AMA Medical Student Outreach Program
2023–2024

Joel Bervell, future physician
Member since 2021

Ellie Laughlin, future physician
Member since 2022

Alina Khan, future physician
Member since 2023
By leading the American Medical Association membership outreach efforts at your school, you are strengthening the voice of the AMA and helping to shape the future of medicine.

**Thank you for your dedication to the AMA and your leadership on campus.** We appreciate your involvement and commitment to the AMA Medical Student Outreach Program (MSOP), and the work you do to educate students on the importance of being an AMA member.

We look forward to helping you convert your passion for medicine into a successful 2023–2024 recruitment year. Feel free to reach out if you have any questions or need assistance.

**CONTACT INFORMATION**

**AMA MEDICAL STUDENT OUTREACH PROGRAM**
Email: studentops@ama-assn.org
Program website and Outreach Leader resources: ama-assn.org/msop

**RECRUITMENT AND PROGRAM SUPPORT**
Alyssa Szynal, student outreach manager, AMA
Chelsea Saurer, student outreach manager, AMA
Email: studentops@ama-assn.org
• Program support, onboarding and training questions
• Recruitment materials, incentives and events questions

**AMA MEDICAL STUDENT SECTION (MSS)**
Email: mss@ama-assn.org
ama-assn.org/mss
• Chapter set up and support questions

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

**AMA**
ama-assn.org
American Medical Association
AMA Plaza
330 N. Wabash Ave., Suite 39300
Chicago, IL 60611-5885
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WHAT IS THE AMA MEDICAL STUDENT OUTREACH PROGRAM?

What is the AMA Medical Student Outreach Program?
The American Medical Association Medical Student Outreach Program (MSOP) is a peer-to-peer recruitment program that promotes AMA membership to first-year medical students. The program works with Outreach Leaders and AMA chapters at medical schools and provides training and resources for recruiting medical students to join the AMA.

What does an Outreach Leader do?
• Organize membership recruitment events targeting first-year medical students (typically one to two events) in the fall and spring
• Promote four-year membership, welcome gifts and member benefits
• Coordinate membership engagement initiatives with other chapter leaders

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.

Why join as a medical student?
The AMA is the largest medical association in the nation, with over 55,000 medical student members—that’s half of all students! Why’d they join? Because they want to have an impact on the medical profession and patient care.

Joining the AMA is an important first step in their journey in medical school, because the AMA supports them today as a medical student. And protects their future as a physician.

With changes to USMLE Step 1 and COMLEX Level 1, we know medical students are more concerned than ever about standing out in the residency process. As a member of the AMA, medical students get access to:

• Leadership and training opportunities to help distinguish you as a candidate for residency and resources to find the right Match
• Free access to the JAMA Network™ and research resources to help you navigate the research path and bolster your CV
• A critical network of others who care about advocacy and health equity—and an opportunity to turn your passions into health policy

While it may not be top of mind today, while you’re in medical school, the AMA is fighting to protect your investment in years of medical education and training. The AMA represents the profession with a unified voice to:

• Reduce administrative burdens and excessive prior authorization
• Reform Medicare payment and ensure proper reimbursement
• Support physician well-being and fight burnout
• Prevent scope of practice expansions and ensure physicians remain leaders of the health care team
**PROGRAM CALENDAR**

### MAY 2023

**Program kickoff and Outreach Leader sign-up**

Complete your Outreach Leader profile in the MSOP Dashboard

- Use the MSOP Dashboard link that was sent to the email address tied to your AMA membership
- Log in to the MSOP Dashboard with your AMA website account. If you have not logged into the AMA website before, click “Create Account” and follow the prompts for creating an AMA website username and password
- Be sure to enter your mailing address to receive your box of important recruitment materials, as well as your school’s planned club/activities fair date for the incoming first-year students

### JUNE 2023

**Outreach Leader training and recruitment prep**

Sign up for a training session.

- In-person leadership training is available for Outreach Leaders at the AMA Medical Student Section Annual Meeting in Chicago, June 7, 2:30–4:30 p.m. See email invitation to sign up.
- Virtual Outreach Leader training will be held throughout the month. See email invitation to sign up.

Request an incoming first-year student list from your school’s student affairs/administrative office.

- If your school permits, email incoming first-year students a welcome message inviting them to visit the AMA table at the upcoming club/activities fair. Access our email templates for a welcome message draft to customize.

Post club/activities fair details on your school channels: GroupMe, social media, school website, etc. Access the social media toolkit for messages and graphics.

Sign up to host an AMA table at your school’s club/activities fair and request any equipment you may need (e.g., table, chairs). Ask about options to also set up a table at orientation!

Develop a plan for recruitment. See “Recruiting resources to help you prepare”. Meet with fellow chapter leaders at your school and develop an agenda for orientation and beyond.

### JULY 2023

**Recruitment season begins**

Make sure you have received your box of important recruitment materials to set up a table at your school’s club/activities fair and events to promote AMA membership to your classmates.

