

Membership Messaging Framework

OCTOBER 2022 • TALKING POINTS



Washington State
Medical Association
Physician Driven, Patient Focused

SPECIAL TO THE WSMA
BOARD OF TRUSTEES



WSMA Vision 2025

Note to WSMA staff, executive committee and board members: The text at right is the introduction to WSMA's 2023-2025 strategic plan and sets up our focus/goals for next three years. We want to reference these items consistently in our communications.

ON BEHALF OF OUR MEMBERS AND PATIENTS the WSMA is committed to several key initiatives for the coming years:

- First, we must recover from the challenges and remember the lessons of the COVID era so that our practice environment ensures physician wellness—an environment that not only helps Washington physicians to be their healthiest, but also to be the most inclusive, diverse, and equitable that we can be. High quality care—and dedication to that care—can't exist without it.
- Second, we must focus on the biggest funding challenge we all face: Medicaid payment rates that do not come close to covering the cost of care. Without increases, rates do not support access to care for those most vulnerable.
- Third, we must tackle the tremendous administrative burden of prior authorization. Considering that the vast majority of requests are eventually authorized, delays create serious harm to patients.
- Finally, we must rebuild our community and our physician social network that was fractured amidst pandemic restrictions. The members of the WSMA are the strongest voice for physicians in Washington state. We need to foster a robust conversation internally and take that voice externally in support of our teams, practices, patients, and communities.

Membership Messaging Framework

October 2022

Themes support our vision and the concept of rebuilding together.

Primary
Stronger Together

Sub-themes
Moving Forward Together
The Power of Many

General messaging:

With the support of more than 12,000 physicians and physician assistants in Washington state, the WSMA provides a voice for all physicians and speaks with the power of many.

WSMA Value Proposition

The WSMA, at its heart, is a physician driven organization. We believe physician leadership is paramount to good health care policy and patient care. We work to support our members and their teams so that they can thrive professionally and be a strong voice for safe, quality, equitable care.

Our members gain strength in their unity, steadfast in our vision to make Washington state the best place to practice medicine and to receive care.

We have the clout, credibility and influence to ensure sure your voice is not only heard but amplified.

We are physician focused and member driven, which means you set our agenda, policies, and priorities. By joining/renewing your membership in the WSMA, you will be at the table helping to shape the future of medicine in our state.

Supporting Talking Points

Physician Advocacy

The WSMA **defends and supports you**, your patients and the profession in the state legislature, state agencies and with our state's health plans. We ensure that your rights are protected, that your practice/medical group remains financially stable and that you are not encumbered by undue administrative challenges that impact the care of your patients or your personal wellness.

Specifics to detail: *In 2023, we will fight for increased physician payment, oppose physician specific taxes, advocate against any burden, regulation or process that takes you away from or interferes with patient care, push against unfair contracting practices, advocate for patient safety and ward off attempts to inappropriately expand the scope of practice of non-physicians.*

The WSMA also advocates for physicians by filing **amicus briefs** in cases that have the potential to widely impact Washington physicians from a legal and/or public policy perspective.

Specifics to detail: *In 2022, thanks to our participation in amicus briefs, we successfully challenged the "No Surprise Act" federally and locally and established the difference between medical malpractice and informed consent.*

Instant Expertise

As a member of the WSMA, **our policy analysts and staff experts are available** to assist you with policy, regulatory, legal or insurance carrier questions you may have, as well as to help with challenges you may be facing.

Specifics to detail: *If you are facing a challenge in your practice, call the WSMA to let us know. We will try to help or connect you with someone who can. We offer expertise, practical information and guidance to help physicians on issues such as telemedicine, compliance, billing, and more. The WSMA has numerous resources on our website related to employment or insurance company contracts, a comprehensive legal guide, prior authorization navigator, and clinical/public health resources.*

Professional Development

WSMA offers **free webinars and CME to members** on topics relevant to all specialties. We also offer an award-winning suite of leadership courses to help you on your professional journey.

