

**RES RENEW MAILING #1**

**Audience:** Resident member that renewed the previous month

**Headline:** THANK YOU FOR YOUR MEMBERSHIP

**Subject Line:** Thanks from TMA

**Automated Campaign:** Multiple Mailings

Dear Dr. <Insert Last Name>:

Thanks for renewing your membership with the Texas Medical Association and %%County Medical Society%! TMA is honored we've earned your trust, and we'll strive to keep it by continuing to address the many issues confronting physicians, residents, and fellows today.

Did you know you can customize your daily TMA newsletter, [Texas Medicine Today](#), so you'll receive information on professional topics that interest you most? Simply log in to personalize your TMA profile and update your interests.

(TMA PROFILE BUTTON) (UPDATE INTERESTS BUTTON)

Need Help? Contact the TMA Knowledge Center at (800) 880-7955 or by email.

(EMAIL THE KC BUTTON)

We look forward to our continued work together!

Warm regards,

Douglas W. Curran, MD  
President  
Texas Medical Association

**RES RENEW MAILING #2 FOLLOW UP**

**Audience:** Resident members that renewed the previous month and **OPENED** the first mailing

**Headline:** THANK YOU FOR YOUR MEMBERSHIP

**Subject Line:** Free CME From TMA

**Automated Campaign:** Multiple Mailings

Dear %%IMIS| |UD| |vw\_Communication\_Salutation.Salutation%%:

Thank you for renewing your membership in the Texas Medical Association and %%County Medical Society%%!

As a TMA member, you have access to so many incredible benefits.

Benefit #1: Thanks to a generous sponsorship from [TMA Insurance Trust](#), hundreds of hours of CME in the [TMA Education Center](#) are now FREE for members. Take advantage of this benefit today with some of our most popular courses for residents.

1. [Achieving Life Balance and Happiness](#)
2. [Rx for Success: Patient-Centered Communication for Physicians, Managers, and Staff](#)
3. [Managing Your Medical Records](#)

Need Help? Contact the TMA Knowledge Center at (800) 880-7955 or by email.

(EMAIL THE KC BUTTON)

Thank you for your commitment to the profession of medicine. We look forward to our continued work together!

Warm regards,

Douglas W. Curran, MD  
President  
Texas Medical Association

**RES RENEW MAILING #3 (TRANSITION YEAR ONLY)**

**Audience:** Resident members that renewed the previous month and are in their last year as a resident.

**Headline:** THANK YOU FOR YOUR MEMBERSHIP

**Subject Line:** Your Transition From Residency to Practice

**Automated Campaign:** Multiple Mailings

Dear %%IMIS| |UD| |vw\_Communication\_Salutation.Salutation%%:

Thank you for renewing your membership in the Texas Medical Association and %%County Medical Society%%!

You are at a pivotal moment in your career as you transition from residency to practice, but don't worry, you won't have to go it alone. Be sure to take advantage of what TMA offers just for [residents and fellows](#) to help you survive and thrive — during your training and beyond.

Transitioning to practice: Once your training is complete, TMA can help guide you to the next stage of your career. Check out these resources just for you!

- Leadership opportunities on [councils and committees](#)
- Free business of medicine [seminars](#)
- [Medical licensing information](#)
- Employment and contracting [guidance](#)
- Professional liability insurance for moonlighting through [Texas Medical Liability Trust](#)
- Major medical, life, and disability insurance from [TMA Insurance Trust](#)
- [Consulting services](#) at below-market rates

Need Help? Contact the TMA Knowledge Center at (800) 880-7955 or by email.

(EMAIL THE KC BUTTON)

We look forward to our continued work together!

Warm regards,

Douglas W. Curran, MD  
President  
Texas Medical Association