AMA Medical Student Outreach Program
2021–2022

LEAD.

MOTIVATE.

INFLUENCE.
AMA MEDICAL STUDENT OUTREACH PROGRAM CONTACT INFORMATION

Email: studentops@ama-assn.org

Program website and outreach leader resources: ama-assn.org/msop-resource-center

AMA MEMBER SERVICE

Email: msc@ama-assn.org
Telephone: (800) 262-3211
• General member service questions
• Address changes
• Subscription information for JAMA®, the Journal of the American Medical Association
• Medical education (ME) number inquiries

AMA GENERAL CONTACT INFORMATION

ama-assn.org
AMA Medical Student Section: ama-assn.org/mss

AMA MAILING ADDRESS

American Medical Association
AMA Plaza
330 N. Wabash Ave., Suite 39300
Chicago, IL 60611-5885
# TABLE OF CONTENTS

5  What is the AMA Medical Student Outreach Program?
5  What is the AMA?
6  2021–2022 calendar
8  Getting started
11  Joining the AMA
   11  Membership dues schedule and premium incentives
   11  Processing applications
13  Recruiting incentives: Section rewards programs
14  Frequently asked questions
16  Key points for your recruiting conversations
18  Sample pre-orientation “Welcome” letter/email
WELCOME.

By leading the AMA Medical Student Outreach Program (MSOP) peer-to-peer recruitment at your school, you are strengthening the voice of the American Medical Association on campus and helping to shape the future of medicine.

We look forward to helping you convert your passion for medicine into a successful 2021-2022 recruitment year. Feel free to reach out should you have any questions or require assistance throughout the year.

Thank you for your dedication to the AMA and your leadership on campus. Everyone at the AMA appreciates your involvement and commitment to the AMA Medical Student Outreach Program, and the work you do to educate students on the benefits of AMA membership.
WHAT IS THE AMA MEDICAL STUDENT OUTREACH PROGRAM?

The American Medical Association Medical Student Outreach Program (MSOP) peer-to-peer recruitment program promotes AMA membership to first-year medical students. Working with local AMA medical student sections and outreach leaders at medical schools, the program provides training and resources for recruiting medical students to join the AMA.

Designed to put the right resources and recruiting materials within easy reach, this guide will:
• Provide you with the resources and materials you need to recruit at your school
• Help make your MSOP leader experience both successful and personally rewarding

Lead the local student section’s outreach membership efforts on campus
• Organize membership recruitment events targeted at your M1 class
• Promote four-year membership and accompanying incentives
• Coordinate membership engagement and retention initiatives with other section leaders

Get the most out of your chapter
• Work closely with the MSOP manager and state/county medical society staff, when possible, on all recruitment strategies and tactics to increase membership on campus throughout the 2021–2022 recruitment year.

WHAT IS THE AMA?
The AMA is physicians’ powerful ally in patient care, representing physicians with a unified voice, leading the charge to confront public health crises, removing obstacles that interfere with patient care and driving the future of medicine.

SHAPING A BETTER, HEALTHIER FUTURE: MEMBERSHIP MAKES A DIFFERENCE
Through the following strategic goals, the AMA is:
• Accelerating change in medical education to align physician training and education with the evolving health care system
• Improving health outcomes and reducing chronic disease by developing programs to help educate medical students to provide high-quality care to the diverse patient population
• Enhancing professional satisfaction and practice sustainability by ensuring young physicians are empowered to practice in today’s environment
• Working to embed racial justice and advance health equity — both within the profession of medicine and throughout our nation as a whole

Why join as a medical student?
• Network and build relationships: Gain valuable insight from 240,000+ medical leaders across a range of specialties and career stages
• Learn from leaders in medicine: Participate in education sessions and clinical skills workshops at AMA events
• Access exclusive opportunities: Apply for scholarships, internships and fellowships, along with a variety of student leadership opportunities
• Enjoy discounts: Take advantage of member-only discounts for study aids, travel and more

ATTEND ONE OF THE OUTREACH LEADER TRAINING SESSIONS.
Interactive and personalized training sessions begin in June!
2021–2022 CALENDAR

JUNE 2021
Program begins mid-June

Prepare to recruit.
Mark your calendar for upcoming training events hosted by the Medical Student Outreach Program team!
• Attend the official kick-off training.
• Schedule a 1:1 with your field student recruitment manager
• Additional trainings will be available on-demand throughout the year

Develop a recruitment plan.
Meet with your field student recruitment manager to create a plan for all communication and activities within the recruitment year, including M1 orientation, and any other relevant event or activity.

