

CMS Newly Licensed Timeline

Drip	TMA NL Piece	Type	Support /Tools Available for Local CMS	CMS Action/Best Practice
1	Welcome to Texas Provides general welcome and offers a free gift.	Mailer	<ul style="list-style-type: none"> • Names of all prospects available via Report Server tool from TMA (throughout campaign) • Names of campaign respondents provided directly to applicable CMS membership staff (throughout campaign) • CMS Logo included on postcard • Links included to CMS page on TMA website 	
2	Community Highlights grassroots aspect of membership and encourages involvement at the local, statewide, and leadership levels.	Postcard	<ul style="list-style-type: none"> • TMA Marketing, Graphics and Print Shop depts. available for hire to develop CMS-specific postcards/campaign materials (template to be established in pilot with Dallas CMS). • TMA can provide URL 'alias' and/or QR code for event webpages • CMS Logo included on postcard • Links included to CMS page on TMA website 	CMS invites NL physician to attend "free" local event/provides calendar of upcoming events and local contact info.
3	Practice Help Highlights practice management resources and services.	Mailer	<ul style="list-style-type: none"> • CMS Logo included on postcard • TMA Practice Help resources • Additional TMA resource pages can help fill any service gaps 	CMS shares local practice help resources; utilizes links to topical pages/flyers from TMA.
4	Physician Support Highlights information, online journals, calendars, and other tools available to physicians and staff.	Email (letter if no email available)	<ul style="list-style-type: none"> • TMA Knowledge Center FAQs (www.texmed.org/findanswers) • TMA Toolbox • Additional information, tools and resources from TMA 	CMS picks 2-3 relevant FAQs from the TMA KC to post online/include in newsletters; links back to the Knowledge Center or other resource.
5	Advocacy Highlights TMA legislative wins; 3 mo. subscription to <i>Texas Medicine</i> included.	Postcard and/or email	<ul style="list-style-type: none"> • Texas Medicine Magazine • Healthy Vision 20/20 • First Tuesdays at the Capitol (www.texmed.org/firsttuesdays/) 	Legi Year – CMS invites to 1st Tuesday with local group; Non-Legi Year – CMS shares info on local advocacy initiatives.
6	Compliance Highlights compliance tools and services (HIPAA, OSHA, etc.).	Postcard	<ul style="list-style-type: none"> • CMS Logo included on postcard • TMA resource pages can help fill any service gaps 	CMS utilizes local resources/links to topical pages/flyers to meet local need.
7	Technology Highlights resources for implementing technology in medical practice.	Email (letter if no email available)	<ul style="list-style-type: none"> • TMA Health Information Technology resources 	CMS utilizes local resources/links to topical pages/flyers to meet local need.
8	Public Health Highlights ways physicians can give back to their communities and support patients' overall health.	Postcard	<ul style="list-style-type: none"> • CMS Logo included on postcard • Work with CMS staff to plan a Walk w/ a Doc, Be-Wise or HHLH event 	Phone call made by local CMS leadership or membership committee with personal invitation to participate in (or plan) a local event.

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9	Quality Improvement Highlights clinical quality improvement and pay-for-performance tools, education, and information.	Postcard	<ul style="list-style-type: none"> • CMS Logo included on postcard • TMA Quality Improvement resources • Choosing Wisely campaign 	CMS utilizes local resources/links to topical pages/flyers to meet local need.
10	CME Highlights the TMA Education Center (members' only pricing on CME), free CME at conferences/events.	Email (letter if no email available)	<ul style="list-style-type: none"> • Work with CMS staff to hold a CME event through the Ambassador Program; TMA can send personalized e-invite • TMA Education Center • TMA Conferences (free CME for members) 	CMS hosts Ambassador Program CME event, and encourages local representation at TMA Fall, Winter and TexMed conferences.
11	Value Highlights value of TMA and CMS membership.	Email (letter if no email available)	<ul style="list-style-type: none"> • ROI Calculator and associated print materials • TMA Marketing, Graphics and Print Shop depts. available for hire to create a version of the online/print ROI piece for your CMS 	CMS shares local opportunities for involvement/savings, tied back to ROI.
12	Anniversary Card Final ask for membership.	Postcard		