

MEDCHI, THE MARYLAND STATE MEDICAL SOCIETY
HOUSE OF DELEGATES

Resolution:

INTRODUCED BY: Montgomery County Medical Society

SUBJECT: Communicating the Value of MedChi and the Components

1 Whereas, MedChi and the components provide valuable services to physician members and the
2 medical community as a whole; and

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4 Whereas, frequently physician members comment that they are unaware of the services, programs,
5 initiatives and accomplishments of MedChi and the components; and

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7 Whereas, MedChi and component leaders are often not aware of the considerable value that MedChi
8 and the components provide; and

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10 Whereas, physicians are besieged on a daily basis by thousands of emails, texts, EMR prompts, etc.
11 that it is difficult to break through the “noise” of practicing to share MedChi and component news
12 and information; and

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14 Whereas, communications is a science and an art in which an expertly-trained professional seeks to
15 ascertain the most effective messaging methods, strategies, and media to improve engagement and
16 awareness of the whole and/or specific market segments; and

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18 Whereas, if prospective members were more aware of MedChi’s and the components’ value we
19 should be able to more effectively recruit them to be members; and

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21 Whereas, MedChi and the components are best served with an integrated, collaborative
22 communications strategy; therefore, be it

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24 RESOLVED, that MedChi invest in its future effective communications strategy by acquiring an
25 expertly trained communications professional either through employment and/or contract to
26 evaluate its current communications effectiveness and to make recommendations to MedChi and
27 the components of how to improve awareness of their collective value, enhance communications
28 strategy to more effectively recruit and retain members, and to enhance its brand to the general
29 public.