Local Chapter Workshop
TOPICS

Why Local Chapters?
Set-Up
Rules & Guidelines
Building Your Chapter
Discussion
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
SET-UP STEPS

FMMA LOCAL CHAPTERS
LOCAL CHAPTER SETUP STEPS

1. Find Team Members
2. Get Approval from FMMA
3. Meet Regularly & Build a Dialog
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
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
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
• 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
FMMA LOCAL CHAPTERS

MEETINGS & EVENTS
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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.
CHAPTER 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!
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