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Title: Free Digital CME for MSMS Members to Promote Membership Growth
Introduced by: Venkat Rao, MD
Original Author: Venkat Rao, MD
Referred To: Reference Committee C
House Action: **APPROVED AS AMENDED**

Whereas, MSMS awards continuing medical education (CME) through in-person and online, on-demand programming, and

Whereas, many organizations in Michigan and nationally (i.e., the American Medical Association, specialty organizations, and state specialty societies) provide CME to their members free of charge, and

Whereas, some CME is required for state of Michigan licensure, and

Whereas, this CME programming can be hard to find from other sources, and

Whereas there was an increase in new membership when free CME was provided by some county medical societies,

Whereas, providing CME credits free of charge or at a significant discount is a valuable membership benefit, and

Whereas loss of any revenue could be offset by retention of current members and recruitment of new members; therefore be it

RESOLVED: That the MSMS Board of Directors study the possibility of offering free online CME for state mandated content (pain, ethics, implicit bias, human trafficking, and any future requirement) to MSMS members to promote retention and recruitment of membership for the purposes of growing membership revenue.

WAYS AND MEANS COMMITTEE FISCAL NOTE: \$2,500-\$5,000

Relevant MSMS Policy:

Mission Statement of MSMS CME Program

Purpose: The purpose of the Michigan State Medical Society (MSMS) Continuing Medical Education (CME) Program is to help Michigan physicians meet their continuing medical education needs through the sponsorship of quality Category I CME activities.

Content Areas: The Committee will address educational activities which serve to maintain, develop, or increase the knowledge, skills, and professional performance and relationships that a physician uses to

provide services for patients, the public, or the profession. The content of CME is that body of knowledge and skills generally recognized and accepted by the profession as within the basic medical sciences, the discipline of clinical medicine, and the provision of health care to the public. All continuing educational activities which assist physicians in carrying out their professional responsibilities more effectively and efficiently are CME.

Target Audience: The CME activities will address the needs of Michigan Physicians.

Types of Activities Provided: The MSMS Committee on CME Programming serves the CME needs of MSMS and of noncommercial, health related organizations that are not accredited to offer Category I credit. Jointly sponsored programs must comply with the MSMS CME Programming Committee's policies and meet its programming criteria in order to receive approval for Category I credit. The Committee on CME Programming shall assure proper needs assessment, development, conduct and supervision of MSMS sponsored CME activities.

Expected Results of Program: The Committee expects that the programs will contribute to cost effective care for the well-being of patients and the public; stimulate clinical competency; and provide quality Category I CME activities that give practicing physicians educational opportunities which contribute significantly to the continuum of professional learning.

Opposition to Compulsory Content of Mandated Continuing Medical Education

MSMS opposes any attempt to introduce compulsory content of mandated Continuing Medical Education (CME) in the state of Michigan.

Relevant AMA Policy:

Reduced Continuing Medical Education (CME) Fees for Retired Physicians D-300.994

Our AMA supports reduced registration fees for retired physicians at all continuing medical education (CME) programs and encourages CME providers to consider a reduced fee policy for retired physicians.