archived and available for purchase and download any time.

For a complete schedule of upcoming webinars, visit aamse.org/EDWeb

The logo for AAMSE EDWeb features the text "AAMSE EDWeb" in a bold, blue, sans-serif font. The "ED" is significantly larger and more prominent than the other letters, and the "Web" is in a smaller font size. The letters have a slight 3D effect with a lighter blue shadow.

Management Library

What is the Management Library?

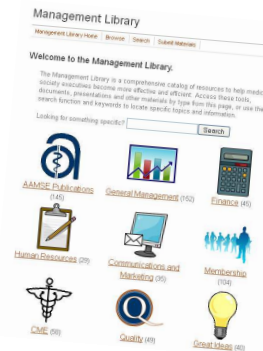
AAMSE's Management Library is an online catalog of resources to help medical society professionals become more effective and efficient. The Library holds ***hundreds of documents and presentations that you can use as references, templates or to inspire new ideas*** for your organization.

Resources for every need

The Management Library gives you access to planning documents, marketing materials and other resources that have been proven effective, ***submitted by your medical society colleagues*** from around the country. In addition to member-submitted resources, past AAMSE meeting materials and reports are also available in the ***searchable database***.

The library is organized into the following categories:

- AAMSE Publications
- General Management
- Finance
- Human Resources
- Communications and Marketing
- Membership
- CME
- Quality
- Great Ideas



Solutions, education and inspiration

- Don't reinvent the wheel— when launching a new project or trying to solve a problem, turn to the Library to see how other organizations have approached it
- Retrieve copies of memorable AAMSE presentations from a conference you've attended or one you missed to continue your professional development any time
- Visit the Library to get inspired and discover innovative ideas from your peers' campaigns and marketing materials

Contribute to the cause

The Library grows in value as more resources are added. ***All members are encouraged to upload their own materials to share with the AAMSE community.*** Share your business plan, member survey, successful marketing programs and more with your colleagues and help continue AAMSE's tradition of collaboration.



Career Connection

What is the Career Connection?

AAMSE's Career Connection aids medical societies in seeking the perfect candidates for their open positions and helps medical society professionals find job opportunities to propel them to the next level of their careers.

Find the next member of your team

Career Connection allows employers to **review and purchase the resumes of potential candidates** for their open positions.

Employers can:

- Manage a company profile
- View resumes and only pay for those of interest
- Receive discounted job posting rates
- Connect the company account with colleagues so that data, jobs, and job seekers can be shared
- Contact potential candidates through a resume bank



Find your next position

Career Connection offers job seekers the chance to **browse and apply for open positions in the field**, as well as post their resume – all complimentary as a member benefit.

Job seekers can:

- Upload or create a resume and cover letter
- Browse job positions or filter by keyword, location or job type
- Save potential job listings to their account for easier access
- Apply for jobs instantly
- Create job alerts to notify them of any changes or new job postings
- Utilize career coaches and experts, as well as browse the career management library



Hotline

What is *Hotline*?

Hotline is a monthly e-newsletter containing **important AAMSE information, member announcements, industry articles and more** to keep you up-to-date on the latest association and medical society news.

Each issue includes:

- A Message from the AAMSE President
- Important AAMSE program and event announcements
- Topical articles from industry experts
- And much more



Become a *Hotline* contributor

Hotline is a newsletter for medical society professionals. To keep it relevant and valuable to readers, all **AAMSE members are encouraged to submit content**, including articles, their organization's latest success news and more.

Easy to access

As an AAMSE member, you **receive every issue of *Hotline* in your email inbox** each month. The month's current issue is also easily accessible on the AAMSE website and archived issues are available in the AAMSE Management Library.

Reach the medical society community

AAMSE offers advertising in each issue of *Hotline* and encourages member organizations and industry partners to **reach the medical society community through this unique platform**. For more information on advertising opportunities, visit aamse.org/sponsorship.



Membership Directory

Collaboration made easy

AAMSE's Membership Directory is a **one-stop resource for connecting with your fellow AAMSE members**. The directory is easy to use and is updated daily to make networking more convenient and effective.

Search for AAMSE members by:

- Name
- Title
- Geographic location
- Organization

OR

Narrow your results by searching:

- Title/position
- Member category
- CEO-level members
- Leadership Academy alumni

Welcome to the AAMSE Online Membership Directory.

Peer networking is now even easier!

This online directory is your one-stop resource for contacting individual AAMSE members. The AAMSE Online Membership Directory is easy to use and is updated daily to help make networking more convenient. This page allows you to search for a member by name, title, geographic location, or organization.

[Advanced Member Search](#)

[Advanced Member Organization Search](#)

[Browse Members](#)

[Browse Member Organizations](#)

[Board of Directors, Committees, and Staff](#)

Postal and e-mail addresses and telephone numbers in the AAMSE Membership Directory are provided for individual personal communication only. Use of these addresses for commercial or research purposes is prohibited.

Browse board, committee and staff rosters

The Membership Directory also allows you to browse the rosters of AAMSE's Board of Directors, committees, task forces, and staff.



Build your own network

Use the Membership Directory to begin building your own peer network. **Form partnerships and bonds with other AAMSE members in similar organizations, locations and job functions** and start collaborating, sharing and benefitting from your AAMSE community today.



AAMSE Exchange

What is the AAMSE Exchange?

The AAMSE Exchange is ***an online marketplace for locating products and services*** to benefit your medical society. Members can search for suppliers by marketing category, business type or company name. The Exchange features descriptions of products and services, ***special AAMSE member discounts***, contact information and Web links.

Find your next vendor

Search the Exchange by the category of services you're looking for:

- Technology solutions
- Printing and publishing
- Travel and meetings
- Business solutions
- Non-dues revenue
- Vendor showcase (current AAMSE partner companies)



Find your next customer

Does your company provide services that medical societies need? ***Purchase a listing in the AAMSE Exchange to reach top decision-makers in the field*** of organized medicine.



Get Involved

Share. Network. Volunteer.

AAMSE relies on the hard work and dedication of volunteers to produce the high quality experiences members have come to expect.

Volunteering with AAMSE affords you the opportunity to ***connect with other members, share your expertise, and gain new experiences*** to help you in your career and give you insight on how it feels to be on the other side of the staff/volunteer line.

Whether you have enough time to serve a one-year term on a committee or just a few hours to write an article or present a webinar, ***your unique perspective and skills will strengthen AAMSE*** and, in turn, the profession of medical society management.



Serve on an AAMSE committee

From planning the annual conference and CEO meetings to enhancing the member experience, AAMSE committees work to develop and execute the world-class programs and services the association has become known for. Committees are established by the AAMSE Board of Directors and members serve one-year terms.

Participate in an AAMSE task force

AAMSE task forces are created for short-term projects, such as updating AAMSE's Trends Identification Report. Task forces are created throughout the year at the discretion of the AAMSE Board.

Contribute to Hotline

AAMSE is always looking for good content to include in the monthly e-newsletter, *Hotline*. Submit your article on a topic of passion and share your knowledge with a unique audience of medical society professionals.

Present at an AAMSE event

AAMSE prides itself on delivering content that is specific to medical society management. In doing so, we are always on the look out for members who are willing to share their experiences with the issues facing medical societies. Whether it is at an in-person event or a virtual program, we want you to share your innovative programs/services and lessons learned with your peers.