

REPORT OF THE CHAIR OF THE MEMBERSHIP AND RECRUITMENT COMMITTEE

May 17, 2025

TO: HOUSE OF DELEGATES
TENNESSEE MEDICAL ASSOCIATION

SUBMITTED BY: GEORGE R. LEE III, MD, CHAIR

1 **2025 MEMBERSHIP SUMMARY**

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3 **MEMBERSHIP HIGHLIGHTS**

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- 5 • **Membership Video** – The Tennessee Medical Association (TMA) produced and
6 launched a new membership video in February 2025. The video highlights diverse
7 members from across the state and the benefits of being a member. It features the
8 current ‘We Are TMA’ theme introduced by President Landon Combs, MD. The video
9 is accessible via TMA’s social media platforms and on TMA’s Join page. This video
10 should boost credibility, attract attention and emotionally connect with prospective
11 members by showcasing real-life testimonials.
12
- 13 • **Nonmember Research** – During the 2024-25 year, TMA initiated a market research
14 project with Avenue M Group aimed at nonmembers. The project uses polls and
15 interviews to understand physician awareness of TMA and perceived barriers to
16 joining the organization. Understanding why nonmembers are hesitant to join is
17 critical. Insights gathered can help in tailoring recruitment messages, addressing
18 misconceptions and removing obstacles in the membership process.
19
- 20 • **Group Visits** – TMA has prioritized retention visits to the largest five groups in each
21 region. These visits are often coordinated with recruitment efforts when possible.
22 Targeted group visits reinforce relationships, address concerns directly, and create
23 opportunities for customized solutions to enhance retention.
24
- 25 • **Group Recruitment** – The past year has seen both new groups joining the TMA and
26 a pool of promising proposals. Expanding group membership strengthens the
27 collective influence, resource sharing, and community support. It also reflects the
28 capacity to serve varied medical specialties and regions.
29

30 *New groups in the past year*

- 31 ○ Covenant Anesthesia Group (Knoxville Academy of Medicine)
32 ○ Four Bridges Dermatology (Chattanooga-Hamilton County Medical Society)
33 ○ Sarah Cannon Research Institute Physicians (Nashville Academy of Medicine)
34 ○ Tier 1 Orthopedics (Upper Cumberland Medical Society)
35

36 *Potential with proposals in hand*

- 37 ○ Baptist University College of Osteopathic Medicine Clinical Faculty (Region 1)

- Belmont/Frist College of Medicine Faculty (Region 4)
- HealthStar (Region 8)
- Holston Medical Group (Region 8)
- Jefferson Family Physicians (Region 8)
- MOGA (Region 1)
- Regional Obstetrical Consultants (Region 6)
- St. Jude (Region 1)
- UT Region One Physicians
- Watauga Orthopedics (Region 8)
- West Tennessee Physicians Alliance (Region 2)

- **Dues Sale** – The amended 50/50/25 dues sale continues this year. The sale structure makes membership more financially accessible and appealing to individuals and groups. A strategic pricing model lowers the barrier to entry and attracts a wider pool of prospective members.
- **Drip Campaigns** – A ‘drip’ email campaign for new members continues to be delivered. The series of emails educates new members about the organization and its benefits. A similar campaign for nonmembers is being rolled out regionally. Drip campaigns ensure a steady flow of information and nurture engagement. They help convert interest into active membership and reinforce retention.

DELINQUENT/NONRENEWED MEMBERS

The delinquent/nonrenewed campaign for 2025 has begun. Those members who have not yet paid dues receive additional outreach by phone, email and traditional mail. Final cutoff for 2025 membership renewal will be this summer, no later than June 30.

MEMBERSHIP SUMMARY (as of 4/28/2025)

- Total new members – 497
 - 111 dues-paying
 - 386 non-dues-paying
 - 286 students
 - 100 residents
- Total members – 10,253
 - 4,812 dues-paying members
 - Full-time practice (4,105)
 - First-year of membership (141)
 - Second year of membership (87)
 - Third year of membership (364)
 - Part-time practice (76)
 - Physician couples (40)

- 1 ○ 5,441 Non-dues paying members
- 2 – Retired categories (30)
- 3 – Special Status (0)
- 4 – Veteran Member/Disabled (17)
- 5 – Associate Member/Military (4)
- 6 – Retired physicians (1,455)
- 7 – Students (1,893)
- 8 – Residents (2,042)

Respectfully Submitted,

Trey Lee, MD - Chair

2024-2025 Membership Committee Members

Dr. Anna Allen	Dr. Gregg Shepard
Dr. Dawn Barlow	Dr. Nita Shumaker
Dr. John Binhlam, Vice Chair	Dr. Elizabeth Simpson
Dr. Mary Jane Brown	Dr. Jeff Suppinger
Dr. Jeffrey Gilbert	Dr. Leslie Treece, Board Liaison
Dr. Trey Lee, Chair	Dr. George Woodbury
Dr. Charles Leonard	Dr. Ashley Dailey, Resident Representative
Dr. Elly Riley	Kaylee Airola, Student Representative
Dr. John Schorge	Anjanette Eash, Staff Liaison