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Title: Dissemination of Information to County Medical Societies

Introduced by: Joseph Wilhelm, MD, for the Ingham County Delegation, Christopher J. Allen, MD, for the Saginaw County Medical Society, and Evelyn Eccles, MD, for the Washtenaw County Delegation

Original Author: Christopher J. Allen, MD

Referred To: Reference Committee C

House Action: **REFERRED TO THE MSMS BOARD OF DIRECTORS FOR FURTHER STUDY**

Whereas, the County Medical Societies (CMS) are duly chartered component societies of MSMS, and membership is required in CMS and MSMS, and

Whereas, over time, MSMS has retained the statewide database of members and nonmembers (including nonpaid members, physicians who have moved, and the deceased) as it hosts the online membership platform and database, CRM, and

Whereas, the CMS are tasked with maintaining a roster of members, but the majority of CMS do not maintain an independent electronic database of members and nonmembers as MSMS hosts a comprehensive, statewide version, and

Whereas, the CMS have previously used this shared information exclusively for official membership business including the verification of membership and to aid MSMS in recruitment and retention efforts, and

Whereas, CMS and MSMS work hand-in-hand in providing services to their physician and medical student members, and

Whereas, MSMS ceased providing statewide membership information to CMS stating the practice was not in compliance with MSMS Bylaws and policies beginning in October 2020, and

Whereas, MSMS began citing a Website Privacy Policy Information Sharing and Disclosure policy in February 2021, noting the prohibition of the release of this information to CMSs moving forward, and

Whereas, the Information and Sharing Disclosure states "the Michigan State Medical Society is committed to protecting your personal information. We will not disclose your personally identifiable information to third parties without your consent," and

Whereas, the newly cited MSMS policy suggests CMS are "third parties" and not component partners in unified membership efforts; therefore be it

46 RESOLVED: That MSMS amend its Website Privacy Policy Information Sharing and
47 Disclosure policy to affirm the County Medical Societies as component societies, and continue the
48 transparent process of providing member and nonmember information to the Secretary and
49 Executive Director/Administrator, if applicable, of the duly chartered County Medical Societies as
50 requested without regard to the members' or nonmembers' county of origin; and be it further
51

52 RESOLVED: That any membership or information sharing policy shall be discussed and
53 approved with the County Medical Societies and/or the House of Delegates before implementation
54 or finalization moving forward.
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56
57 WAYS AND MEANS COMMITTEE FISCAL NOTE: Resolutions only requesting new or revised MSMS
58 or AMA policy - \$500

STATEMENT OF URGENCY: The Saginaw, Ingham, and Washtenaw County Medical Society Delegations and Boards of Directors affirm this resolution is important and needs immediate action by the House of Delegates. In order for the county medical societies to survive, thrive and serve their members, it is imperative the county medical societies receive the requested information from MSMS which has been available to the county medical societies in the past, but has been withheld by MSMS for various unsubstantiated reasons as dictated by MSMS. The county medical societies are trusted partners, not third parties, and work hand-in-hand with MSMS to provide services to our dual members. The requested information is also needed to maintain and ensure the integrity and transparency of both the county medical societies and MSMS. The 2018 and 2019 HOD voted to maintain unification of MSMS and the county medical societies, therefore, the HOD needs to address the issue of MSMS staff withholding necessary information from the counties which is needed to maintain that unification.

Relevant MSMS Policy:

Over the past year, MSMS has deployed several strategies to address issues raised by county medical societies regarding state society operations and procedures relative to membership, advocacy, communications and the House of Delegates. Those strategies include weekly (spring 2020) and then bi-weekly (summer 2020) virtual meetings between the MSMS CEO and county society staff, monthly meetings between MSMS departmental heads and county society staff (which have been ongoing since 2010), and a facilitator-led series of meetings to research state and county perspectives and host a series of meetings to work through how various issues will be handled going forward. The consultant work is ongoing, and the topic raised in this resolution has been part of that process. In addition, county concerns have been discussed broadly at MSMS Board meetings, the Chair and Vice Chair hosted a virtual meeting with Regional Directors representing five counties raising concerns, and the MSMS Executive Committee has also met to support strategies to establish best practices between state and county going forward.

MSMS Website Privacy Policy: At the Michigan State Medical Society, we believe anyone who uses the Internet should be fully aware of how their information is used, and are committed to doing business with the highest ethical standards. The following Privacy Policy outlines how the Michigan State Medical Society gathers and utilizes various sources of information obtained during your visit to www.msms.org, and handles your data.

Definitions: "Non-Personal Information" is information that is in no way personally identifiable and that is obtained automatically through your use of the Site with a Web browser. "Personally Identifiable Information" is non-public information that is personally identifiable and obtained in connection with providing a product or service to you. It may include information such as name and address.

Information collected: When you enter the Site, we collect Non-Personal Information, such as your browser type and IP address. Likewise, in order to offer you meaningful products and services and for other reasons, we may collect personally identifiable Information about you from the following sources: Information you give us on applications or other forms on the Site; or Information you send us via any medium, including, but not limited to email, telephone, and social media interaction. If you are a non-registered visitor to the Site, the only information we collect will be Non-Personal Information through the use of cookies and/or pixels. Information you provide to third-party websites is not within the control of the Michigan State Medical Society and you provide such information at your own risk. The terms and conditions of use and the privacy policies of those websites that you provide information to will govern their use of such information.

Cookies & Pixels: The Site may send a "cookie" to your computer. A cookie, or pixel, is a small piece of data that is sent to your browser from a Web server and stored on your computer's hard drive. A cookie or pixel cannot read data off your hard disk or read cookie and pixel files created by other sites. Cookies and pixels do not damage your system. Cookies and pixels allow us to recognize you as a user when you return to the Michigan State Medical Society website using the same computer and Web browser. We use cookies and pixels to identify which areas of our site you have visited, so the next time you visit the site, those pages may be readily accessible. We may also use this information to better personalize the content that you see on the Site. In the course of optimizing service to our users, we may allow authorized third parties to recognize a unique cookie or pixel on your browser. Any information provided to third parties through cookies or pixels will not be personally identifiable, but may provide general segment information for the enhancement of your user experience by providing more relevant advertising. The Michigan State Medical Society uses third-party vendor re-marketing tracking cookies and pixels, through sites like Facebook and Google. This means we have the ability to show ads to you on Facebook, or other websites across the Internet. As always, we respect your privacy and are not collecting any identifiable information through Facebook, or any other third-party remarketing system. The third-party vendors, including Facebook, whose services we use, will place cookies on Web browsers in order to serve ads based on past visits to our website. Third party vendors, including Facebook, use cookies to serve ads based on a user's prior visits to your website. This type of advertising is designed to provide you with a selection of products and offers based on what you're viewing on www.msms.org, and allows us to make special offers and continue to market our services to those who have shown interest in our service.

Managing Cookies: Most browser software can be set to reject cookies. If you'd prefer to restrict, block or delete cookies from www.msms.org or any other website, you can use your browser to do this. Each browser is different; so check the 'Help' menu of your particular browser to learn how to change your Cookie preferences. Alternatively, you can opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#). Please keep in mind that if cookies aren't enabled, certain functionality on the Site may not work properly and your experience may be limited.

Information Sharing And Disclosure: The Michigan State Medical Society is committed to protecting your personal information. We will not disclose your personally identifiable information to third parties without your consent.

Relevant AMA Policy:

None