JULY–DECEMBER 2021
Fall membership outreach efforts
• Encourage immediate enrollment to all student nonmembers.
• The fastest way for students to join is online at ama-assn.org/msop-join.
• Advise students that their four-year membership incentive will be shipped directly to their address, or if a digital subscription, will be fulfilled to their email by the MSOP.

NOVEMBER 2021
Fall commission deadline: Friday, Nov. 5
• Membership applications applied to your section’s first commission check must be received by Friday, Nov. 5.

AMA Interim Meeting
Nov. 13–16
Walt Disney World Swan and Dolphin Resort, Orlando, FL

DECEMBER 2021
Fall commission checks distributed
Begin spring membership recruitment planning

Request an incoming first-year student class list.
Your school’s student affairs/administrative office can provide a student class list for your recruitment plan. This will help you send targeted communications to potential new members.

If your school permits, email incoming first-year students a welcome message (page 18) inviting them to your upcoming orientation event, and post orientation event details to social media using the social media kit that you can find in the MSOP Resource Center at ama-assn.org/msop-resource-center.

Plan a recruitment event.
Recruitment grants of up to $1,000 per academic year (up to $500 per event) are available to local AMA medical student sections to recruit and educate nonmember students about AMA membership, and to offer opportunities for students to get involved with the AMA.
2021–2022 Calendar (Continued)

JANUARY 2022
Spring membership recruitment begins Jan. 1
2021–2022 MSOP and student outreach leader kickoff

- Request a list of members and nonmembers at your school through the MSOP Resource Center at. You are able to request this list at any time throughout the school year.
- Invite AMA nonmembers at your school using the invite feature in the MSOP Resource Center.

FEBRUARY–MARCH 2022
Medical Student Advocacy Conference
March 3–5, Washington, D.C.

APRIL 2022
Spring commission deadline: Friday, April 8

- Membership applications applied to your section’s second commission check must be received by Friday, April 8.

Transition for the following year

- Identify your outreach leader successor and set up a meeting to transition responsibilities and discuss recruitment ideas and recommendations for the upcoming year. Email studentops@ama-assn.org with the new outreach leader’s contact information.

MAY 2022
Program ends

- Spring commission checks are distributed to eligible sections.
ACTIVATE YOUR ACCOUNT
You will receive a personalized invitation from studentops@ama-assn.org to set up an account in the MSOP Resource Center to create an online profile, including your mailing address and information on your school’s orientation event date.

Once you’ve received your invitation from MSOP, follow the steps below to complete your outreach leader profile.

1. Click on the link provided in your invitation to access the MSOP Resource Center.
2. If you have not logged into the AMA website before, click “Create Account.” Follow the prompts for creating an AMA website username and password. If you already have logged into the AMA website, sign into your AMA account using your AMA credentials.
3. After successfully logging into your AMA account, you will be redirected to the MSOP Resource Center.

Once in the MSOP Resource Center, you’ll be directed to create your outreach leader profile.

• You will sign-off on the AMA Data Licensing Agreement via electronic signature. This is how you will have access to member and nonmember information at your school.
• You will enter your mailing address and the date for your school’s orientation event. Contact the Student Affairs or Student Activities office at your school to confirm the date.

RECRUITING RESOURCES
Materials and tips
As the date for your school’s incoming class activities fair approaches, the following tips will help you get up to speed quickly and position you for success.

