



**Membership Committee
Conference Call Minutes
November 4, 2013**

Committee Members Present (3): <ul style="list-style-type: none"> • Stan Hammack • Stephen McKernan • Jim Valenti 	Committee Members Absent (5): <ul style="list-style-type: none"> • David Lopez (Chair) • LaRay Brown • Gary Marchand • Jim Nathan • Joseph Orlando 	External Consultant (1): <ul style="list-style-type: none"> • Sheri Jacobs 	Staff Present (3): <ul style="list-style-type: none"> • Kristine Metter • Bruce Siegel • Katherine Susman
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Agenda Items

Minutes

Discuss and obtain feedback	<p>Should America's Essential Hospitals offer two membership structures, one for hospitals and one for systems? What are the advantages and disadvantages of each?</p> <ul style="list-style-type: none"> • Currently America's Essential Hospitals does not have an official system membership but does interact with some system CEOs and staff, and certain members pay multiple dues. • Offering two membership structures can provide hospitals more options for participation and engagement. • One advantage of system structured membership is allowing the association to have engagement and interaction at the heightened system level (which often includes policy and decision makers). It also allows recruitment to be aimed at one central system rather than multiple individual hospitals. • A disadvantage is the risk of losing entire systems at once and the subsequent financial loss. This can be somewhat offset by offering hospitals individual memberships dues and then an additional system fee, minimizing financial risk. <p>What is the most equitable and simple format for determining dues?</p> <ul style="list-style-type: none"> • Gross or net revenue <ul style="list-style-type: none"> ○ Gross revenue is not dependable as people calculate this differently. ○ Could be valuable to look at expense rather than revenue, this could help psychologically as many members have low margins. ○ Net revenue/expense is audited and therefore easy to access and share. • Admissions/patients <ul style="list-style-type: none"> ○ This could be complicated as the field moves into an environment less focused on admissions. It may also be difficult to account for outpatient/external activities. • FTEs
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	<ul style="list-style-type: none"> ○ This structure did not receive significant support. <p>Should America's Essential Hospitals offer a premium, high-level support category for organizations that have the means and wish to provide a higher level of financial support? What should be offered as a benefit to supporting the organization at this level?</p> <ul style="list-style-type: none"> • This model is a combination of tiered entry level membership and then additional benefits or premium level support. • Concern that a tiered structure with additional benefits will cause members to look for influence rather than access. This may contradict a mission of equal access for all. <p>Should America's Essential Hospitals offer a benefits-based membership system?</p> <ul style="list-style-type: none"> • This model allows people to buy different services and benefits based on their needs. This could have either a scale or flat fee for entry, and additional charges based on optional benefits. Possible benefits include participation on committees, education, training/webinars, etc. • A disadvantage to this model could be overcomplicating the dues system. When given the example of paying for DSRIP waiver programming as a benefit, the group discussed that this might be better as a separate program charge rather than incorporating the fee into membership dues. It may be difficult to offer set membership benefits based on special interests as the field is constantly changing and the content needed is unpredictable. • A merit of this model is providing more options and choices.
Provide an overview of next steps	<ul style="list-style-type: none"> • The Avenue M Group will review data provided by America's Essential Hospitals on members and prospects, create different financial models, and create forecasts predictions. This information will be presented to the group to discuss advantages, barriers, and other implications. • The next Membership Committee call will be held on January 6 from 3:00-4:00 pm Eastern Time.