



MISSOP

Medical Student Section Outreach Program



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What is MSSOP?

Welcome to the American Medical Association (AMA) Medical Student Section Outreach Program (MSSOP). We are thrilled you have chosen to become an MSSOP recruiter and to participate actively in shaping the future of medicine in one of the most effective ways—through peer-to-peer recruiting at your university.

Peer-to-peer recruiting is an incredibly potent way to educate and attract new members, and the AMA wants to make sure you are well equipped to succeed in this endeavor.

Designed to put the [right resources and recruiting materials](#) within easy reach, this guide will answer your questions (even ones you have yet to consider), walk you smoothly through the application process, and make your MSSOP experience both successful and personally rewarding.

As you engage your fellow students about the benefits of AMA membership, remember to:

- Begin with the assumption that most new medical students have little or no knowledge of the AMA and its Medical Student Section (MSS). When explaining what the AMA and the AMA-MSS do to make a significant difference during their training and professional lives, start at the beginning and keep it simple.

- Stress how membership in the AMA keeps one informed and connected to having a voice in the health care debate nationwide. From seeking to decrease medical education debt to expanding health coverage for the uninsured, promoting healthy lifestyles and so much more, the AMA is involved in the issues that matter most to medical students.
- Emphasize that patient care is not restricted to hospitals and clinics. Medicine is also in government, in regulatory agencies, in state and federal courts, and in individual communities. These are the places where decisions about health policy are made, and where you will find the AMA.

Each year the passion of MSSOP recruiters such as yourself goes on display across the country. The AMA is extremely appreciative and proud of your commitment and support. Your effort will add significantly to the strength and collective voice of our organization.

Together we are indeed stronger!

Should you have any questions or need assistance, do not hesitate to [get in touch with the MSSOP staff](#). Good luck in your studies, training and recruiting. The AMA looks forward to working with you throughout your career.

Who we are

Founded in 1847, the AMA is a not-for-profit organization with more than 228,000 medical student and physician members representing all states and specialty societies, and a diversity of ideas and points of view.

When medical students join the AMA, they automatically become a part of the Medical Student Section (MSS). Composed of more than 47,000 medical student

peers, the AMA-MSS is the nation's largest and most influential medical student organization. The AMA-MSS assembly represents students from all accredited U.S. allopathic and osteopathic schools across the country. The AMA-MSS ensures that student issues are represented in the AMA House of Delegates and plays an important role in guiding medical education and accreditation.

Contact information

MSSOP program Web site and recruiter resources

www.ama-assn.org/go/mssop

Recruitment and overall MSSOP program support

Kristen Tinney

Physicians in training manager

(312) 464-4935; fax: (312) 464-5838

E-mail: mssop@ama-assn.org

- Program support questions
- Incentive options
- Program materials

MSSOP application processing and support

E-mail: student.membership@ama-assn.org

- Application and processing questions
- Application payment questions
- Status of applications
- Chapter member status

Submit payments and paper applications to:

American Medical Association
Remittance Control, MSSOP
515 N. State St., 12th Floor
Chicago, IL 60654

AMA general contact information

www.ama-assn.org

American Medical Association

515 N. State St.

Chicago, IL 60654

AMA Member Relations

(800) 262-3211

E-mail: mssc@ama-assn.org

- General membership service questions
- Address changes
- Subscription information for the *Journal of the American Medical Association* and *American Medical News*
- Medical education (ME) number inquiries

AMA Medical Student Section

www.ama-assn.org/go/mss

2010–2011 MSSOP calendar

June 2010

AMA Medical Student Section (MSS) Annual Meeting, Chicago, June 10–12

- 2010 MSSOP kickoff and recruiter sign-up
- Chapter recruiter workshop
- Chapter recruiter expo
- Pre-orientation tactics Webinar

July–August 2010

Recruiting preparation

- Provide the date you wish to have your recruitment kit and incentives shipped. Select one of four shipping dates below (send your request and date selection to mssop@ama-assn.org).
 - July 8
 - July 22
 - Aug. 5
 - Aug. 19
- Request an incoming first-year student class list from your school's Office of the Dean.
- Plan a "Succeeding in Medical School" event. ([Tell me more.](#))
- Participate in ongoing recruiter development and training.

August–October 2010

Fall membership recruitment

- Send [preorientation welcome letter/e-mail](#) to first-year medical students prior to orientation. Be sure to invite them to visit the AMA booth/table during orientation.
- **Attend** first-year student orientation—your preparation will pay off!
- **Promote** AMA membership to all student nonmembers. [Review or order more recruitment materials.](#)
- **Distribute and collect** applications and payments at orientation.
- **Submit** new member applications and dues—weekly. (If you have application-related questions or need assistance, [contact student membership.](#))
- **Remember** that first-year student orientation week is the single best time to recruit new AMA student members. So plan ahead.
 - Know the [contents](#) of your MSSOP "booth in a box" recruiter kit.
 - Be ready to display [contact signage](#) and [event signage](#) in high-traffic areas several days before orientation.
 - Don't forget to apply for an AMA [chapter involvement grant](#) to support your AMA chapter recruiting events.

(Continued on next page)

Recruit Medical Students

- Inform students to join online: www.ama-assn.org/go/joinstudent
- [Electronically submit applications.](#)
- Bundle paper applications and checks, and mail to the AMA in postage-paid, pre-addressed UPS envelopes.

—or—
- If appropriate, send your county or state medical association the applications and checks to process (contact [MSSOP staff](#) to determine whether this applies to your school).

2010–2011 MSSOP calendar

November 2010

Fall commission deadline: Nov. 12

- Membership applications applied to your chapter's first commission check must be received by this date.

AMA-MSS Interim Meeting, San Diego, Nov. 4–6

- MSSOP recruiter workshop will cover event ideas, program improvements, questions and answers, and more.

December 2010

- Contact AMA to [request a list of nonmembers](#) at your school.
- Spring recruitment information is distributed to recruiters.

January 2011

Spring membership recruitment begins Jan. 1

- Fall commission checks are distributed to your chapter.
- Contact AMA nonmembers at your school by [follow-up letter/e-mail](#) or by inviting them to a chapter meeting.
- Set up spring chapter event(s). Use these links for [event ideas](#), [planning support](#) and additional [recruiting materials](#). Consider inviting nonmembers to attend.
- Remember to apply for an AMA [chapter involvement grant](#).

February 2011

Sign up for the AMA-MSS/AMA Resident and Fellow Section Lobby Day at the National Advocacy Conference.

- Sign up to participate in the MSSOP recruiter focus group if you're planning to attend [Lobby Day in Washington, D.C.](#) (March 20–21, 2011), which is held in conjunction with the AMA [National Advocacy Conference](#) (March 21–23, 2011).

- Share your voice—watch your e-mail for our MSSOP survey and tell us how we can improve the program.

MSSOP Recruiter Focus Group: March 20

March 2011

Spring commission deadline: March 25

- Membership applications applied to your chapter's *second* commission check must be received by this date.

Transition for following year

- Identify your recruiter replacement. [Send his or her name and contact information to your MSSOP support team](#) or inform new recruiters to visit the [“set up your recruitment profile”](#) link to enter updated contact information for new recruiters online.

April 2011

- Return unused *Netter's Anatomy Flashcards* or alternative incentives by using the postage paid, pre-addressed UPS shipping label **addressed to BFC**. (UPS shipping labels are provided in your recruitment kit). [Request a pickup](#).

May 2011

Spring commission checks distributed to your chapter (Six weeks after March 25)

June 2011

Program ends.

Program highlights

MSSOP recruiter training and development

A development workshop for all MSSOP recruiters will be held during the AMA Medical Student Section Annual Meeting in June. The first event in a proposed ongoing chapter development initiative, this program is your chance to learn from the top MSSOP recruiters of 2010, who will teach you how to:

- Attract new members.
- Answer difficult questions.
- Use your materials effectively.
- Discuss, share and adopt best practices that help raise your chapter's profile and build your membership.

In addition, attendees will get to see and familiarize themselves with the 2010–2011 recruitment materials and meet with the MSSOP staff from the AMA. Look for more information in September regarding the recruiter sessions at the 2010 Interim Meeting.

New recruiter kit, promotional materials, team support and updated Web site

- [Recruiter kit](#): Streamlined, better organized
- [Recruiting materials](#): Concise, tailored to medical student needs
- Team support: [AMA staff liaisons](#) dedicated to MSSOP program
- [Updated Web site](#): Easy-to-navigate links, secure online application processing
- Online recruitment videos (Coming soon!)
- Webinar recruitment training (Coming soon!)

New! Four-year membership incentives—you choose

- This year, new members who sign up for a four-year AMA membership will receive their choice of a *Netter's Anatomy Flash Cards*. For those students that do not want the flashcards, an alternative incentive will be available.