Before you begin your recruiting effort, be sure to:

• Confirm your school’s incoming class orientation event date, time and place.
  ◦ Register or get permission ahead of time from your school and request any equipment you may need (e.g., assigned exhibit space, table, chairs).
• Familiarize yourself with the virtual outreach leader kit (on MSOP Resource Center) and the MSOP checklist (page 11). This will help ensure a successful recruitment event.
• Work with your field student recruitment manager to identify resources needed for the recruitment event. Demonstrating a strong AMA presence and member community at the event will position you for recruitment success.
  ◦ Promote that the AMA will be represented at the incoming class orientation event. If your school permits it, post fliers in high-traffic areas and post on social media using the social media kit that you can find in the MSOP Resource Center.
Getting started (Continued)

Important things to keep in mind for in-person recruitment events

- Display your materials neatly and prominently. Keep in mind that you may be making the AMA’s first impression on prospective new members.
- Include items at your table that will encourage students to stop and talk. Such items include photographs of members at AMA events, your section’s community service projects and other events, flier/invitation for upcoming activities, or even candy and snacks.
- Encourage immediate enrollment on-site via laptops, tablets and mobile devices. Students can join online through ama-assn.org/msop-join.
- Collect student names and email addresses and invite students to join the AMA through the MSOP Resource Center.
- Thank new members for joining! Communicate your appreciation on-site and follow-up with an email to encourage new members to get involved in the local AMA section — invite them to any upcoming events and ask them to promote AMA membership to other M1 students.
- Maintain a member email contact list, so you can easily distribute future member communications. A current member list can be accessed via the MSOP Resource Center.

Stay visible throughout the year.

- Secure funding through recruitment and engagement grants to promote member recruitment and section activities. Minimum membership guidelines apply for engagement grant funding.
- Host informational lunches and other section activities. Invite classmates to learn about the practice of medicine, expectations for residency, current issues and more through interactive events such as:
  - “What’s ahead?” Let first-and second-year students know what they can expect from medical school and why the AMA is important to their success.
  - “Getting to know you…” Help first-year students meet one another in a fun, relaxed setting where you can discuss the benefits of AMA membership in an informal way.
  - “Medicine today” Host a practicing physician speaker to discuss medicine beyond the textbook and how the AMA works for the issues facing medicine (make the request through your medical school or the AMA).
  - “You’ve got questions, we’ve got answers” Create a panel of students from each year of your program and have them field questions and share their insights with first-year students.
- Include the ways they can get involved in section activities and support the AMA.
- Create a registration list for each of your events to collect attendee information (name, email address, grad year). Upload student information (first and last names, email) via the "Invite" feature on the MSOP Resource Center. For your convenience, an Excel (.csv) template is provided to accommodate bulk email uploads.
Getting started (Continued)

**CHECKLIST FOR A SUCCESSFUL RECRUITMENT YEAR!**

Create your online outreach leader profile.
- Activate your Outreach Leader account using the link that was sent to your provided email address.
- Login to the MSOP Resource Center with your AMA website account.
- Keep your eyes peeled for an invitation to connect with your dedicated field student recruitment manager and details about our kick-off meeting!

Review AMA MSOP leader materials and responsibilities.
- Access the MSOP Resource Center.
- Participate in our virtual kick off meeting!
- "At your pace" training videos
- To ensure your section earns commissions on new memberships, new members must apply for membership at ama-assn.org/msop-join.

Apply for event funding through the recruitment grant program.
- Plan to host a recruitment event during orientation week and/or in conjunction with the activities fair to engage with first-year students. Your commission payment is determined based on your M1 recruitment success.
- Learn more about recruitment and engagement grants, and apply for grant support for your events.

Invite incoming medical students to join the AMA prior to your school’s orientation event.
- Request an incoming first-year class list from your school’s student affairs office.
- Send a pre-orientation “Welcome” email to introduce students to the AMA and your section, include a schedule of your section’s upcoming events and activities.
- Promote that the AMA will be represented at the orientation event.
  - Encourage attendance via social media
  - Send email announcements
  - Post information on M1 channels
  - Post fliers in high traffic areas

Organize other active AMA members to recruit at the orientation event.
- Encourage student’s immediate enrollment on-site via laptops, tablets and mobile devices. Send invitations directly to prospective members using the MSOP Resource Center “Invite” feature.
- Thank new members for joining! Communicate your appreciation on-site and follow-up with an email to invite new members to any upcoming events. Encourage them to promote AMA membership to other M1 students.
- Organize a post-event activity for new members, pair new members with an M2 mentor, or create another opportunity to welcome your new members and make them feel part of their new school community and AMA section.