Apply for a Section Involvement Grant to purchase refreshments for your table at your school’s club/activities fair, such as sparkling water, mints and snacks.

- Grants of up to $1,500 per academic year are available to AMA chapters to recruit and engage students, offer opportunities for students to get involved with the AMA, and support local initiatives, events, and activities. See tips for a successful AMA recruitment event.

- Staff the AMA table at your school’s club/activities fair wearing your new AMA swag! The goal is to get new students excited about becoming a member, showcase key benefits they will use throughout medical school, and prompt them to complete the membership application to become a member.

- The best time to recruit first-year students to join the AMA is during orientation week and at the club/activities fair, so be prepared. Know the contents in your recruitment kit, practice your pitch and add your personal story to promote the importance of AMA membership.

Send follow up messages after the club/activities fair to continue to promote AMA membership. Send emails, post on your school channels, social media, etc.

### AUGUST–SEPTEMBER 2023

**Plan a recruitment event**

Apply for a Section Involvement Grant to purchase food for a recruitment event. Grants of up to $1,500 per academic year are available to AMA chapters to recruit and engage students, offer opportunities for students to get involved with the AMA, and support local initiatives, events and activities. See tips for a successful AMA recruitment event.

Keep a pulse of your recruitment performance through the MSOP Dashboard. You can track your progress and see how many more first-year students need to join through the program to be eligible for commissions.
2023–2024 calendar (continued)

**OCTOBER–NOVEMBER 2023**

Participate in AMA member exclusive opportunities and share with your classmates

- Attend the AMA Medical Student Section Interim Meeting, Nov. 9–11, National Harbor, Md.
- Register for the **AMA Medical Student Advocacy Conference** to meet with legislators on Capitol Hill in March 2024.
- Submit an abstract to the **AMA Research Challenge**.

**DECEMBER 2023**

Fall commission deadline: Dec. 1

Your chapter may be eligible to earn commissions based on the number of first-year students that join the AMA through the Medical Student Outreach Program at your school (through the online application at ama-assn.org/msop-join or, if applicable, through your state/county society). See “Commissions: Rewards for recruitment performance” to learn more.

**JANUARY–MARCH 2024**

Recruitment efforts continue

- Contact AMA nonmembers at your school and promote member exclusive opportunities, such as the upcoming AMA Medical Student Advocacy Conference to meet with legislators on Capitol Hill.
- Fall commission checks are distributed to eligible chapters in early February.
- Attend the AMA Medical Student Advocacy Conference to meet with legislators on Capitol Hill in March.
- Transition for the upcoming recruitment year
- Complete the Outreach Leader transition form to document school-specific insights and recruitment tips for your successor.
- Hold elections/nominations for upcoming academic year e-board and notify AMA team of the incoming Outreach Leader/student responsible for leading AMA membership efforts at your school.

**APRIL 2024**

Spring commission deadline: April 30

Your chapter may be eligible to earn commissions based on the number of first-year students that join the AMA through the Medical Student Outreach Program at your school (through the online application ama-assn.org/msop-join or, if applicable, through your state/county society). See “Commissions: Rewards for recruitment performance” to learn more.

Spring commission checks will be distributed to eligible chapters approximately six weeks after deadline.

**MAY 2024**

Program kickoff for 2024–2025 recruitment year

**Kraig Hammond**, future physician Member since 2022
RECRUITING RESOURCES

RECRUITING MATERIALS
We have prepared the following resources and templates to help set you up for a successful recruitment year. Please let us know if these resources are helpful or if additional material is needed to support your recruitment efforts.

Links to the resources below can be found on the MSOP Resource Center: ama-assn.org/msop-resource-center

- “Why join” benefits flyer
- Incentive sign
- “AMA 101 Event” Powerpoint for MDs
- “AMA 101 Event” Powerpoint for DOs
- “Welcome to med school” email
- Event invite email
- Event follow-up email
- Event check-in QR code sign
- Social media toolkit
- Section Involvement Grant program

WHAT’S IN YOUR RECRUITMENT KIT?
The recruitment kit provides you with resources and materials to set up a table at your school’s club/activities fair and events to promote AMA membership to your classmates. The goal is to get new students excited about becoming an AMA member, showcase key benefits they will use throughout medical school, and prompt them to complete the membership application to become a member.

- Table-top incentive sign (1)
- “Why join” benefits flyers (1 pack of 50)
- Table runner (1)
- Pens (25)
- Hand sanitizer (25)
- First Aid for the USMLE Step 1 book (for table display only)

NEW: We’ve included a selection of giveaways for students that purchase a four-year membership on-the-spot. These are offered on a first-come, first-serve basis. One of the following giveaways can be given to the student in addition to the gift they select on the online application at: ama-assn.org/msop-join

- Staedtler Triplus anatomy pens (5)
- UWorld pocket cards (10)
- AMA lapel pins for white coats (25)

Gift for you: Your recruitment kit will include AMA swag as a thank you for leading AMA membership outreach efforts at your school. Tag @AmerMedicalAssn with a pic of you wearing it at your school’s club/activities fair and recruitment events!