- Recruiters must provide a shipment date. As with last year, the *total* number of incentives in the initial shipment will be based upon your chapter's past year's usage.

Recruiting and retention grants

- A chapter may qualify for up to \$1,000 per academic year to support a variety of recruiting, retention or policy and promotion events. Learn about the criteria and/or apply for a [chapter involvement grant](#).

Outreach to M1's: Succeeding in Medical School

The AMA's peer-based Succeeding in Medical School (SIMS) program sends an AMA student leader to selected schools to provide first- and second-year students with an overview of the AMA. Following the overview, a panel discussion led by third- and fourth-year students from your school will focus on local/ chapter involvement opportunities, career tips and how to manage life during medical school. The AMA will provide your SIMS event with:

- Lunch—all expenses paid
- AMA student leader

Holding these events during or around orientation week has the most impact on recruitment, so keep that in mind when planning a SIMS event at your school. ([Click here for details.](#))

Even if your school was not selected to host an AMA student leader this year, you can still benefit from the SIMS program when you contact your MSSOP representative to [plan a "do it yourself" SIMS event](#).

Commissions and rewards

Earn a return to your chapter of up to 30 percent on the total dues you collect! ([Tell me more.](#)) Year-to-year chapter growth or a first-year class share of 70 percent or more earns your chapter the highest commission level.

Getting started

Create your online recruitment profile

You will need to set up an AMA Web site login account and register as a recruiter in order to receive your recruiter materials and incentives.

If you already have an AMA Web site login account, skip to step 2.

1. Create your AMA Web site login account. Click the [“Set up your recruitment profile”](#) link on the [MSSOP Web site](#) and follow the prompts for creating a members-only user name and password on the “Physician/Medical Student Web Site Registration” page. You will receive an e-mail confirming your registration.
2. Using the [“Set up your recruitment profile”](#) link go back to the Physician/Medical Student Web Site Registration page, enter your (newly created) user name and password and select “continue to the page you requested.”
3. Set up your recruiter profile. Validate and complete the recruiter detail form:
 - All recruiter materials and incentives will be mailed to the shipping address you provide.
 - Enter the % you would like to receive of each premium (max 100%).
 - The quantity of premiums you receive is based on last year’s membership results.
 - You do not need to select a % for the alternative incentive.
 - Click “submit”.

Your request for incentives will be reviewed by the administrator and processed within 1–2 weeks of the date of registration. You will receive an email when you have been granted access to enter the MSSOP web application Web site.

Ten pre- and post-steps to recruiting

- Step 1.** [Develop a plan for recruitment](#) (meet with fellow chapter leaders at your medical school and develop an agenda for the orientation and beyond).
- Step 2.** Send a [“welcome” letter](#) during the summer to incoming medical students prior to their first-year orientation. Ask your student affairs office for an e-mail or mailing list.
- Step 3.** Participate in first-year orientation and encourage immediate enrollment (make sure your chapter has all “booth-in-a-box” materials).
- Step 4.** [Provide “Why join the AMA” fliers](#) to incoming first-year students to place in their mailbox or send as an e-mail.
- Step 5.** Hold an AMA chapter meeting after orientation week at your institution.
- Step 6.** Apply for a [Chapter Involvement Grant](#) to host a recruitment event.
- Step 7.** [Follow-up with an e-mail to medical students](#) who did not join during orientation.
- Step 8.** Host a [“Succeeding in Medical School”](#) event.
- Step 9.** Remember to engage medical students throughout the year with events and chapter newsletters/updates.
- Step 10.** Have fun and meet new students!

Recruiting resources—materials and tips

Your first recruiting opportunity is just weeks away. The following series of checklists and tips will help get you up to speed quickly and position you for success.

Before you begin your recruiting effort, be sure to:

- **Confirm** your school's orientation date, time and place.
- **Get permission** ahead of time from your school and request any equipment you may need (e.g., table, chairs).
- **Check that your MSSOP recruiter kit** includes all materials listed below. ([Something missing? Order more.](#))
- **Familiarize yourself** with the recruitment kit and how to [educate your peers about the AMA](#).

- Prepare to **promote your event** and efforts—don't forget directional signs for students who aren't familiar with the campus or building, and remember to make your contact information readily available.

Other recruiting resources and templates

- [Recruitment PowerPoint®](#)
- [Preorientation welcome letter/e-mail](#)
- [Event signage](#)
- [Recruiter contact signage](#)
- [Data licensing agreement form](#)
- [Tackling Negative Perceptions](#)
- Online recruitment videos (Coming soon!)

What's in your recruitment kit?

- Banner
- [Applications](#)
- Student membership brochure
- Posters (orientation and SIMS versions)
- AMA recruitment T-shirts

Samples

- *Journal of the American Medical Association (JAMA)* samples

Give aways

- AMA pens
- AMA medical reference cards



Recruiting resources—materials and tips

Important things to keep in mind

Recruiting presentation—fall orientation and throughout the year

- Bring your MSSOP recruiter kit and set up your exhibit area. Display your materials prominently (try to keep things neat).
- Include things in your booth presentation that will get students to stop and talk. Such items include photographs of your chapter's community service projects or even snacks. Bring more chapter members than you think you'll need.
- If your school permits it, place [event signage](#), [contact signage](#) and [applications](#) in student mailboxes. Be sure to include your contact information so the applications will make it back to you.
- Distribute materials to student attendees—hand out applications, benefits materials and giveaways (don't forget to include your contact information on appropriate materials).
- Enthusiastically promote the free incentives (your choice of a *Netter's Anatomy Flash Cards* or alternative incentives you may have received). Provide new four-year AMA members with their incentives on the spot—be sure to have plenty on hand.
- Encourage immediate enrollment. Waiting gives people time to forget your discussion and the many benefits of AMA membership.
- Students can join online. Send students to www.ama-assn.org/gol/joinstudent
- If students choose to join at the orientation, make sure applicants complete all information on their application and that payment is included. Try to collect applications and dues payments at the event.
- Thank new members for joining!

Remember...

- Begin with the assumption that most new students have little to no knowledge of what the AMA is or what we do—start at the beginning.
- Each week through the [MSSOP Web site](#), electronically submit new member information. Once the AMA receives and processes the applications and dues you submit, your classmates will begin receiving their valuable AMA membership benefits.
- Request a list of nonmembers sorted by graduation year to augment your membership drive. [Contact the MSSOP staff](#) and complete a [data licensing agreement form](#) to get the list for your school. Mail, fax (312) 464-5838 or e-mail form to mssop@ama-assn.org.
- Get permission ahead of time from your school. You'll want to request chairs, a table, etc., and confirm a location. Don't forget directional signs for students who aren't familiar with the campus!

Stay visible throughout the year!

- Secure funding through an AMA [chapter involvement grant](#) to promote member recruitment and chapter activities.
- Host informational lunches, Succeeding in Medical School program events and other chapter activities. Invite classmates to learn about the practice of medicine, expectations for residency, current issues and more, through interactive events such as:
 - **“What's ahead?”**—Let first- and second-year students know what they can expect from medical school, and why the AMA is important to their success.
 - **“Getting to know you...”**—Help first-year students to meet one another in a fun, relaxed setting where you can discuss the benefits of AMA membership in an informal way.

- **“Medicine today speaker”**—Host a practicing physician speaker to discuss medicine beyond the textbook and how the AMA works for the issues facing medicine (make the request through your medical school or the AMA).
 - **“You’ve got questions, we’ve got answers”**—Create a panel of students from each year of your program and have them field questions and share their insights with first-year students. Include the ways they can get involved in chapter activities and support the AMA.
- Post [contact signage](#) and [event signage](#) about membership and chapter activities in high-traffic areas, such as department bulletin boards.
 - E-mail members and nonmembers periodically about your chapter’s activities—keep them informed, get them involved, let them know what the AMA is doing for medical students.