Continue promoting your section and AMA membership.
- Send a follow-up email to first-year students after your school’s orientation event.
- Invite students to your section events and meetings throughout the year.
- Submit for additional funding through a recruitment or engagement grant.
JOINING THE AMA

MEMBERSHIP DUES SCHEDULE AND PREMIUM INCENTIVES

<table>
<thead>
<tr>
<th>Membership</th>
<th>Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-year</td>
<td>$20</td>
</tr>
<tr>
<td>Two-year</td>
<td>$38</td>
</tr>
<tr>
<td>Three-year</td>
<td>$54</td>
</tr>
<tr>
<td>Four-year</td>
<td>$68*</td>
</tr>
</tbody>
</table>

* Four-year memberships are eligible for a premium incentive.

Reminder
Review the AMA MSOP student brochure under the “Resources” tab in the MSOP Resource Center to familiarize yourself with membership benefits.

Email studentops@ama-assn.org if you have any questions about membership dues or premium incentives.

Four-year membership premium incentive choices and ordering instructions
• First Aid for the USMLE Step 1 (pre-order 2022)
• First Aid for the USMLE Step 1 (2021 available immediately)
• Boards and Beyond, three-month digital subscription
• Rotating AMA swag incentive items

* Incentives eligible with four-year memberships and select schools with three-year programs.

PROCESSING APPLICATIONS
Overview of how to distribute and process applications
Students can join the AMA online or by completing an application, if your medical school is participating in a joint membership with the state/county medical society.

Students that join the AMA directly
• Students can utilize the provided template or choose to connect with the student in their own way.
• Students can also join on their own through ama-assn.org/msop-join.
• Outreach leaders will receive email notifications for students who join online that contains a purchase summary, including an email address.

TIP: CREATE A MEMBER ROSTER WITH NEW MEMBER INFORMATION.
Send each new member a welcome email from your section.

Students that join AMA through SMS/CMS applications
Follow the instructions below for applications, including payment, that are processed in conjunction with the state and/or county medical society.

• Consult your state or county rep for further information regarding application process.
• Only first-year students who joined as four-year members will receive premium incentives. Incentive choice for each new member will need to be indicated at the time of application. Incentives will be shipped directly to the member at the address provided on their membership application.

Common application oversights — inform students to:
• Use legal first and last names — not nicknames.
• Use residential addresses, not P.O. boxes or school addresses.
• Provide phone numbers and email addresses.
Joining the AMA (Continued)

**IMPORTANT!**
The most common reasons for delays in processing new memberships are:
- Missing information
- Incorrect addresses
- Invalid check or credit card accounts

Remind new members to provide accurate information on their application to ensure their membership is processed in a timely manner.

Medical student applications (including checks) for certain medical schools should be mailed to the appropriate state or county medical society. Reference the application to determine whether this applies to your school. Instructions for submitting applications are included at the bottom of the application.

**APPLICATIONS FAQs**

What if a credit card or check cannot be processed because of insufficient funds?
The AMA will contact the student directly. For this reason, it is very important you ensure that applications have a current phone number and/or email address.

What if I am asked about the security of personal information?
The AMA goes to great lengths to protect member information. The move to web-based processing adds more security to the transaction. We ask that all paper-based credit card and personal information be treated with equal respect for privacy while in your possession.

For which medical schools do membership recruiters need to mail the original paper applications (including checks) to the state or county medical society?
Instructions for submitting applications are included at the bottom of the application. If you have any questions, email MSOP team for assistance.

**Why must students complete all fields on the application?**
Full legal name, email address, address, date of birth, gender, graduation year and school must be filled in. This information is required to establish a unique medical education (ME) number and to activate membership benefits (e.g., access to Headspace two-year subscription).

