Young Physician Member Survey Data:

Young physicians do join. However, they join at a lower rates than their older counterparts and are not as engaged. Many of them are in employed settings making them harder to recruit.  Interestingly, the average age of TMA new member physicians has remained consistent over time at between 40-42 years of age. This may be the age or point in a physicians’ career where they feel comfortable devoting time outside the practice or when physicians are actively looking for more practice help, thus joining TMA.

And young physicians want to participate but not like their older counterparts. They want to know “what’s in it for me”. Whatever time they spend away from their families/personal time must have a direct value to them personally. And they prefer short term projects where they can participate/contribute and then move on. (So think about having them write an article, participate in a local health event or be interviewed by the local TV station on “vaccinations, flu prevention, heat stroke during summer, etc.).

Participants regularly cite the TMA Leadership College program as a pivotal experience and it is a critical component of TMA’s young physician engagement. To build on the program’s success, TMA is developing a web-based Leadership and Professional Development Center to offer a continuum of leadership skills and address the professional development needs of members. The newly developed portal will feature a range of services with focus on enduring materials presented through a variety of media, including white papers, videos, publications, and webinars. Things like professional and leadership development that will help young physicians build their skill set and benefit them with future employment/advancement opportunities.

Additionally they like giving back to their communities so things like HHLH, WWAD, and Be Wise are good to encourage participation. Family events are also popular because they don’t have to choose between family and work.

Lastly, a focus on digital communities, networking, and mobile apps to help bring young physicians together and facilitate communication on issues of mutual interest were suggested via the data in the member survey research.