Student membership benefits

Your AMA member benefits include	How this benefits you:	Discounted for members:	Complimentary for members:
Free <i>Netter's Anatomy Flash Cards</i>	Pass anatomy with flying colors using these relevant study aides (a \$40 value).		X (four-year members only)
<i>JAMA</i> subscription	Stay up to date on issues and trends in medicine, health care and public health (valued at \$165 per year).		X
FREIDA® Online members-only access	Research residency programs with FREIDA Online, a database comprising more than 8,600 graduate medical education programs.		X
Archives specialty journals (free online access, discounted print subscriptions)	Enhance your knowledge as it relates to your specialty (valued at up to \$180 per journal).	X	
"Succeeding from medical school to practice" online guide	Access valuable information and streaming video to help you confront the nonclinical demands of training and today's practice environment.		X
Discounts on AMA books and products	Save up to 25 percent on the books you need, such as the <i>First Aid for the USMLE</i> series.	X	
Hertz car rental discounts	Enjoy low Web rates and complimentary enrollment in Hertz #1 Club Gold. Hertz privileges start at age 21!	X	
Access to <i>AMA Morning Rounds</i>	Stay in the know with this weekday e-briefing of news and studies that affect members of the medical profession and their patients.		X
Scholarships and grants	Take part in community activities with support from the AMA Medical Student Section (MSS) and cover some of your education bills with help from the AMA Foundation.		X
A nationwide network of colleagues	Connect with your peers locally and across the country through the AMA-MSS, a group just for AMA members.		X
Internship opportunities	Supplement your training and take advantage of a variety of internship and fellowship opportunities such as the AMA/Discovery Health Elective, through which you help develop a medical education program that airs on Discovery Health.		X
MSS/RFS Joint Research Symposium	The annual research symposium gives trainees the opportunity to display their original work in the areas of clinical medicine, basic research, medical education or health policy.		X
Powerful advocacy	The AMA protects your interests now and when you become a physician by representing you on monumental topics such as medical education debt relief and access to care for the uninsured. Join us for lobby day each winter in Washington, D.C.		X

Student membership dues schedule

One-year \$20 Two-year \$38
 Three-year \$54 Four-year \$68*

*Receive complimentary *Netter's Anatomy Flash Cards* or alternative incentive at this membership level.

- **Life beyond medical training**—involvement in local AMA chapter activities including community service projects, career seminars and other networking events; plus leadership opportunities within the [AMA Medical Student Section](#) (MSS)
- **An active section dedicated to their needs**—with more than more than 47,000 medical student peers, the AMA-MSS creates policy, disseminates information and is the strongest national advocate on issues important to all medical students
- **Lifelong professional relationship**—today, tomorrow, throughout your career, the AMA connects tomorrow's physicians to our mission to ensure that they have a powerful voice in shaping the profession and future of medicine

Student membership benefits

Four-year membership incentives and ordering instructions



Netter's Anatomy Flash Cards, with STUDENT CONSULT online access—yours free for joining the American Medical Association!



Important! Before recruitment begins, set up your recruiter profile (refer to page 10 for complete instructions) and select one of four shipping dates to receive your recruitment kit and percentage of *Netter's Anatomy Flash Cards*.

- July 8
- July 22
- Aug. 5
- Aug. 19

You'll receive membership incentives based on the number of incentives your chapter *used* in the previous year's recruitment. (The initial shipment of incentives you receive will be based on the number of four-year memberships your school achieved last year.)

Once you select your preferred shipping date (or to replenish your supplies throughout the year), place your order by contacting mssop@ama-assn.org or (312) 464-4935. Allow at least 10 days to fulfill your request.

Your chapter—resources and activities for getting involved

The basic building blocks of the AMA Medical Student Section (MSS) are our chapters across the country. Having an organized chapter at your school allows you and your fellow AMA-MSS members to make the most of your AMA membership. Chapters serve as the primary unit for membership recruitment and retention, representation in the AMA-MSS policymaking process and grassroots activities.

Visit the AMA-MSS Web site to learn more about [how to strengthen or create an effective AMA-MSS chapter](#) at your medical school.

Offering valuable guidance and information, the AMA-MSS Web site covers all the topics relevant to your chapter's stability and success, including:

- National service projects
- Ideas for chapter and community service, education and advocacy projects
- Best practices and more

Even the most established chapters can gain from these and other proven resources that help focus and coordinate chapter activities and membership growth.

Contact the AMA-MSS if you have questions or need further assistance.

www.ama-assn.org/go/mss

Chapter activity ideas

1. Membership engagement booth

Membership engagement booths should be set up in a convenient, high-traffic location prior to and after chapter events. Keep booths open during lunchtime and class breaks. Utilize the materials received in your booth-in-a-box and display the banner.

2. Social events

Invite first-year medical students to an informal social gathering such as a BBQ, ice cream social, picnic or softball game. Ask first-year medical students about their questions regarding medical school. Provide tips on succeeding during your first year. Most importantly, relax and have fun!

3. Educational events

Invite a physician to host a lecture or series of lectures on a topic chosen by your chapter members.

4. Survival seminars

Help first- and second-year medical students by sharing advice. This is a great way to involve third- and fourth-year medical students who may have lost touch with the AMA chapter. Host a “survival seminar” on how to prepare and pass Step 1 exam. Invite third- and fourth-year medical students to participate on a panel. Additional suggestions for topics: What’s the best way to study for classes? What should I do this summer? When should I begin thinking about residency?

5. Community service events

The AMA and AMA-MSS have many policies that address topics that are relevant to public health, medical education, medical practice, patient safety and community outreach, to name just a few. Examples of projects in this area include: organizing a workshop to train students on vision screenings so they can do screenings in the community throughout the year; purchasing blood pressure cuffs for use in hypertension screenings; or starting a music library at a local hospital that is periodically staffed by chapter members. You can also focus an event on the current National Service Project campaign “AMA Healthier Life Steps™ program.” Projects to support this campaign may include organizing a chapter event for AMA MSS Healthier Life Steps Week in April, or a nutritional counseling workshop.

6. Peer-to-peer recruiting events

Educate your colleagues about the importance of AMA membership and the different ways to become involved in the AMA. Examples of these types of events include: member-bring-a-nonmember social, an AMA representative presentation during lunch ([use the PowerPoint resource as a template](#)), meet and greet, etc.

Your chapter—resources and activities for getting involved

Sample member recruitment and engagement plan

Marshall University School of Medicine—
AMA-MSS Chapter

August

- MS1 recruitment dinner and AMA membership presentation
- “Welcome Back!” breakfast for MS2 and recruitment session
- Letter writing campaign to West Virginia Board of Pharmacy (re: Senate Bill 722 in support of West Virginia free clinics)

September

- Chapter meeting and election of MS1 officers:
 - Delegate-in-training
 - Representative at-large
 - Community service representatives
- Chapter-sponsored viewing of *Grey’s Anatomy* premiere.
- “Blood Wars Challenge” blood drive vs. West Virginia University (WVU) during the week of the Coal Bowl (Marshall won with 178 units collected vs. 115 from WVU).

October

- Chapter meeting
- Medical Specialty Speed Dating event—an evening event giving medical students an opportunity to mix and mingle with physicians from 15 specialties and ask questions regarding specialty practice, residency requirements, lifestyle, etc. (attended by ~100 students).

November

- Chapter meeting
- AMA Interim Meeting
 - Delegate-in-training (MS1) represents Marshall University School of Medicine at the AMA Interim Meeting in Orlando, Fla.
- Canned food drive competition between MS1 and MS2 classes (all goods collected were presented to the Huntington City Mission).

December

- Lunch presentation
 - World AIDS Day lecture by Thomas Rushton, MD, chief of infectious disease
- Adoption of a local family for Christmas

January–March

- Leverage and promote viral recruitment campaigns provided by AMA headquarters

April–June

- Elect new chapter officers and inform AMA

Upcoming events: Spring

- Secondhand smoke presentations to West Virginia Head Start parents.
- Summer opportunities student panel for MS1 students (including presentation of notebook compiled from summer experiences of classes).
- NSP Week of Wellness

Educating your peers

Talking points and practical knowledge

As an MSSOP recruiter, you're the face of the AMA. When speaking with your peers about why they should join, begin with the assumption that most new students have little to no knowledge of what the AMA is or what we do. Start at the beginning—don't assume everyone understands "organized medicine" as a concept or what advocacy is all about. Remember to emphasize a broader view of medicine and patient care and the benefits of AMA membership:

- Patient care is not restricted to hospitals and clinics. Medicine is also in government, in regulatory agencies, in state and federal courts and in your individual communities. These are the places where decisions about health policy are made, and this is where you will find the AMA.
- As a member, you become an advocate for all those who do not have a voice—the uninsured, the underinsured and the underserved.
- Membership in the AMA keeps you informed, connected and involved in shaping health care debate nationwide. This is a relationship that will serve you throughout your professional career.

Frequently asked questions

[\(Download printable version\)](#)

Q: What is the AMA?

A: The American Medical Association (AMA) is a not-for-profit organization with more than 228,000 medical student, resident, fellow and physician members representing all states and specialties. The AMA Medical Student Section (MSS) is the nation's largest medical student organization and represents students from all accredited medical schools across the country on issues that affect medical education, accreditation, medical students and public health.

Q: Why should I join the AMA?

A: The AMA is the only organization that represents all physicians and medical students on issues affecting medicine at every stage in your career and on a national level. Your membership in the AMA helps to ensure that students have a voice in Washington. In addition, through involvement with your local medical school

AMA chapter you can influence your community through the AMA-MSS National Service Project and other public service endeavors. There is also ample opportunity to develop as a leader through local, regional and national leadership positions.

Q: Where can I find more information regarding AMA's stance on Health System Reform?

A: The AMA is the largest medical association of physicians in the nation. We represent physicians from every state and specialty as we work together to promote the art and science of medicine and the betterment of public health. We actively support meaningful health system reform. Whether you are a physician or a member of the general public, we invite you to [get involved](#) and support our advocacy efforts.