**What are the acceptable forms of payment?**
Check or credit card (Visa, MasterCard, American Express). If the applicant uses a check, staple or paper clip their check to the application.
RECRUITING INCENTIVES: SECTION REWARDS PROGRAMS

HOW COMMISSIONS ARE EARNED
Sections can earn commissions based on the number of first-year student memberships achieved throughout the recruitment year. The higher the percentage of M1 class size recruited for membership, the more commission dollars your section receives.

2021–2022 COMMISSION STRUCTURE

<table>
<thead>
<tr>
<th>Tier</th>
<th>Recruitment performance (M1 only)</th>
<th>Commission %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&gt;75% of class size</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>51%–75% of class size</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>26%–50% of class size</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>10%–25% of class size</td>
<td>10%</td>
</tr>
</tbody>
</table>

Fall campaign
All applications and dues received by Friday, Nov. 5, 2021, will be applied toward this first round of recruitment. The fall payout is determined by the percent of first-year class size recruited. Commission checks will be processed and mailed by the end of December.

Spring campaign
All applications and dues received by Friday, April 8, 2022, will be applied toward the second round of recruitment. The spring payout is determined by the percent of first-year class size recruited, minus the amount previously paid to the section for the fall campaign. Commission checks will be processed and mailed in May.

COMMISSION CALCULATION EXAMPLE
The following scenario is an example of how the fall commissions were calculated for a section.

<table>
<thead>
<tr>
<th>Members recruited</th>
<th>Dues revenue</th>
<th>Class size</th>
<th>% of class size recruited</th>
<th>Commission tier</th>
<th>Commission payout %</th>
<th>Commissions paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>150</td>
<td>$10,200</td>
<td>225</td>
<td>66.7%</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Spring</td>
<td>25</td>
<td>$1,700</td>
<td>225</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Total</td>
<td>175</td>
<td>$11,900</td>
<td>225</td>
<td>77.8%</td>
<td>1</td>
<td>30%</td>
</tr>
</tbody>
</table>

HOW TO USE COMMISSIONS
It is our hope that your section will use these funds to continue to grow AMA membership on your campus through creative recruiting programs, section development, travel to AMA meetings, community service and other professional events. Email MSOP staff at studentops@ama-assn.org if you are unsure how to use these funds.
FREQUENTLY ASKED QUESTIONS

WHAT IS THE AMA?
The AMA is the physicians’ powerful ally in patient care, and we represent physicians and medical students with a unified voice, leading the charge to confront public health crises, remove obstacles that interfere with patient care and drive the future of medicine. Through the following strategic goals that touch all aspects of medicine, the AMA is:
• Accelerating change in medical education to align physician training and education with the evolving health care system
• Improving health outcomes and reducing chronic disease by developing programs to help educate medical students to provide high-quality care to the diverse patient population
• Enhancing professional satisfaction and practice sustainability by ensuring young physicians are empowered to practice in today’s environment
• Working to embed racial justice and advance health equity — both within the profession of medicine and throughout our nation as a whole

WHAT’S THE DIFFERENCE BETWEEN AMA AND AMSA? WHY SHOULD I JOIN THE AMA IF I ALREADY JOINED AMSA?
Both the AMA and the American Medical Student Association (AMSA) advocate for students nationally. Here’s the important difference: unlike AMSA, which is composed solely of pre-medical and medical students, the AMA is the largest student and physician network that represents 240,000+ medical leaders across a range of specialties and career stages. You can join the AMA as a medical student and maintain your membership through residency/fellowship, as a practicing physician and in retirement.

240,000+ MEMBERS represent a remarkable universe of med students, physicians, and thought leaders

WHY SHOULD I JOIN THE AMA?
Joining the AMA as a medical student means we’ll be there for you now and throughout your medical career. Here are some resources available to you right away.
• Network and build relationships: Our 240,000+ members represent a remarkable universe of med students, physicians, and thought leaders from across all specialties and career stages.
• Learn from leaders in medicine: Participate in education sessions and clinical skills workshops at AMA events.
• Access exclusive opportunities: Apply for scholarships, internships and fellowships, along with a variety of student leadership opportunities.
• Enjoy discounts: Take advantage of member-only discounts for study aids, travel and more.

