

Engagement with the Litigation Center of the AMA and the State Medical Societies

How we can help: The Litigation Center is an integral part of the AMA's advocacy efforts for physicians and their patients. The Litigation Center can help state medical societies or other entities with legal issues of exceptional importance or which have national implications. Medical societies can benefit from the actions of the Litigation Center in any number of ways, including participation as a party in a lawsuit, filing of an amicus curiae ("friend of the court") brief, financial grants, or in-kind services. Sometimes, the Litigation Center can help "level the playing field" when a physician feels overwhelmed by the legal system.

What to expect: At all times, the Litigation Center is guided by its mission and will not walk away from an important legal fight. In order to strengthen the position that medical organizations take, however, and to manage effectively the resources and expertise of the Litigation Center, there are standard considerations for any group that approaches the Litigation Center for assistance.

When requesting to sign on to a Litigation Center brief, or seeking other types of help, medical associations and other groups are expected to share in the responsibility of raising awareness among their members and respective audiences about the litigation and the Litigation Center's role. The following promotional activities can/should be considered as appropriate:

Membership

- Any physicians who are directly involved in the litigation should have or obtain AMA membership status. This may also apply to the boards of directors of any medical associations or other physician organizations.

Member Communications

- Announcement of the role of the Litigation Center in the medical society's e-communications, newsletter, magazine, member mailings or other internal communication vehicles.
- Highlighting the Litigation Center role in postings to the medical society's website and social media outlets.
- Placement of an AMA template ad on website, magazine or newsletter.

Leadership Outreach

- AMA presentation at a medical society meeting.
- Opportunities for AMA leaders to interact with medical society members and leadership.

Membership Outreach

- Dedicated membership recruitment campaign based on joint legal effort.

Media

- Coordinate with AMA Communications Department to acknowledge the AMA publicly.
- Medical society news release