A collection of [resources](#) will help you navigate the ins and outs of health system reform as it currently stands. Visit the AMA's [HSR Web](#) site often to learn the facts about pending legislation and to get the details on the AMA's position on reform as we continue down this important path on behalf of America's physicians and patients.

Q: What's the difference between AMA and AMSA? Why should I join the AMA if I already joined AMSA?

A: Both the AMA and the American Medical Student Association (AMSA) advocate for students nationally. However, here's the important difference: Unlike AMSA, which is composed solely of medical students and was once part of the AMA, the AMA is the only organization that represents all physicians at every stage in their career. You can join the AMA as a medical student and maintain your membership through residency, fellowship and as a practicing physician.

With a large pool of resources from which to draw, the AMA has a hand in every aspect of medicine, and its stance on various issues is determined by its members. Through member seats and involvement, the AMA's voice is heard through the Licensing Committee on Medical Education (LCME), the National Board of Medical Examiners (NBME) and the AMA's own political action committee (PAC), which is one of the top PACs on Capitol Hill.

(Continued on next page)

Through the work of its Ethics Group—the Ethics Institute, the Ethics Resource Center and the Council on Ethical and Judicial Affairs—the AMA provides ethical guidance for all physicians, regardless of specialty or location. The Ethics Group is in essence the national specialty society for ethics in medicine. The Ethics Group—and especially the Council on Ethical and Judicial Affairs—is most effective when it can point to a constituency passionate about ethical issues in medicine. By joining the AMA, you can help support this important work.

Q: Why is AMA policy on relationships between medicine and the pharmaceutical and device industries less stringent than AMSA's "PharmFree" campaign?

A: The AMA's Council on Ethical and Judicial Affairs was one of the first bodies to address these relationships. The Council's policy Opinion E-8.061, "Gifts to Physicians from Industry" first appeared in the AMA's *Code of Medical Ethics* in 1991. The Council continues to work on these issues as it updates ethics policy and the Code.

Q: What does the AMA do for me as a medical student?

A: As a medical student, you have so much to gain from the AMA. The AMA believes strongly in investing in its youngest members. After all, you are the future of medicine, and it's your passion and enthusiasm that will make a difference.

Participation in all national AMA events is free to student members, and you receive complimentary subscriptions to a number of AMA publications, most notably the *Journal of the American Medical Association (JAMA)*. In addition, as a student in the AMA, you have a voice that physicians and leadership want to hear and that helps shape our agenda. The AMA's positions on the NBME and LCME and its own Council on Medical Education work primarily in the interest of medical student education, helping set the standards for every medical program—standards that you, as a member, have the power to shape and change.

Q: What does the AMA do on campus?

A: Through involvement with your medical school AMA chapter, membership in the AMA allows you to influence your local community through a related National Service Project and/or community service outreach initiatives. Again, there is ample opportunity to develop as a leader through local, regional and national leadership positions.

Q: How does the AMA differ from the state/county medical society?

A: Both the AMA and your state/county society represent medical students and physicians on issues affecting medicine. However, only the AMA represents physicians on a national level. Your membership in the AMA helps to ensure that our voice is heard in Washington and that national medical issues are adequately represented.

Q: How much does AMA membership cost medical students?

A: A four-year membership is \$68, and you receive a choice of incentive. You can also join for one-, two- or three-year memberships at \$20, \$38 and \$54, respectively.

Q: When does my membership begin?

A: Your membership begins as soon as the AMA processes your application. The amount of time it takes to process your membership depends on when the AMA receives your application from your chapter recruiter or the state or county medical society if these associations handle the applications.

Q: When will I start getting *JAMA*?

A: You can access *JAMA*, *American Medical News* and *Archives* specialty journals online immediately following your membership processing (print subscription will begin January 1, 2011). Once your membership has been processed, please contact AMA Member Relations at (800) 262-3211 to obtain a temporary username and password for online access to AMA member resources.

(Continued on next page)

Q: I haven't yet received my AMA benefits, membership card, etc.

A: If you haven't yet received your AMA member benefits, it's because your membership processing has been delayed for one of the following reasons:

- Your check or credit card payment was not valid.
- The AMA has an incorrect address for you.

If you think either of these is the case, or if you have other questions regarding membership, contact [AMA Member Relations](#) or call (800) 262-3211.

Q: How do I join?

- A: 1. Visit www.ama-assn.org/gol/joinstudent and sign up online.
2. Contact your chapter liaison and/or complete a paper application during the orientation.
 3. Or call the AMA service center at (800) 262-3211.

Tackling negative perceptions

([Download printable version](#))

As an MSSOP recruiter, you have the opportunity to turn negative perceptions into positive teaching moments. Here are a few examples.

I don't like politics.

Many students, especially those just beginning their training, express this feeling or concern. Here's how you can turn the conversation toward the positive:

- Remember, at this early stage, most medical students don't know much about how the AMA is fighting to protect and positively shape both their professional development and the future of medicine—and health care overall. From medical education to resident work hour reform to helping doctors help patients, the AMA is involved in improving every aspect of a physician's career.
- One cannot stress enough that the practice of medicine and the art of healing should always remain beyond the scope of politics. Protecting the patient-physician relationship and working so that all patients have access to health care are, and will always be, a fundamental part of the AMA's philosophy.

- In a world where health care resources are under relentless pressure, politics does play a role in their development and allocation. That's why as the nation's most effective physician advocacy organization, the AMA takes its responsibility very seriously. As the only national group that unites every state and medical specialty, the AMA is fully engaged in addressing the most pressing professional and public health issues of our time. From the nation's capitol to the grassroots level, the AMA is focused on forging a unified front that gives every physician a powerful voice as we work together for meaningful change.

I don't have time—I don't do extracurricular activities.

As an AMA member you have the option to be as active or passive as fits your needs. The AMA will work toward your interests even if you choose not to take an active role, but should you decide to voice your opinion, it will be heard. The AMA is more than just an "extracurricular activity." Most extracurricular activities do not extend beyond your medical school, or your time in medical school, but AMA membership extends through your training into practice and even through retirement. By remaining an AMA member you guarantee that you have a voice in an organization that is working for you regardless of how active a role you decide to take.

I'll join when I'm a doctor.

The benefits of joining while you are a student arguably outweigh the benefits of waiting to join until you become a doctor. The AMA can help you network with physicians, provide scholarships to its student members and teach you about the ever-changing health care climate in America. As a medical student preparing for a career in medicine, the AMA has products and support that will help prepare you for the next step, keep you informed and save time and money such as savings of up to 25 percent on AMA books and products, like *First Aid for the USMLE* series. As you move on to residency, you receive free access to career management resources, such as ["Succeeding from medical school to practice"](#), an online guide covering everything from writing a CV to negotiating a job contract.

The impact of Medicare/Medicaid, the various proposed solutions to the expanding health care disparity in America, and medical liability reform are rarely taught

(Continued on next page)

as a part of the medical education curriculum, and as a physician you often will be forced to learn more slowly. The AMA offers you not only the opportunity to learn about these and many more aspects of health care but also the chance to voice your opinion now, as a student, before you even finish your MD.

The AMA is pretentious.

- The AMA is such a large organization that it might not seem very down-to-earth. Although it appears to some to be bigger than life, it's really not—it's actually very accessible to students who want to get involved.
- In fact, the AMA is made up of individuals who want to make a difference. It's full of hardworking students, residents and physicians in all stages of their careers who want more than anything to do what's right for patients and for the profession of medicine.
- AMA members are working together to shape the future of medicine at every level—in medical schools, in physician practices, in communities and in Congress.
- Visit www.ama-assn.org to explore the many ways to get involved in the AMA and to learn about how the AMA can help during medical school and beyond.

The AMA only cares about reimbursement and financial issues.

- Not true. As proof, AMA members are united in their commitment to the most important professional and [public health](#) issues. This commitment, includes expanding coverage for the uninsured, [improving patient safety](#), and combating [racial and ethnic health disparities](#).
- To improve the overall environment in which medicine is practiced and health care is delivered, the AMA is focused on finding comprehensive solutions that take into account the many social, financial and ethical considerations facing medical students, residents and physicians today.

The AMA is republican and AMSA is democratic.

- The AMA is neither republican nor democratic—it's nonpartisan and, for the record, more progressive than many people realize.
- While there are definitely differences between the AMA and AMSA (AMA integrates the efforts of students and physicians, while AMSA is students only), the two groups agree on many big issues, such as expanding coverage for the uninsured, resident work hours and medical school debt relief.
- Our members hail from all parties and work together to overcome challenges locally and federally. The best part? The AMA's impressive track record for making important change happen in the medical and public health arenas is unmatched.

The AMA is too conservative and not sensitive to diversity issues.