WHAT DOES THE AMA DO FOR ME AS A MEDICAL STUDENT?
The AMA is actively anticipating and addressing the needs of tomorrow’s diverse physicians by working vigorously to:
• Assist with your medical school demands by delivering resources to help you excel academically.
• Offer valuable discounts to help you manage your lifestyle needs including reducing levels of student debt.
• Support you with easy access to online guides when you are choosing a specialty and/or residency program.

Visit ama-assn.org/residents-students to explore the tools and resources the AMA provides to help during medical school and beyond.

WHERE CAN I FIND MORE INFORMATION ABOUT THE AMA’S POSITION ON GME FUNDING AND MEDICAL STUDENT DEBT?
The AMA prioritizes graduate medical education (GME) funding as a key advocacy issue. In recent years, the AMA has worked diligently to impact key legislative bills that have come before Congress on various GME funding issues. Visit SaveGME.org to learn more about protecting federal funding for graduate medical education.
WHEN WILL I START GETTING JAMA®? 
Within 24 hours of your membership processing, you will receive an email with detailed instructions to set-up your AMA online account. Upon completion of this process you will have immediate access to the JAMA Network™, which brings together JAMA® and the 11 specialty journals. Your print subscription to JAMA will begin within four to six weeks. If you encounter any problems, contact AMA Member Service at msc@ama-assn.org or call (800) 262-3211.

WHAT SHOULD I DO IF I HAVEN’T RECEIVED MY AMA BENEFITS, MEMBER CARD, ETC.?
If you have not received your member benefits, it’s because your membership processing is delayed for one of the following reasons:
• Your application has not been processed. Verify status with your school’s AMA membership outreach leader.
• Your check or credit card payment was not valid.
• The AMA has an incorrect address for you.
If you think any of these is the case, or if you have other questions regarding membership, contact AMA Member Service at msc@ama-assn.org or (800) 262-3211.

HOW DO I JOIN?
It is simple and quick to join. Here are three ways
1. Visit ama-assn.org/msop-join and sign up online anytime.
2. Contact your school’s AMA medical student outreach leader to purchase your membership at your orientation/activities fair or other section events.
3. Call AMA Member Service at (800) 262-3211. Be sure to mention that you are applying through the MSOP, so your section will earn its commission payment on your membership.

WHAT DOES THE AMA DO ON CAMPUS?
Through involvement with local AMA medical student sections, membership in the AMA allows you to have influence in your local community through a related National Service Project and/or community service outreach initiative. Through the AMA Medical Student Section, you can take advantage of scholarships, internships and fellowships, and you can develop as a leader through local, regional and national leadership positions.

HOW DOES THE AMA DIFFER FROM THE STATE/COUNTY MEDICAL SOCIETY?
Both the AMA and your state/county medical society represent medical students and physicians on issues affecting medicine. However, only the AMA represents physicians on a national level. Your membership in the AMA helps to ensure that your voice is heard in Washington, D.C., and that medical student issues are adequately represented.

HOW MUCH DOES AMA MEMBERSHIP COST MEDICAL STUDENTS?
A four-year membership is $68, and new members receive a free premium incentive with their four-year membership. Premium incentives for the 2021–2022 recruitment year include:
• First Aid for the USMLE Step 1 (pre-order 2022 edition)
• First Aid for the USMLE Step 1 (2021 edition)
• Boards and Beyond, three-month digital subscription
Students can also join for one-, two- or three-years at $20, $38 and $54, respectively.

WHEN DOES MY MEMBERSHIP BEGIN?
Your membership begins as soon as the AMA processes your application. The amount of time it takes to process your membership depends on when the AMA receives your application from your school’s AMA outreach leader or the state or county medical society if these associations handle the applications.
MAKING A DIFFERENCE FOR YOUR PROFESSION STARTS WITH THE AMA.

Some medical students, especially those just beginning their training, may express hesitancy about getting involved in politics or may believe that the AMA is all about lobbying. You can set the record straight.

AMA activities have deep impact and breadth: the robust AMA House of Delegates consists of representation from every state and medical society, a solid base of physician members, a thriving advocacy influence, and resources in medicine, and respected practice tools.