Specifics to detail: *The WSMA's popular M&M series on health equity is a highly relevant resource to physicians grappling with equity issues, whether professionally or in care delivery. We partner with physician experts, the Washington State Department of Health, the hospital association, and other experts to provide members with the latest information on public health, health equity, COVID-19, vaccines, clinical updates, and other issues.*

Impactful Engagement

Through your engagement with the WSMA, you are part of **raising the voice of physicians** statewide in the legislature, in the media and with the patient community. If being that voice is your passion, consider joining our legislative ambassador or social media ambassador program to further amplify WSMA's message.

Specifics to detail: *Physicians continue to be the most trusted voice in health care. When you speak people listen. The WSMA amplifies your voice to help our broader communities understand health care and view health care policy through a physician lens.*

Physician Focused News

WSMA members receive regular **updates on what's happening** in the Washington state health care environment via our bi-monthly Membership Memo, our CEO's Weekly Rounds and our award-winning magazine *WSMA Reports*. Our staff are also available to provide you or your group with an update on topics of your choice.

Specifics to detail: *WSMA is the only statewide physician focused source of news in Washington state. Make sure you are getting our updates via email or through our social media channels. Our website ([wsma.org](https://www.wsma.org)) provides a comprehensive look at what we do.*

Community Connections

Members are the heart of the WSMA. As such, we are creating pathways to **communities based on your interests**, especially as we strive to be the most inclusive, diverse, and equitable organization we can be.

The WSMA is a professional home for all physicians—regardless of specialty, practice setting, career choice or location. We connect you with peers and colleagues who share your interests and challenges. We offer opportunities to gather in person at our events including the Leadership Development Conference, Annual Meeting and Legislative Summit, in addition to virtual gatherings via Zoom or participating in discussion groups. We are here for you. If you want to create a new network within WSMA, let us know and we will work with you to create a space to engage with your colleagues.

Specifics to detail: *Existing networks include a Latinx section, the DEI Committee, and our early career sections (including Young Physicians, Residents & Fellows and Medical Student sections). We also have committees dedicated to topical issues including prior authorization, balance billing, advocacy, physician wellness, and end-of-life care.*

Exclusive Benefits

Your WSMA membership also includes some **financial benefits/savings** including:

- \$300 off liability premium with Physicians Insurance
- Free access to Washington Physician Guide to Health Law (\$350 value)
- Member discounts to CME courses
- Additional discounts from Affinity partners such as PatientPop, Gentem and iScribe.

What People Are Saying About WSMA

“I served as a delegate and found it incredibly validating to see that many of the resolutions that passed directly involved health equity, diversity, and inclusion.”

—Bindu Nayak, MD, endocrinologist,
Wenatchee. Member since 2010



“It is a great place to network with physician leaders in various specialties, to share ideas and to come up with innovative ways to enhance the practice of medicine through education, mentoring, research, and advocacy.”

—Tony Quang, MD, JD, radiation oncology,
Seattle. Member since 2014



“[The WSMA] is one of the few platforms that allows me to mingle with physicians of different specialties across the state.”

—Lola Oluyitan, MD, family medicine,
Snoqualmie. Member since 2018



“The work [WSMA members] do together anchors me to this profession and reminds me of why I wanted to become a physician.”

—Matthew Grierson, MD, physical medicine
& rehabilitation, Seattle. Member since 2009



“[The WSMA] is a watchdog entity that informs and actively works to protect our profession.”

—Bridget Bush, MD, anesthesiologist,
Anacortes. Member since 2015



“The WSMA provides an opportunity to advocate for patients and to improve the practice of medicine within Washington state.”

—Alan Urbina, MD, gastroenterology,
Tacoma. Member since 2020



“I wouldn’t be the physician I am today without the networking, sharing of best practices, or information I have gained through WSMA.”

—Sheila Rege, MD, radiation oncology,
Pasco. Member since 1999



STRONGER TOGETHER

JOIN OR RENEW
TODAY!

WWW.WSMA.ORG

206.441.9762

MEMBERSHIP@WSMA.ORG



Washington State
Medical Association

Physician Driven, Patient Focused