- The AMA is not the stuffy, conservative organization that some believe it to be. By adopting the powerful "Together we are stronger" call to action, the AMA actively invites all medical students and physicians to participate in protecting and advancing the interests of physicians and patients nationwide.
- The AMA's commitment to recognizing and providing timely information and representation to an increasingly diverse membership is paying off. With four professional life-cycle sections (e.g., medical students, senior physicians) and seven special interest group sections (e.g., the Women Physicians Congress, the Minority Affairs Consortium), we're doing a better job each day of addressing the incredible variety of needs and interests that our members have. Examples include:
 - The success of the AMA International Medical Graduates Section, which today has more than 33,000 members representing dozens of countries and cultures.
 - The AMA ECFMG Membership Program that allows individuals who are ECFMG certified, yet awaiting their match into a residency program, the opportunity to receive dedicated resources and benefits to assist as they navigate into residency.

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I've heard the AMA sells physician prescribing data to pharmaceutical companies?

- Unfortunately, there is a good deal of misinformation floating around about AMA policy on this issue. Most notably, many people, even some physicians, wrongly believe that the AMA collects and sells physician prescribing data to pharmaceutical companies. (This info is even found in the Wikipedia entry for the AMA!)
- To set the record straight, the AMA does not collect, sell or have access to physician prescribing data ([refer to a message from the AMA](#) for more information). However, health information organizations (HIOs) do match the AMA's Physician Masterfile to prescribing data from other sources, such as pharmacies, and then license the combination of prescribing data and the AMA Physician Masterfile to pharmaceutical companies.
- Similar to federal government's Do-Not-Call Registry, the AMA's Physician Data Restriction Program (PDRP) enables physicians to restrict the use of their Masterfile record by HIOs that release prescribing data to pharmaceutical representatives. You can also review a detailed [overview](#) of the PDRP, the AMA Do Not Release policy and how physicians and medical students can opt-out or restrict the release of their information.

Applications

Processing memberships

Overview of how to distribute and process applications

Students can join the AMA online at www.ama-assn.org/go/joinstudent or by completing the paper membership application included in your recruiting kit.

If student chooses to join **online**:

- Direct students to www.ama-assn.org/go/joinstudent to complete an online application.
- Students will be required to choose their medical school so that all transactions will directly be linked to your chapter for chapter commission credit.
- Recruiters will receive an e-mail with a list of the students who joined online (an e-mail will only be sent if a student or multiple students join that day).
- Distribute membership incentive to students who joined for four-year membership.

If a student chooses to join by completing a **paper** application:

- Make sure students complete all fields on the application.
- Collect dues payments promptly.
- If an applicant uses a credit card, the card number must be written clearly on the application form. Credit card payments also require a signature.
- Store and transport applications and checks in a secure manner; record and submit them in a timely fashion.
- Process your applications online or (a) print out a blank batch transmittal cover sheet and fill it out by hand with all necessary information and (b) group together the batch transmittal sheet printout, the corresponding check and credit card envelopes and send them all to the AMA using the AMA return

envelope provided in your recruitment kit (if you are mailing joint applications, view recruiter information box at bottom of application for mailing instructions).

- Complete the postage paid, pre-addressed UPS shipping label addressed to AMA Remittance Control with your return information (Step 9 on the return label).
- Attach the label on the envelope and drop off at any UPS location.

Common oversights:

- Use legal first and last names—not nicknames
- Use residential addresses, not P.O. Boxes or school addresses
- Provide phone numbers and e-mail addresses

Need assistance?

Contact MSSOP application processing and support at student.membership@ama-assn.org with your questions.

Important! The most common reasons for delays in processing new memberships are recruiters submitting applications in a less than timely fashion, missing information, incorrect addresses and invalid check or credit card accounts. As for the applications you receive, remember to forward them to the AMA each week!

Medical student applications (including checks) for some medical schools should be mailed to the appropriate state or county medical society. Contact the [MSSOP staff](#) to determine whether this applies to your school. If your state or county medical society processes your school's applications, please follow the instructions at the bottom of the application.

Applications

Step-by-step instructions

MSSOP recruiters will perform three basic functions:

- Add a student application into a processing form.
- Review or edit information.
- Batch and submit applications.

To process and submit applications electronically, recruiters will first need to [set up an AMA account online](#) to receive a members-only user name.* To set up an account, click the “[process paper membership applications](#)” link on the MSSOP Web site and follow the prompts for creating a members-only user name and password on the “Physician/Medical Student Web Site Registration” page. For complete instructions, refer to page 10.

Beginning July 1, a personalized “welcome” screen will display a summary of your recruiting activity for your chapter and you can begin entering in applications. This page will indicate the number of student applications you have submitted, the number of application batches submitted and the current number of applications pending submission. (Pending applications are those applications entered into the system but not yet submitted to the AMA for processing).

If you find yourself lost at any time while using the application processing Web site, simply press **Cancel** and you will be returned to the “Welcome” screen. The Web site also allows you to pause at any time and resume your data entry later.

Let's get started

1. Go to the [MSSOP Web site](#) and click **Processing Applications**. The “Welcome” screen will confirm your name, school and current application activity.
2. Click **Add a Student**. Fill out the electronic form using the information from the paper applications that you collected during your recruiting activity. (Note: If your medical school is one that requires

you to forward your applications to your state or county medical society for payment, please be sure to mail all applications and checks to your state and county society. Contact the [MSSOP staff](#) to determine whether this applies to you.) If you miss a required field, you will receive a screen message in red identifying the issue.

3. When the electronic form is complete, click **Submit Form**. This will take you to a “Review Student” screen, where you will check your information and make any required edits. To make a change, click **Edit** at the bottom of the screen and make all necessary corrections. This screen provides your only opportunity to edit information, so be sure to check the information carefully.
4. When satisfied that the information is correct, click **Save Your Changes** at the bottom of the screen. The student’s application information will automatically store in a “batch” that is ready for submission to the AMA. At this point, you will receive an error message if a card number and/or expiration date cannot be validated. Should this occur, check the information for accuracy. If you are unable to rectify the error, you must click **Cancel**, correct the information with the student and then re-enter the application information at a later time. If all information is entered and the credit card is valid, you will receive a message that the application has been successfully added to the batch. You may then continue entering applications and saving them to your current batch or elect to exit the system.
5. To submit a batch of applications to the AMA for processing, click **Submit Batch**. You will see a transmittal cover sheet for this batch and a prompt to print. Take the batch transmittal sheet printout, the corresponding paper applications and corresponding checks and credit card envelopes, and send them all to the AMA in one of the postage-paid, pre-addressed UPS return envelopes provided.

* Your members-only user name is not designed to support multiple users at the same time (i.e., recruiters may not log in to multiple computers at once in an attempt to support multiple processing sessions).

Applications

Accessing Reports:

- Select “Reports” in the left hand navigation.
- There are three report views to choose from and by default the Batch view displays: Batch, Submitted and Pending
- To select a view of all applications submitted for your chapter, make sure the checkbox next to “All Chapter Applications” is checked (if unchecked, only your entries appear).

Report Descriptions:

Batch Reports

- List of all submitted batches. A batch may contain the applications you entered, AMA, *State/County association staff entered, or applications students submitted directly into the AMA Web site.

Submitted Students

- List of all applications submitted through batches, direct student entries and *State/County user submissions.

Pending Students Reports

- Pending applications are those applications you entered into the system but did not yet submit to the AMA for processing. Select “submit batch” to remove from pending status. Applications will not be processed until you submit your batches.

*not applicable for all chapters

Applications

Frequently asked questions: Processing applications

Q. What exactly needs to be sent to the AMA each week?

- A. • Electronic batches of applications
- Transmittal cover sheet (one per batch)
 - Paper applications with dues payment checks (that correspond with transmittal cover sheet) grouped into corresponding “checks” envelope
 - Paper applications with credit card information (that correspond with transmittal cover sheet) grouped into corresponding “credit card” envelope

Q. What if a first-year student wants to join the AMA directly over the Web or by phone?

A. All medical students can be able to join directly over the Web! Applications received over the Web will directly be linked to your chapter for chapter commission credit. They can also join by phone at (800) 262-3211.

Q. What if a credit card or check cannot be processed because of insufficient funds?

A. The AMA will contact the student directly. For this reason, it is very important that you ensure that applications have a current phone number and/ or e-mail address.

Q. What if I am asked about the security of personal information?

A. The AMA goes to great lengths to protect the information it has on its members. The move to Web-based processing adds more security to the transaction. We ask that all paper-based credit card and personal information be treated with equal respect for privacy while in your possession.

Q. For which medical schools do MSSOP recruiters need to mail the original paper applications (including checks) to the state or county medical society?

A. Contact the MSSOP staff to determine whether your state or county medical society processes your school's applications.

