



FREE MARKET
MEDICAL ASSOCIATION



Local Chapter Workshop



TOPICS



Why Local Chapters?

Set-Up

Rules & Guidelines

Building Your Chapter

Discussion



**FMMA
LOCAL
CHAPTERS**

**WHY DO WE
HAVE LOCAL
CHAPTERS?**



WHY DO WE HAVE LOCAL CHAPTERS?

- Grow the movement
- You know what's needed in your community
- Amazing things happen when everyone gets in the same room and discusses their needs in an open forum

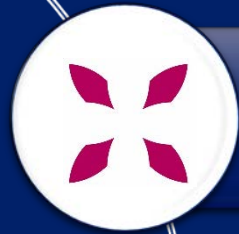


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SET-UP STEPS



LOCAL CHAPTER SETUP STEPS



Find Team Members



Get Approval from FMMA



Meet Regularly & Build a Dialog



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RULES & GUIDELINES



RULES & GUIDELINES OVERVIEW

1. Local Chapter Recognition Form
2. Local Chapters must have at least two FMMA members in good standing.
3. Local chapters should actively encourage all regular attendees to become Members of the national association.



RULES & GUIDELINES OVERVIEW

4. A chapter cannot be started by a Vendor/Facilitator
5. MUST promote, and abide by, the Pillars
6. No Fee for attendance or local chapter
“membership”
 - a) Voluntary donations are acceptable
7. No *sponsor* dollars for meetings from anyone NOT a member



RULES & GUIDELINES OVERVIEW

8. Must monitor local chapter FMMA email
9. Blatant self-promotion is not allowed
10. Must have 3 meetings annually at MINIMUM
11. Social Media rules
 - a) Must give us logins/admins
 - b) Use your chapter logo
 - c) Follow FMMA Pillars



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**LAUNCHING &
GROWING
YOUR
CHAPTER**



LAUNCHING YOUR CHAPTER

- Sometimes this can be the most difficult step
- The best way to create and expand your local chapter is to start with those you know!
- Find local members through FMMA.org!
- Schedule a meeting/dinner/coffee and then find people to come



LAUNCHING YOUR CHAPTER

- Send a postcard to local businesses and those in the healthcare community
- Send emails to the same groups (more in a minute)
- Promote it on social media (more in a minute)!
 - Facebook, Twitter, LinkedIn, and Google+ can really expand your reach.



LAUNCHING YOUR CHAPTER

- Contact those who you are acquainted with who are free market warriors
- Reach out to the Direct Primary Care physicians in your region
- Research cash-based or cash-friendly physicians and surgery centers



LAUNCHING YOUR CHAPTER

- Find self-funded employers in your area.
 - The larger the employer, the more likely they are to be self-funded
 - Employers can be your patients!
- Join the Chamber of Commerce
- Present to local business groups and trade associations



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**MEETINGS &
EVENTS**



MEETINGS & EVENTS

- 3 meetings in person, or via technology, per year
- Less formal meetings and events = members who are bought in and truly invested
 - Round table vs. large organized event
 - Freedom to get to know each other and discuss needs and projects



MEETINGS & EVENTS

- Allowing the meeting to develop organically
- Meetings with a defined topic CAN be beneficial
 - For example, having a Direct Primary Care focused meeting where you have a guest DPC speaker to talk about DPC and how it works. These types of meetings can be very educational! They should not be the only type of meeting you have.



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**CHAPTER
PROMOTION
AND
OUTREACH**



OUTREACH AND PROMOTION

- Regular contact with your members is important
- Providing education, meeting information, success stories, and struggles promotes buy-in and can grow your chapter, as the members share emails and social media posts with others



EMAIL OUTREACH

- The local chapter will be provided an official FMMA email account that can be used for official chapter business.
- This email address is listed on the FMMA website for prospective chapter members to contact you.

EMAIL OUTREACH



- Be careful how you use mass email as outreach!
- FTC regulations require you to not send 'spam'
- Sending directly may also get you blocked from servers as spam/virus (which means @fmma.org)
 - Too many recipients
 - Too 'salesy', too many photos/videos, etc.
 - Every incoming email server has different rules

Don't walk on the wild side...

- Use a mass email program
 - MailChimp (free up to certain #)
 - Constant Contact (\$20/mo)
 - Send in Blue (free)
 - Sendblaster (free)



SOCIAL MEDIA OUTREACH

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram



SOCIAL MEDIA OUTREACH

- Post consistently
- Post news about events, news articles, educational materials, blogs, etc.
- Post about patient or employer successes
- Ask questions to start discussions
- Share posts from FMMA and other chapters



SOCIAL MEDIA OUTREACH

- Post news about events, news articles, educational materials, blogs, etc.
- Share posts from FMMA, other chapters, and FMMA partners
- Start discussions, ask questions
- Stay in contact!



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**LOCAL
CHAPTER
REQUESTS**



LOCAL CHAPTER REQUESTS

- “No-no” list of Vendors/Facilitators
- ER vs. Urgent Care handout (in process)
- Negotiating a free market price handout (in process)

QUESTIONS & DISCUSSION



Have questions or need further assistance?

1-866-901-FMMA
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www.fmma.org