

AMA Medical Student Outreach Program 2023-2024



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Member since 2021

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Member since 2022

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Member since 2023

WELCOME.

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

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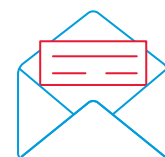


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Melody Chiang, future physician
Member since 2022

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.

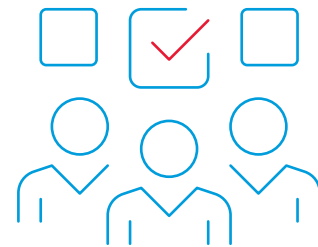
What does an Outreach Leader do?

- 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

- Participate in training events, virtual chats, and timely completion of program surveys and feedback requests
- Gain leadership experience and have fun!

How does the AMA support Outreach Leaders?

- Delivers a leadership training and growth opportunity to help distinguish yourself on your CV
- Supplies resources and materials to successfully recruit at your school, plus free AMA swag!
- Offers opportunities to network and attend marquee events
- Provides funding for your school to support recruitment and engagement efforts



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



Stella Udoetuk, future physician
Member since 2020

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 virtual [AMA Research Challenge](#), Oct. 18–20.

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:

Medical student member benefits		
Your AMA membership saves you hundreds of dollars on these member benefits and more!		
Study aid of your choice with four-year membership <ul style="list-style-type: none"> First Aid for the USMLE Step 1 2023 First Aid for the USMLE Step 1 2024 (Pre-order) 		Free
<ul style="list-style-type: none"> UWorld USMLE® or COMLEX-USA® QBanks 		Up to \$60 off
Full access to the JAMA Network™ (print journal, online and audio subscription)		Free
Lenovo technology discounts on laptops, tablets, monitors and more		Up to 30% off
Hertz car rental discounts		Save up to 25% on car rental base rates at participating Hertz locations worldwide
Laurel Road student loan refinancing, personal loans, resident interview loans, and home loans		AMA member exclusive savings
Member exclusives		
1,000+ leadership positions at national, regional and local levels		Free
Leadership education modules to help you develop as a leader		Free
Search over 12,000 programs on FREIDA™, the AMA Residency & Fellowship Database® with access to save, rank, take notes, download and compare programs, and plan ahead for application and Match fees with FREIDA's Residency Calculator		Free
Advocacy training and opportunities to meet with legislators on Capitol Hill		Free
Research Symposium to showcase your research with \$10,000 prize		Free
Poster Showcase to present your work on a variety of topics, including leadership, health equity, advocacy and policy, and more		Free

Student membership benefits (continued)

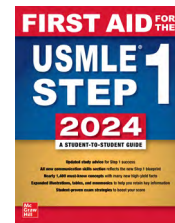
Only \$68 for a **4-year membership**—just \$17 a year!

Student membership dues	
One-year	\$20
Two-year	\$38
Three-year	\$54
Four-year	\$68*

*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

COMMISSIONS: 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.

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.

2023–2024 COMMISSION STRUCTURE

Tier	Recruitment performance (M1 only)	Commission %
1	>75% of class size	30%
2	51%–75% of class size	25%
3	26%–50% of class size	20%
4	10%–25% of class size	10%



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.

COMMISSION CALCULATION EXAMPLE

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

	Members recruited	Dues revenue	Class size	% of class size recruited	Commission tier	Commission payout %	Commissions paid
Fall	150	\$10,200	225	66.7%	2	25%	\$2,550
Spring	25	\$1,700	225	—	—	—	\$1,020
Total	175	\$11,900	225	77.8%	1	30%	\$3,570