Q. Why must students complete all fields on the application?

A. Full legal name, e-mail address, address, date of birth, graduation year and school must be filled in. This information is required to establish a unique medical education (ME) number and to activate membership benefits (e.g., *Journal of the American Medical Association* subscription).

Q. What types of payment are accepted?

A. A check or credit card number may be used for payment. If the applicant uses a check, staple or paper clip his or her check to the application.

Processing applications online

Q. What if I receive a credit card error notice while batching new member applications?

A. First, check for any typos and correct any errors in the information. If appropriate, cancel that application and continue with the other applications. When you have the correct credit card information, you can submit it in the next batch.

Recruiting incentives—chapter and personal rewards programs

Chapters earn commissions based on a tiered plan tied to individual recruiting efforts. The more members recruited above your chapter's previous year's total, the more commission dollars your chapter receives. Or, if you attain or maintain a 70 percent or greater share of first-year medical students, the chapter automatically is awarded the highest payout tier (30 percent).

How to use chapter commissions

It is our hope that your chapter will use these funds to continue to grow AMA membership on your campus through creative recruiting programs, chapter development, travel to AMA meetings, community service and other professional events. We urge you to use these funds prior to July 2011. Contact AMA staff at mssop@ama-assn.org if you are unsure how to use these funds.

The 2010 commission structure

Commission tier	Requirements	Payout of dues collected, %
1	≥ 70% first-year class share*	30%
1a	> 50% growth above last year	30%
2	21–50% growth above last year	20%
3	1–20% growth**	10%
4	< 1% growth over last year	5%

*2nd–4th year students not included in calculation

**Newly established chapters without growth from the previous year will be paid at the commission tier 3, or 10%.

Fall campaign: All applications and dues received by Nov. 12, 2010, will be applied toward this first round of recruitment. The fall payout is determined by the percent of first-year class size recruited or percentage change from the current year's total fall membership dues to last year's total fall and spring membership dues. Commission checks will be processed and mailed four to six weeks after Nov. 12, 2010.

Spring campaign: All applications and dues received by March 25, 2011, will be applied toward the second round of recruitment. The spring payout is determined by the percent of first-year class size recruited or percentage change from last year's total fall and spring membership dues to this year's fall and spring membership dues, minus the amount previously received in the first-round check. Commission checks will be processed and mailed four to six weeks after March 25, 2011.

Example:

The following scenario is an example of how the fall commissions were calculated for a chapter:

	Members recruited	Total dues revenue	Class size	% of class size recruited in 2009	Prior year total dues	2009 Membership dues growth over prior year	Commission tier	Commission payout	Commissions paid
Fall	150	\$10,200.00	225	66.7%	\$8,500	20%	3	10%	\$1,020.00
Total	158	\$10,744.00	225	70%	\$8,500	26%	1	30%	\$3,223.20**

**Spring commission is Total commission – Fall commission = \$2,203.20

Appendix—MSSOP materials and templates

Sample preorientation welcome letter/e-mail

Copy and paste the language below or download it from the [AMA-MSSOP Web site](#).

Sample e-mail subject No. 1: Welcome from the AMA!

Sample e-mail subject No. 2: Stop by the AMA booth [Date]

[Date]

Dear [Name],

Congratulations on beginning your medical training here at [Medical School]! As a [Second/Third/Fourth]-year medical student, I still vividly recall going through the challenges and transitions that all first-years must face. That is why I'm inviting you to join the [Medical School] student chapter of the American Medical Association (AMA) at www.ama-assn.org/go/joinstudent.

Becoming a student member in the AMA through our chapter gives you the chance to participate in local networking opportunities, community service events and educational sessions. We maintain a strong presence on campus and in the area, and try to hold activities that give students and citizens a chance to interact.

Adding your voice to the AMA also adds it to the Medical Student Section (MSS). With more than 47,000 medical students, the AMA-MSS provides the largest support system you'll ever need. And because the AMA-MSS helps create policy, you can make a difference in the issues that matter most to students like us: expanding coverage for the uninsured, medical school loan debt relief and reasonable resident work hours. You also receive complimentary subscriptions to a number of AMA publications, most notably the *Journal of the American Medical Association*, to help keep you informed on these and other issues.

To learn more about the many benefits of an AMA membership and the activities you can get involved in here at [Medical School], please visit me at the AMA booth during orientation on [Date]. You can also contact me at [Recruiter e-mail] anytime.

Share your passion for medicine: Join the AMA today and start making a difference.

Together we are stronger!

Sincerely,

[MSSOP recruiter name]

Sample follow-up letter/e-mail

Copy and paste the language below or download it from the [AMA-MSSOP Web site](#).

Sample e-mail subject No. 1: Join us on [Date]

Sample e-mail subject No. 2: Thanks from the AMA

[Date]

Dear [Name],

Thank you for stopping by our AMA booth during orientation. It was a pleasure meeting you and I hope I was able to help you learn more about the AMA—and the many benefits of being a member.

Becoming a student member of the AMA provides you the opportunity to make a difference on a national level. The AMA is the only organization that represents all physicians and medical students on issues affecting medicine at every stage in your career. Medical student debt, public health, access to care: Your membership helps to ensure that students have a voice in Washington on these and other important issues.

You can also influence the [City] community through our chapter, by participating in the AMA Medical Student Section National Service Project and other public service endeavors. You'll have ample opportunity to develop as a leader through local, regional and national leadership positions. We also host a number of events—some educational, some just for fun—throughout the year.

<In fact, we will be holding a [Event] from [Start time] to [End time] on [Date] at [Location]. Hope to see you there!>

Feel free to e-mail me at [Recruiter e-mail] with any questions, or if you would just like to learn a little more about our chapter. If you are interested in joining, visit www.ama-assn.org/go/joinstudent to become a member today!

Remember: Together we are stronger!

Sincerely,

[MSSOP recruiter name]



Medical School
AMA student chapter

Join us!

Event Title

Date

Time

Location

Additional information

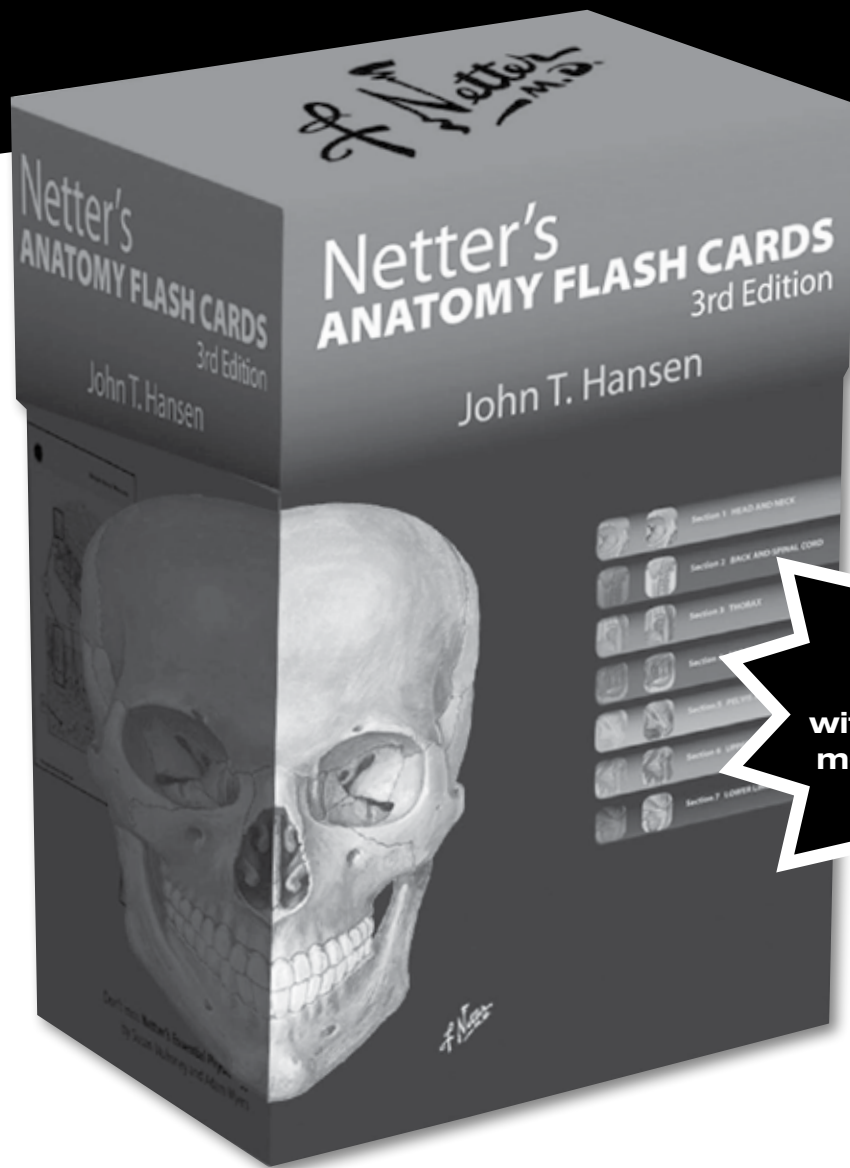
Join your fellow medical students and learn why more than 47,000 are members of the American Medical Association (AMA)!

