Texas Medical Association

AMBASSADOR PROGRAM

Resources for Running a Successful County Medical Society

Whatever your needs, TMA will work with you to get the job done. If you’re new to county society leadership, or if it’s been a while since you checked out all our services, we encourage you to contact us directly.

• TMA STAFF SPEAKERS
TMA staff experts in all areas of health care, health law, practice management, medical economics, public health, and more are available to speak to your members. (See reverse for a list of prepared topics and CME options). Don’t see your topic of interest? No worries. With some advance notice, TMA staff can work to get you the right speaker.

• SHORT-TERM AND LONG-RANGE STRATEGIC PLANNING
We offer practical, hands-on help in developing long-range goals and objectives for local county medical societies.

• MEMBERSHIP RECRUITMENT, MARKETING, AND RETENTION ASSISTANCE
The Membership Development Department helps societies develop society-specific recruitment campaigns, tracks and reports results, provides lists of members and nonmembers, offers meeting and marketing assistance, and can provide promotional materials and prepopulated membership applications.

• HELP IN COMPLYING WITH NONPROFIT ASSOCIATION POLICIES
TMA can help societies establish/update bylaws and set up an appropriate leadership structure that will meet state and federal law requirements as they initiate volunteer activities in their communities. TMA can also help guide efforts to ensure you are meeting fiscal and legal reporting requirements.

• WEBSITE TEMPLATE
TMA will build and maintain your local society website, including “Find a Physician.”

• ADMINISTRATIVE, FINANCIAL, AND BUSINESS SERVICE SUPPORT
TMA provides various services and tools designed to enhance society management practices and strengthen county medical society operations. They include dues collection and processing, data requests, custom report writing, on-site and remote technology training and support, and financial technical assistance.

• COUNTY MEDICAL SOCIETY RESOURCES WEBPAGE
TMA staff continues to develop a webpage of resources, tools, information, and other ideas to facilitate sharing between societies, including best practices, activities, and programs. Visit texmed.org/CMSresources for more.

• TMA KNOWLEDGE CENTER
TMA’s Knowledge Center experts can answer your toughest health care-related questions, as well as questions about TMA. Need an answer? Contact the Knowledge Center at (800) 880-7955 or knowledge@texmed.org.
**Mes More CME Options?**
TMA’s Education Center offers one-stop access to the CME Texas physicians need. Visit texmed.org/Education for a complete list.

**Specific Programs:**
- **Physician Health and Wellness**
  Get live CME on important topics like physician suicide, addiction, self-care, cognitive impairment, stress, professional boundaries, effective communication, retirement, and more. annette.bonner@texmed.org, (800) 880-1300, ext. 1608

- **Texas Medical Liability Trust Risk Management CME**
  Request a customized 2.5-hour risk management CME program for members. TMLT policyholders may qualify for a 3% premium discount. natalie-gilmore@tmlt.org, (512) 425-5800

- **TMA Advocacy in Action Series**
  Gear up for the 2020 elections by providing a six-part grassroots advocacy series (with CME) that addresses everything from effective messaging to compelling personal visits – and even how to run for office. pam.udall@texmed.org, (512) 413-6807

- **TMA Outreach Programs:**
  TMA’s Hard Hats for Little Heads bicycle helmet giveaway program, Be Wise – ImmunizeSM, and Walk With a Doc Texas are easy ways for physicians and local societies to give back. Find out how you can put these programs to work in your community. tammy.wishard@texmed.org, (800) 880-1300, ext. 1470 (Be Wise, Hard Hats); debra.heater@texmed.org, (800) 880-1300, ext. 1390 (Walk With a Doc)

  *Fees may be involved. Call for details.

**Already Have a Speaker, But Need CME?**
Contact Paige Green at TMA at least 60 days in advance at (800) 880-1300, ext. 1447, or paige.green@texmed.org to obtain your CME.

Be Wise — Immunize is a registered service mark of the Texas Medical Association.