



# AMERICA'S ESSENTIAL HOSPITALS

## Membership Committee Conference Call Minutes April 1, 2015

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| <b>Committee Members Present (8):</b> <ul style="list-style-type: none"><li>• Stan Hammack (Chair)</li><li>• LaRay Brown</li><li>• Jim Nathan</li><li>• Tom Traylor</li><li>• Jim Valenti</li></ul> | <b>Committee Members Absent (1):</b> <ul style="list-style-type: none"><li>• Tim Goldfarb</li><li>• Stephen McKernan</li><li>• Santiago Muñoz, III</li></ul> | <b>Staff Present (4):</b> <ul style="list-style-type: none"><li>• Caitlyn Furr</li><li>• Kristine Metter</li><li>• Bruce Siegel</li><li>• Katie Zimmerman</li></ul> |
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### Agenda Items      Minutes

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| <b>Welcome and roll call</b>            | <ul style="list-style-type: none"><li>• Bruce Siegel called roll and noted which committee members were present.</li><li>• Siegel told the committee that Stan Hammack has been nominated to the America's Essential Hospitals board of directors.</li><li>• Siegel gave a brief policy update, and told the committee that the legislation to repeal and replace to the Sustainable Growth Rate passed the House, and is expected to pass the Senate by April 15. Siegel also mentioned that state Medicaid DSRIP waivers have become a top policy and advocacy priority for the association. CMS reacted negatively toward waivers, saying that they have not proven effective.</li><li>• The committee members discussed their experiences with waivers, and told staff that they highly value waivers in their states. The committee suggested that the association organize member calls about waivers in the coming months.</li></ul> |
| <b>Update on dues roll out (Siegel)</b> | <ul style="list-style-type: none"><li>• The dues roll out has been successful so far. The association's renewal rate is in line with past years, and no one has dropped membership as a result of the dues increase. New members are being on-boarded under the new dues structure.</li></ul>   |
| <b>New Member Recruitment (Siegel)</b>  | <ul style="list-style-type: none"><li>• The association brought 6 new members to the board meeting in March: CaroMont Regional Medical Center, MUSC, Presence Health, Regions Hospital, UC Health, and UVA. Siegel thanked the committee members for their assistance in recruiting the new members.</li><li>• Committee members reviewed the list of prospects and identified organizations they can help recruit. The committee agreed they would each reach out to at least one prospective member to encourage them to join America's Essential Hospitals. Staff will follow up with each committee member directly by email to discuss outreach details.</li></ul>   |

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| <p><b>Discuss update to membership plan (Metter)</b></p> | <ul style="list-style-type: none"> <li>• Kristine Metter told the committee that the membership recruitment, retention and engagement plan was last updated in 2012. Staff felt that with recent changes to the association and its membership, the plan needs to be updated in 2015.</li> <li>• <i>Committee Question 1: Among states where we still have no members, do we set priorities? If so, how (congressional clout, size, other)?</i></li> <li>• Committee members agreed that prospects should be prioritized, less by state, and more by the institution. The association should focus on recruiting institutions that align well with the rest of the membership.</li> <li>• <i>Committee Question 2: Are there additional or different criteria that should be used to determine the universe of prospective members? E.g., should we pursue all academic medical centers or all publically governed hospitals?</i></li> <li>• The committee said that in order for an institution to benefit from the association and be attracted to membership, it must have priorities and interest that align with other members. Institutions that are heavily Medicaid and promote population health activities are best suited for America's Essential Hospitals membership.</li> <li>• The committee suggested that staff use the Medicaid DSH percentage used in the 340B formula to identify strong member prospects.</li> <li>• <i>Committee Question 3: What are some techniques you have seen in other associations to communicate the benefits and value of membership?</i></li> <li>• Committee members said that reminding members of benefits and victories every 6 months is useful. However, associations lose credibility when they claim credit for successes beyond their accomplishments, so the messaging has to be carefully crafted. Bullet points are most effective in email communication.</li> <li>• <i>Committee Question 4: How can the association bring value to and support your staff who are just below the c-suite?</i></li> <li>• The committee discussed the benefits of a brief policy update for individuals throughout member organizations. They do not normally receive this information, but should stay updated on the health policies impacting them. The updates should be brief and easy to understand.</li> <li>• <i>Committee Question 5: What are new ways in which the association should engage members? Are short-term, task-oriented volunteer activities preferred to committee service?</i></li> <li>• Committee members said that serving on a committee is time consuming, so there should be a way to engage members with limited time. Short-term, 2-3 month commitments are a good strategy. They suggested that the association create a task force around waivers and engage members who have not, historically, been active. The association could ask member CEOs to nominate staff to serve on a task force. The task force needs to be outcome driven, and relevant to the member organization.</li> </ul> |
| <p><b>New business (Hammack)</b></p>                     | <ul style="list-style-type: none"> <li>• Siegel told the committee that the association has created a member engagement index to quantify member participation. Staff will present the index and updated recruitment and retention plan to the committee during the next meeting on May 21 at 10 am Eastern.</li> <li>• The meeting was adjourned at 2:24 pm.</li> </ul>  |