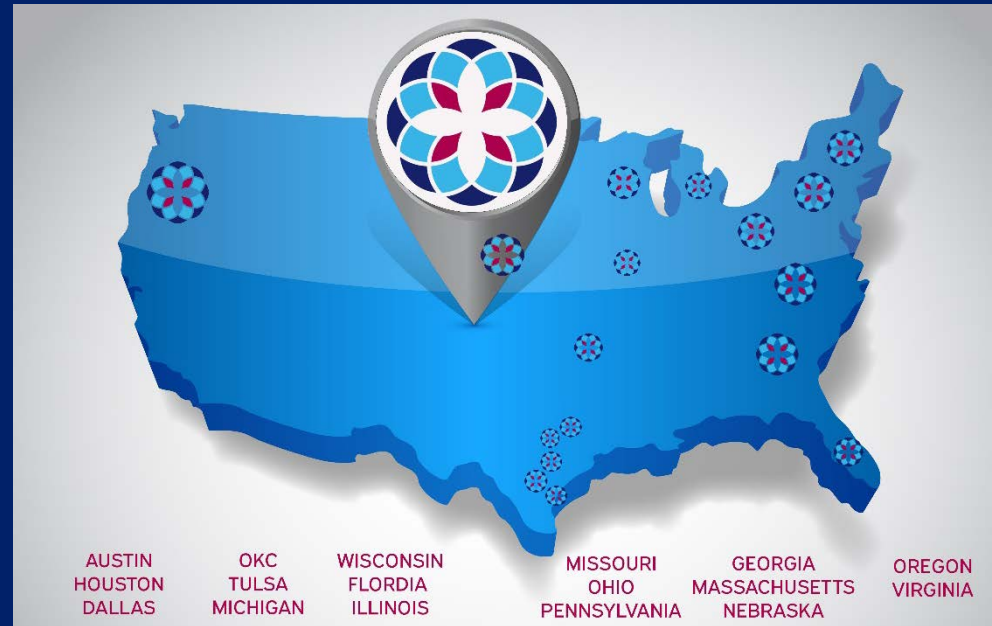




**FREE MARKET**  
MEDICAL ASSOCIATION



# 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?

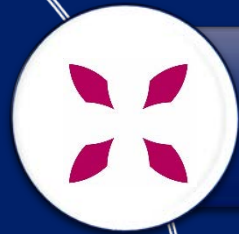
- Grow the movement
- You know what's needed in your community
- Amazing things happen when everyone gets in the same room and discusses their needs in an open forum



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CHAPTERS**

# 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. Must execute the Local Chapter Recognition Form
2. Local Chapters must be led by at least two FMMA members in good standing
  - a) Leaders may not be from the same company
3. The leader of a Local Chapter must be a Buyer/ Seller and not a Vendor/Facilitator





# RULES & GUIDELINES OVERVIEW

4. Local chapters should actively encourage all regular attendees to become FMMA members
5. MUST promote, and abide by, the Pillars
  - a) Any unethical behavior, illegal acts, or unacceptable behavior may be grounds of termination of Local Chapter
6. No separate membership fee may be charged
  - a) Voluntary donations are acceptable
  - b) The Chapter may not accept *sponsor* dollars for meetings from anyone that is NOT a FMMA member



# RULES & GUIDELINES OVERVIEW

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



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CHAPTERS**

**LAUNCHING &  
GROWING  
YOUR  
CHAPTER**



# LAUNCHING YOUR CHAPTER

**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](http://FMMA.org)
- Schedule a meeting/dinner/coffee and then find people to come
- Send a postcard to local businesses and those in the healthcare community



# LAUNCHING YOUR CHAPTER

- Send emails to the same groups (more in a minute)
- Promote it on social media (more in a minute)
  - Facebook, Twitter, LinkedIn, and Google+
- Reach out to those who you are acquainted with free market warriors
- Contact the Direct Primary Care physicians in your region



# LAUNCHING YOUR CHAPTER

- Research cash-based or cash-friendly physicians and surgery centers
- 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

**Must have at least 3 meetings in person, or via technology, per year**

- Less formal meetings and events for 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 – but should not be the only type of meeting you have.



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**CHAPTER  
PROMOTION  
AND  
OUTREACH**



# PROMOTION AND OUTREACH

Regular contact with your members is important

- Provide education, meeting information, success stories, and struggles. This 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
- Be careful how you use mass email as outreach!

# EMAIL 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
- 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  
support@fmma.org  
www.fmma.org