Sponsored by the
Medical School
student chapter of the AMA



Join the AMA today!

AMA members have a clear advantage.



FREE
with multiyear
membership!

Join today for four years and receive Netter's Anatomy Flash Cards, with STUDENT CONSULT online access, **free!**

Frequently asked questions

Q: What is the AMA?

A: The American Medical Association (AMA) is a not-for-profit organization with more than 228,000 medical student, resident, fellow and physician members representing all states and specialties. The AMA Medical Student Section (MSS) is the nation's largest medical student organization and represents students from all accredited medical schools across the country on issues that affect medical education, accreditation, medical students and public health.

Q: Why should I join the AMA?

A: The AMA is the only organization that represents all physicians and medical students on issues affecting medicine at every stage in your career and on a national level. Your membership in the AMA helps to ensure that students have a voice in Washington. In addition, through involvement with your local medical school AMA chapter you can influence your community through the AMA-MSS National Service Project and other public service endeavors. There is also ample opportunity to develop as a leader through local, regional and national leadership positions.

Q: Where can I find more information regarding AMA's stance on Health System Reform?

A: The AMA is the largest medical association of physicians in the nation. We represent physicians from every state and specialty as we work together to promote the art and science of medicine and the betterment of public health. We actively support meaningful health system reform. Whether you are a physician or a member of the general public, we invite you to [get involved](#) and support our advocacy efforts.

A collection of [resources](#) will help you navigate the ins and outs of health system reform as it currently stands. Visit the AMA's [HSR Web](#) site often to learn the facts about pending legislation and to get the details on the AMA's position on reform as we continue down this important path on behalf of America's physicians and patients.

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A: Both the AMA and the American Medical Student Association (AMSA) advocate for students nationally. However, here's the important difference: Unlike AMSA, which is composed solely of medical students and was once part of the AMA, the AMA is the only organization that represents all physicians at every stage in their career. You can join the AMA as a medical student and maintain your membership through residency, fellowship and as a practicing physician.

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(Continued on next page)

Q: What does the AMA do for me as a medical student?

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A: Both the AMA and your state/county society represent medical students and physicians on issues affecting medicine. However, only the AMA represents physicians on a national level. Your membership in the AMA helps to ensure that our voice is heard in Washington and that national medical issues are adequately represented.

Q: How much does AMA membership cost medical students?

A: A four-year membership is \$68, and you receive a choice of incentive. You can also join for one-, two- or three-year memberships at \$20, \$38 and \$54, respectively.

Q: When does my membership begin?

A: Your membership begins as soon as the AMA processes your application. The amount of time it takes to process your membership depends on when the AMA receives your application from your chapter recruiter or the state or county medical society if these associations handle the applications.

Q: When will I start getting *JAMA*?

A: You can access *JAMA*, *American Medical News* and *Archives* specialty journals online immediately following your membership processing (print subscription will begin January 1, 2011). Once your membership has been processed, please contact AMA Member Relations at (800) 262-3211 to obtain a temporary username and password for online access to AMA member resources.

Q: I haven't yet received my AMA benefits, membership card, etc.

A: If you haven't yet received your AMA member benefits, it's because your membership processing has been delayed for one of the following reasons:

- Your check or credit card payment was not valid.
- The AMA has an incorrect address for you.

If you think either of these is the case, or if you have other questions regarding membership, contact [AMA Member Relations](#) or call (800) 262-3211.

Q: How do I join?

- A: 1. Visit www.ama-assn.org/go/joinstudent and sign up online.
2. Contact your chapter liaison and/or complete a paper application during the orientation.
3. Or call the AMA service center at (800) 262-3211.

Tackling negative perceptions

As an MSSOP recruiter, you have the opportunity to turn negative perceptions into positive teaching moments. Here are a few examples.

I don't like politics.

Many students, especially those just beginning their training, express this feeling or concern. Here's how you can turn the conversation toward the positive:

- Remember, at this early stage, most medical students don't know much about how the AMA is fighting to protect and positively shape both their professional development and the future of medicine—and health care overall. From medical education to resident work hour reform to helping doctors help patients, the AMA is involved in improving every aspect of a physician's career.
- One cannot stress enough that the practice of medicine and the art of healing should always remain beyond the scope of politics. Protecting the patient-physician relationship and working so that all patients have access to health care are, and will always be, a fundamental part of the AMA's philosophy.
- In a world where health care resources are under relentless pressure, politics does play a role in their development and allocation. That's why as the nation's most effective physician advocacy organization, the AMA takes its responsibility very seriously. As the only national group that unites every state and medical specialty, the AMA is fully engaged in addressing the most pressing professional and public health issues of our time. From the nation's capitol to the grassroots level, the AMA is focused on forging a unified front that gives every physician a powerful voice as we work together for meaningful change.

I don't have time—I don't do extracurricular activities.

As an AMA member you have the option to be as active or passive as fits your needs. The AMA will work toward your interests even if you choose not to take an active role, but should you decide to voice your opinion, it will be heard. The AMA is more than just an "extracurricular activity." Most extracurricular activities do not extend beyond your medical school, or your time in medical

school, but AMA membership extends through your training into practice and even through retirement. By remaining an AMA member you guarantee that you have a voice in an organization that is working for you regardless of how active a role you decide to take.

I'll join when I'm a doctor.

The benefits of joining while you are a student arguably outweigh the benefits of waiting to join until you become a doctor. The AMA can help you network with physicians, provide scholarships to its student members and teach you about the ever-changing health care climate in America. As a medical student preparing for a career in medicine, the AMA has products and support that will help prepare you for the next step, keep you informed and save time and money such as savings of up to 25 percent on AMA books and products, like *First Aid for the USMLE* series. As you move on to residency, you receive free access to career management resources, such as "[Succeeding from medical school to practice](#)", an online guide covering everything from writing a CV to negotiating a job contract.

The impact of Medicare/Medicaid, the various proposed solutions to the expanding health care disparity in America, and medical liability reform are rarely taught as a part of the medical education curriculum, and as a physician you often will be forced to learn more slowly. The AMA offers you not only the opportunity to learn about these and many more aspects of health care but also the chance to voice your opinion now, as a student, before you even finish your MD.

The AMA is pretentious.

- The AMA is such a large organization that it might not seem very down-to-earth. Although it appears to some to be bigger than life, it's really not—it's actually very accessible to students who want to get involved.
- In fact, the AMA is made up of individuals who want to make a difference. It's full of hardworking students, residents and physicians in all stages of their careers who want more than anything to do what's right for patients and for the profession of medicine.
- AMA members are working together to shape the future of medicine at every level—in medical schools, in physician practices, in communities and in Congress.

(Continued on next page)

- Visit www.ama-assn.org to explore the many ways to get involved in the AMA and to learn about how the AMA can help during medical school and beyond.

The AMA only cares about reimbursement and financial issues.

- Not true. As proof, AMA members are united in their commitment to the most important professional and [public health](#) issues. This commitment, includes expanding coverage for the uninsured, [improving patient safety](#), and combating [racial and ethnic health disparities](#).
- To improve the overall environment in which medicine is practiced and health care is delivered, the AMA is focused on finding comprehensive solutions that take into account the many social, financial and ethical considerations facing medical students, residents and physicians today.

The AMA is republican and AMSA is democratic.

- The AMA is neither republican nor democratic—it's nonpartisan and, for the record, more progressive than many people realize.
- While there are definitely differences between the AMA and AMSA (AMA integrates the efforts of students and physicians, while AMSA is students only), the two groups agree on many big issues, such as expanding coverage for the uninsured, resident work hours and medical school debt relief.
- Our members hail from all parties and work together to overcome challenges locally and federally. The best part? The AMA's impressive track record for making important change happen in the medical and public health arenas is unmatched.

The AMA is too conservative and not sensitive to diversity issues.

- The AMA is not the stuffy, conservative organization that some believe it to be. By adopting the powerful "Together we are stronger" call to action, the AMA actively invites all medical students and physicians to participate in protecting and advancing the interests of physicians and patients nationwide.

- The AMA's commitment to recognizing and providing timely information and representation to an increasingly diverse membership is paying off. With four professional life-cycle sections (e.g., medical students, senior physicians) and seven special interest group sections (e.g., the Women Physicians Congress, the Minority Affairs Consortium), we're doing a better job each day of addressing the incredible variety of needs and interests that our members have. Examples include:

- The success of the AMA International Medical Graduates Section, which today has more than 33,000 members representing dozens of countries and cultures.
- The AMA ECFMG Membership Program that allows individuals who are ECFMG certified, yet awaiting their match into a residency program, the opportunity to receive dedicated resources and benefits to assist as they navigate into residency.