As the physician organization whose reach and depth extends across all physicians — as well as policymakers, thought leaders and medical schools — the AMA is uniquely positioned to deliver results-focused strategies that enable physicians to answer a national imperative to measurably improve the health of the nation.

Embracing its historic role as a compass for the profession and the nation’s health, the AMA is relentless in anticipating and addressing the needs of tomorrow’s diverse physicians. That’s why you’ll find the AMA actively working to:

• Deliver resources and guidance to help you excel academically
• Offer valuable discounts to help you manage your lifestyle needs, including reducing levels of student debt
• Support you with easy-access guides to assist you when choosing a specialty and/or residency program
• Connect you with peers and mentors to advocate on issues and policy important to your interests
• Ensure our profession continues to advance both the care we provide and the examples we set in building a strong, more diverse workforce and strong, more equitable health care system

WE KNOW YOU HAVE A DEMANDING SCHEDULE. YOUR INVOLVEMENT LEVEL IS UP TO YOU.

As an AMA member, you have the option to be as involved as you would like. The AMA will work toward your interests even if you choose not to take an active role. But should you decide to voice your opinion, it will be heard. The AMA is more than just an extracurricular activity — AMA membership extends through your training into practice and even through retirement. By being an AMA member, you guarantee you have a voice in an organization that works for you every day.

DON’T WAIT TO JOIN UNTIL YOU ARE A PRACTICING PHYSICIAN.

The benefits of joining while you are a student can outweigh the benefits of joining later, as a physician member. The AMA can help you network with physicians, provide opportunities for scholarships and teach you about the ever-changing health care climate in America. For medical students, the AMA has resources and support that will help prepare you for the next step, keep you informed, and save you time and money. AMA members receive 30% savings on Kaplan test prep courses, access to the JAMA Network™ (print journal, online and audio subscriptions), and full access to FREIDA™, the AMA Residency & Fellowship Database® that can simplify your residency program search.

The AMA’s national leadership, influence and expertise have launched ongoing efforts to protect GME funding, SaveGME.org, and reduce interest rates on medical student debt repayment, which have a direct impact on your future as a medical student and physician. The AMA offers you not only the opportunity to learn about these and many more aspects of health care but also the chance to voice your opinion now, as a student, before you even finish your MD or DO degree.

YOU BELONG HERE. IT IS OUR AMA.

Like most opportunities, it takes a personal connection or experience to make it your organization — both now and in the future.

Although it appears to some to be bigger than life, it’s very accessible to students who want to get involved.

In fact, the AMA is made up of individuals who want to make a difference. It’s full of hardworking students, residents, and physicians in all stages of their careers who want more than anything to do what’s right for patients and the profession of medicine.

AMA members are working together to shape the future of medicine at every level — in medical schools, in physician practices, in communities and in Congress.

Visit the student and resident sections of the AMA website to explore the many ways to get involved in the AMA, and to learn about how the AMA can help during medical school and beyond.
The AMA places significant focus on issues relating to medical students.

The AMA is working to ensure that medical education anticipates the future practice of medicine and the realities of the health care system. Students will emerge from medical school better prepared to succeed professionally, personally and financially in an increasingly patient-centric, value-driven health care system. Leveraging our reputation with policymakers, our successful advocacy efforts and our historic voice in representing the profession, the AMA is working vigorously to protect the integrity and sustainability of medical practice. Because of our ongoing efforts, young physicians will be better equipped to practice in today’s environment and focus on caring for their patients.

The AMA is nonpartisan.

The AMA is neither Republican nor Democratic — it is nonpartisan. Period. Our members hail from all parties and work together to overcome challenges locally and federally. The best part? The AMA’s impressive track record for making important change happen in the medical and public health arenas is unmatched.

The AMA is reflective of today’s physicians.

Take a look at our programs and our members! The AMA invites all medical students and physicians to participate in the AMA mission of “promoting the art and science of medicine and the betterment of public health.” It’s a noble cause, one that will span and touch your entire career, and help you make a difference in people’s lives. We invite you to join us in shaping the future — your future.

