

HOW TO HANDLE OBJECTIONS

Objections are inevitable; how you respond is key to your recruitment efforts.

You won't convince everyone to join TMA; however, you can be prepared with responses when colleagues offer objections to membership.



KEY REPOSNSSES TO OBJECTIONS:

"I don't see the value of joining TMA. Not to mention, it is too expensive."



LEGAL

"Consider the cost of inadvertently defying a state law you didn't even know existed. You could be fined, lose your license or worse. TMA's in-house attorneys are available to answer your questions at no additional cost, a benefit that can easily offset your annual dues."

PRODUCTS AND SERVICES

"You may not know it, but membership actually gives you access to business partnerships specifically designed to save you and your practice money. One example is a revenue recovery service which identifies whether a health insurance company has underpaid you for contractually obligated services. TMA members get an exclusive discount."

INSURANCE

"Consider this: have you ever had a payment dispute with an insurance company? This process can drag on for months, leaving you on the hook for business costs and employee salaries. TMA has relationships with these companies, and not only do they help resolve these disputes, they advocate for systemic changes to make the process more fair and transparent. That's well worth the investment in membership dues."

LEADERSHIP

“When I left residency, I didn’t know the first thing about managing a practice or leading a team. The Ingram Institute for Physician Leadership is TMA’s professional development program that fills the knowledge gaps from medical school. I am an alumnus and can personally attest to its value. The program is only open to TMA members.”

ADVOCACY

“Think of your membership as your political voice. While you might find politics distasteful and want to disengage, the truth is our apathy as a profession is to our detriment. If you care about improving the business of medicine and ensuring access to care for your patients, we need you to stand with us and demand better.”

“I’m too busy. There would not be time for me to be involved.”

“I completely understand that and recognize not everyone can be actively involved in TMA. You don’t have to constantly engage to show your support, and you can choose your level of engagement based on the time you do have. For example, not everyone will get involved in governance or advocacy, but TMA regularly seeks the input of its members to inform its lobbying priorities and strategic mission. If you aren’t a member, you may miss out on the opportunity to have a voice in the process.”

“My employer takes care of everything I need.”

“Do they? True, your employer might take care of needs within the scope of your individual practice, but they are taking care of the business, too. TMA is physician-led and focuses only on issues that affect physicians. When you get busy, wouldn’t you like to know other physicians are looking out for your best interest?”

“My specialty provides everything I need and has my back.”

“I am glad to hear you are involved with your specialty society, and I agree they are valuable when it comes to CME. But they can only assist you on issues related to your specialty. They will not touch larger, systemic issues, like insurance reform or scope of practice. TMA has the size and clout to win these big fights and advance the interests of the entire profession.”

“TMA will continue working regardless of my membership.”

“Actually, TMA can only continue working because of current and new members. As challenges we face become more complex, the size and resources of the association need to grow. Imagine the success gained when a greater number of Tennessee physicians band together. You can choose to sit back and let things happen to you, or join us and be a part of the solution.”

REMINDERS:

When working through objections, remain empathetic yet firmly convey the urgency and need for your colleague to join TMA. You should not continue pushing past a hard “no,” but instead leave opportunity for an open dialogue. In other words, read the room. The goal is not to guilt someone into membership, but to passionately display the positive benefits so any objections they might have carry less weight when they consider joining.