I've heard the AMA sells physician prescribing data to pharmaceutical companies?

- Unfortunately, there is a good deal of misinformation floating around about AMA policy on this issue. Most notably, many people, even some physicians, wrongly believe that the AMA collects and sells physician prescribing data to pharmaceutical companies. (This info is even found in the Wikipedia entry for the AMA!)
- To set the record straight, the AMA does not collect, sell or have access to physician prescribing data ([refer to a message from the AMA](#) for more information). However, health information organizations (HIOs) do match the AMA's Physician Masterfile to prescribing data from other sources, such as pharmacies, and then license the combination of prescribing data and the AMA Physician Masterfile to pharmaceutical companies.
- Similar to federal government's Do-Not-Call Registry, the AMA's Physician Data Restriction Program (PDRP) enables physicians to restrict the use of their Masterfile record by HIOs that release prescribing data to pharmaceutical representatives. You can also review a detailed [overview](#) of the PDRP, the AMA Do Not Release policy and how physicians and medical students can opt-out or restrict the release of their information.

Why should I be a member of the AMA?

The AMA member advantage

Your AMA membership includes:	How this benefits you:	Discounted for members:	Complimentary for members:
Free <i>Netter's Anatomy Flash Cards</i> with STUDENT CONSULT online access	Pass anatomy with flying colors using this relevant study aide (a \$40 value).		X (four-year members only)
<i>JAMA</i> subscription	Stay up to date on issues and trends in medicine, health care and public health (valued at \$165 per year).		X
FREIDA® Online members-only access	Research residency programs with FREIDA Online, a database comprising more than 8,600 graduate medical education programs.		X
<i>Archives</i> specialty journals (free online access, discounted print subscriptions)	Enhance your knowledge as it relates to your specialty (valued at up to \$180 per journal).	X	
"Succeeding from medical school to practice" online guide	Access valuable information and streaming video to help you confront the nonclinical demands of training and today's practice environment.		X
Discounts on AMA books and products	Save up to 25 percent on the books you need, such as the <i>First Aid for the USMLE</i> series and <i>COMLEX</i> (a \$45 value).	X	
Hertz car rental discounts	Enjoy low Web rates and complimentary enrollment in Hertz #1 Club Gold. Hertz privileges start at age 21!	X	
Access to <i>AMA Morning Rounds</i>	Stay in the know with this weekday e-briefing of news and studies that affect members of the medical profession and their patients.		X
Scholarships and grants	Take part in community activities with support from the AMA Medical Student Section (MSS) and cover some of your education bills with help from the AMA Foundation.		X
A nationwide network of colleagues	Connect with your peers locally and across the country through the AMA-MSS, a group just for AMA members.		X
Internship opportunities	Supplement your training and take advantage of a variety of internship and fellowship opportunities such as the AMA/Discovery Health Elective, through which you help develop a medical education program that airs on Discovery Health.		X
MSS/RFS Joint Research Symposium	The annual research symposium gives trainees the opportunity to display their original work in the areas of clinical medicine, basic research, medical education or health policy.		X
Powerful advocacy	The AMA protects your interests now and when you become a physician by representing you on monumental topics such as medical education debt relief and access to care for the uninsured. Join us for lobby day each winter in Washington, D.C.		X

To begin enjoying the AMA membership advantage today, visit www.ama-assn.org or call (800) 262-3211!



Join the AMA today!

Application expires May 2011

Medical school _____

(please print)

Save when you choose a multiyear option	Multiyear discount rate	Actual rate
4-year membership, 2011–2014	\$68	\$80
3-year membership, 2011–2013	\$54	\$60
2-year membership, 2011–2012	\$38	\$40
1-year membership, 2011	—	\$20



Netter's Anatomy Flash Cards, with STUDENT CONSULT online access—yours free for joining the American Medical Association!



Complete and return this application to the AMA today.

E-mail address:

If you wish to receive e-mail about AMA advocacy initiatives, news for physicians, and AMA products and services, please add or update your e-mail address.

M M D D Y Y

Date of application

Legal first name

Middle name

Legal last name

Maiden name

Suffix

Preferred mailing address where you want your membership materials and JAMA subscription delivered.

City

State

ZIP

Phone

Medical school

Graduation year

M M D D Y Y

Male Female

I am applying for:

4 years (\$68)

3 years (\$54)

2 years (\$38)

1 year (\$20)

Birth date

Gender

I am paying:

AMA directly

Through my county medical society

Through my state medical society

Paid by:

Check

Make check payable to "American Medical Association"

Credit card

Type of card:

Visa

MasterCard

American Express

Credit card number

Expiration date

Applicant's signature required

Applying for AMA membership: Membership is contingent upon the American Medical Association's (AMA) acceptance of the membership application. The endorsement, deposit or negotiation of an applicant's check does not guarantee admission into or acceptance of membership by the AMA. Checks received will routinely be deposited without a determination of the propriety of the payment or the applicability of the amount. Applicants who are not admitted to membership will receive a refund from the AMA for the amount submitted.

AMA dues are not deductible as a charitable contribution for federal income tax purposes, but may be partially deducted as a business expense. AMA estimates that 50% of your membership dues are allocable to lobbying activities of the AMA, and therefore are not deductible for income tax purposes.

Dues-paying members are eligible for print copies of *JAMA* and *American Medical News*. For the 2010 membership year, the allocated costs of \$33 for *JAMA* and \$12 for *American Medical News* are included in, and not deductible from AMA membership dues. All members receive free online access to *JAMA*, *American Medical News* and the *Archives* journals. In addition, all members are eligible for *AMA Morning Rounds*.

Conditions of AMA membership and application: As part of a physician organization committed to strengthening the ethics of medicine, every member pledges to uphold the Principles of Medical Ethics as interpreted in the Code of Medical Ethics, and to comply with the Bylaws of the American Medical Association and the Rules of the AMA Council of Ethical and Judicial Affairs.

- The AMA Principles and the Code of Medical Ethics may be viewed online at: www.ama-assn.org/go/codeofmedicalethics
- The AMA's Bylaws and Rules of the Council on Ethical and Judicial Affairs are accessible at: www.ama-assn.org/go/ceja

Applicants and members are required to disclose to the AMA Office of General Counsel any violations of the Principles of Medical Ethics or illegal conduct. Additionally, the Health Care Quality Improvement Act requires professional societies (such as the AMA) to report certain professional review actions, including denial of membership, to the National Practitioner Data Bank.

Membership recruiter

Please send application to:

American Medical Association
Remittance Control
515 N. State St., 12th Floor
Chicago, IL 60654



For membership information

Phone: (800) 262-3211

E-mail: student.membership@ama-assn.org

Sample “Benefits by stage” letter/ e-mail

Copy and paste the language below or download it from the [AMA-MSSOP Web site](#).

Sample e-mail subject No. 1: Welcome from the AMA!

Sample e-mail subject No. 2: Stop by the AMA booth [Date]

[Date]

Dear [Name],

Congratulations on beginning your medical training here at [Medical School]! As a [second/third/fourth]-year medical student, I still vividly recall the challenges and transitions that all first-years must face. That is why I'm inviting you to join the [Medical School] student chapter of the American Medical Association (AMA).

The AMA has the resources to help you today as well as throughout your career. Becoming a member in the AMA through our chapter gives you the chance to participate in local networking opportunities, community service events and educational sessions. We maintain a strong presence on campus and in the area, and try to hold activities that give students a chance to connect with peers and contribute to their local community. Below is just a small sample of the other AMA member benefits you can take advantage of throughout your medical school education:

Medical students can take advantage of:

- Timely resources such as *Netter's Anatomy Flashcards*, with STUDENT CONSULT online access, when you sign up for a four-year membership. (Great for first-year medical students!)
- Members-only savings on books and products (up to 25 percent off), such as *First Aid for the USMLE* series and *COMLEX*. (Great for second-year medical students!)
- Stay up to date on vital health care issues with award-winning publications like *American Medical News*, *JAMA*, *Archives* journals (with free online access) and *AMA Morning Rounds*.
- Advocacy at the national and grassroots levels on the most important professional and public health issues today—debt relief, addressing care for the uninsured and improving resident work conditions.
- Members-only access to resources including **FREIDA Online**, the AMA's Fellowship and Residency Electronic Interactive Database Access. (Great for third- and fourth-year students!)
- Career management resources such as the “**Succeeding from medical school to practice**” online guide (www.ama-assn.org/go/succeeding), covering everything from writing a CV to negotiating a job contract. (Great for third- and fourth-year students!)

To learn more about the many benefits of an AMA membership and the activities you can get involved in here at <Medical School>, please contact me at <Recruiter e-mail> anytime.

Share your passion for medicine: Join the AMA today and start making a difference.

Together we are stronger!

Sincerely,

[MSSOP recruiter name]