The AMA’s commitment to diversity is best reflected in the makeup of the AMA House of Delegates (HOD). The AMA represents medical students and physicians from more than 170 societies. Through the AMA-HOD, each member has a home within the AMA where they can connect with colleagues who have the shared aim of improving the future for both patients and physicians.

Examples of these member sections and groups include:
- AMA Academic Physicians Section
- AMA Integrated Physician Practice Section
- AMA International Medical Graduates
- AMA LGBTQ Advisory Committee
- AMA Medical Student Section
- AMA Minority Affairs Section
- AMA Organized Medical Staff Section
- AMA Resident and Fellow Section
- AMA Senior Physicians Section
- AMA Women Physicians Section
- AMA Young Physicians Section

The AMA does not collect, sell or have access to physician prescribing data.

The AMA manages physician data diligently and responsibly. Unfortunately, there is misinformation floating around about AMA policy on this issue. Some (wrongly!) believe the AMA collects and sells physician prescribing data to pharmaceutical companies.

To set the record straight, the AMA does not collect, sell or have access to physician prescribing data. However, health information organizations do match the AMA Physician Masterfile to prescribing data from other sources, such as pharmacies, and then license the combination of prescribing data and the AMA Physician Masterfile to pharmaceutical companies.

Similar to the federal government’s “Do-Not-Call Registry,” the AMA’s Physician Data Restriction Program (PDRP) enables physicians to restrict the use of their Masterfile record by health information organization that release prescribing data to pharmaceutical representatives. You can review a detailed overview of the PDRP, the AMA “Do Not Release” policy, and how physicians and medical students can opt-out or restrict the release of their information here.
SAMPLE PRE-ORIENTATION “WELCOME” LETTER/EMAIL

PURPOSE
Use this messaging template to welcome M1 class members to campus and invite them to stop by the AMA table at your medical school’s orientation event.

SUGGESTED EMAIL SUBJECT LINES
• “Welcome” from the AMA
• Visit the AMA table during <event> on <date>

EMAIL BODY TEMPLATE
Hi <name>,
Congratulations on beginning your medical training here at <medical school>! As a <second/third/fourth>-year medical student, I recall going through the challenges and transitions that all first-years students must face. That is why I’m inviting you to join the American Medical Association Medical Student Section. Select a four-year membership to be eligible for a free premium incentive of your choice.*

Why join the AMA as a medical student?
• Resources that can’t be beat: For test times and Match Day — and every day in between, we offer clinical skills workshops, educational sessions and more at AMA events
• Make a difference: Leadership opportunities give you the chance to visit Capitol Hill, influence AMA policy, learn the skills of effective advocacy and more
• Network and build relationships: AMA events are more than a meet and greet — they let you really connect with students, physicians, leaders and mentors
• Enjoy discounts: Take advantage of member-only discounts for study aids, travel and more

To learn more about AMA membership, benefits and opportunities at <medical school>, please visit me at the AMA table during the new student orientation event on <date>. You can also join the AMA online right now at ama-assn.org/msop-join.

Option 1: Stay tuned for local AMA opportunities at our school! We invite all new AMA members to participate in our mentor program and join us for <event> on <date>.

Option 2: Please find a schedule of upcoming AMA activities at <medical school>. We invite all new AMA members to participate in our mentor program and join us for <event> on <date>.

Become an AMA member today and help shape the future of medicine.

Sincerely,
<outreach leader>

* Premium incentives include 2021 or 2022 First Aid for the USMLE Step 1, or Boards and Beyond three-month digital subscription. Incentives eligible with four-year memberships and select schools with three-year programs.
AMA MEDICAL STUDENT OUTREACH PROGRAM CONTACT INFORMATION

Email: studentops@ama-assn.org

Program website and outreach leader resources:
ama-assn.org/msop
ama-assn.org/msop-resource-center

AMA MEDICAL STUDENT SECTION
ama-assn.org/mss

AMA MAILING ADDRESS
Medical Student Outreach Program
American Medical Association
AMA Plaza
330 N. Wabash Ave., Suite 39300
Chicago, IL 60611-5885