HOW TO SET UP AND STAFF YOUR RECRUITMENT TABLE

- Display your materials neatly and prominently. Keep in mind your interaction may be the student’s first impression of the AMA!
- Include items at your table that will encourage students to stop and talk, such as photos of your chapter members participating at AMA events and campus events; and flyers/invitations for upcoming activities. Offer sparkling water, mints or snacks.
- Encourage immediate enrollment on-site! Students can scan the QR code on the table-top incentive sign to join. The welcome gift they select with a four-year membership will be delivered to the student directly.
- Collect the names and email addresses of interested students so that you may invite them to join through the “Invite students” feature in the MSOP Dashboard.
- Maintain a member email contact list so you can easily distribute future member communications. A current member list can be accessed in the MSOP Dashboard.

TIPS FOR A SUCCESSFUL AMA RECRUITMENT EVENT

1. Schedule events when most students will be on campus. For example, over the lunch hour, you could provide food; or during a class break, you could offer coffee and snacks.
2. Invite the first-year students to your events using our email templates and social media toolkit for customizable message drafts.
3. Have a table for event check-in—use the AMA QR code sign so we can capture email addresses and invite them to join the AMA.
4. Use the “AMA 101” PowerPoint template and customize for your school.
5. Encourage students to join on the spot—promote the four-year membership cost is just $68—or $17 a year—and includes a welcome gift and benefits that support students now with leadership training, advocacy and research opportunities, and discounts.
STUDENT MEMBERSHIP BENEFITS

For only $68 for a 4-year membership (just $17 a year!), you get access to:

<table>
<thead>
<tr>
<th>Medical student member benefits</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your AMA membership <strong>saves you hundreds of dollars</strong> on these member benefits and more!</td>
<td></td>
</tr>
<tr>
<td><strong>Study aid</strong> of your choice with four-year membership</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td>• First Aid for the USMLE Step 1 2023</td>
<td></td>
</tr>
<tr>
<td>• First Aid for the USMLE Step 1 2024 (Pre-order)</td>
<td></td>
</tr>
<tr>
<td>• UWorld USMLE® or COMLEX-USA® QBanks</td>
<td><strong>Up to $60 off</strong></td>
</tr>
<tr>
<td><strong>Full access to the JAMA Network™</strong> (print journal, online and audio subscription)</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td><strong>Lenovo</strong> technology discounts on laptops, tablets, monitors and more</td>
<td><strong>Up to 30% off</strong></td>
</tr>
<tr>
<td><strong>Hertz</strong> car rental discounts</td>
<td><strong>Save up to 25% on car rental base rates at participating Hertz locations worldwide</strong></td>
</tr>
<tr>
<td><strong>Laurel Road</strong> student loan refinancing, personal loans, resident interview loans, and home loans</td>
<td><strong>AMA member exclusive savings</strong></td>
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<table>
<thead>
<tr>
<th>Member exclusives</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>1,000+ leadership positions</strong> at national, regional and local levels</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td><strong>Leadership education modules</strong> to help you develop as a leader</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td>Search over 12,000 programs on <strong>FREIDA™, the AMA Residency &amp; Fellowship Database</strong> with access to save, rank, take notes, download and compare programs, and plan ahead for application and Match fees with FREIDA’s Residency Calculator</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td><strong>Advocacy training</strong> and opportunities to meet with legislators on Capitol Hill</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td><strong>Research Symposium</strong> to showcase your research with $10,000 prize</td>
<td><strong>Free</strong></td>
</tr>
<tr>
<td><strong>Poster Showcase</strong> to present your work on a variety of topics, including leadership, health equity, advocacy and policy, and more</td>
<td><strong>Free</strong></td>
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Student membership benefits (continued)

Only $68 for a 4-year membership—just $17 a year!

<table>
<thead>
<tr>
<th>Student membership dues</th>
<th></th>
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<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>

*Receive welcome gift

First Aid for the USMLE Step 1 2023

Preorder First Aid for the USMLE Step 1 2024

Up to $60 off UWorld USMLE® or COMLEX-USA® QBanks

Staedtler Triplus® anatomy pens
COMMISIONS: REWARDS FOR RECRUITMENT PERFORMANCE

HOW COMMISSIONS ARE EARNED
Sections earn commissions based on the number of first-year students that join the AMA through the Medical Student Outreach Program. The higher the percentage of M1 class size recruited for membership, the more commission dollars your section receives.

2023–2024 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>

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>

Fall campaign
All applications and dues received by Friday, Dec. 1, 2023, will be applied toward this first round of recruitment. The fall payout is determined by the percent of first-year class size recruited through the Medical Student Outreach Program. Commission checks will be processed and mailed in February.

Spring campaign
All applications and dues received by Tuesday, April 30, 2024, 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 June.

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.

AMA Medical Student Outreach Program