

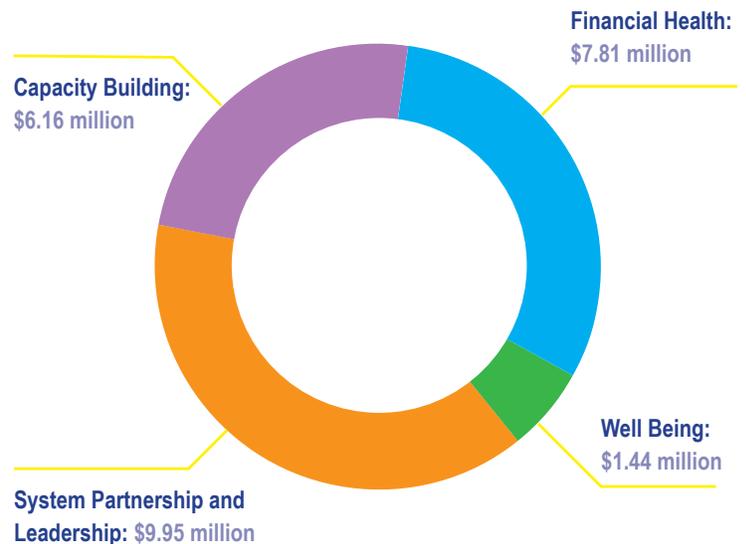
Why should I renew my membership?

The AMA will keep advocating tirelessly for physicians, our patients and our practices. To do that effectively, and to make sure doctors' voices remain unignorable—we need all of our members to stand with us. What we do right now will have a real impact on the future of health care in Alberta, but we need our whole profession to stand together and speak with one voice.

We know that this year, with the changes imposed by the government, investment in your AMA membership looks and feels different than it has before. The loss or transfer of some of our programs have altered the value proposition of the AMA.

With a government that is unilaterally tearing up physician agreements, contemplating elimination of self-regulation, taking control over physician supply and opening contracting to corporations in the public system, many things may feel different. On top of all of this, physicians are also dealing with the worst pandemic the world has seen in a century. There is change in every direction and physicians need support.

Renewing your membership is the first and most important way that you can contribute to this fight.



The Board of Directors has approved a business plan that will ensure we have the resources required to succeed in key areas (e.g. negotiations, our lawsuit, representing physicians, public advocacy, etc.).

The government is clearly hoping to fragment the AMA, and by doing so, diminish the ability of physicians to stand up to them. The AMA's ability to support physicians as you stand together on behalf of patients and each other will be determined by continued membership.

Every membership counts. We must stand together, and if we do, we will come out of this period stronger and more prepared than ever to support our patients and each other.

Practically speaking, every single membership makes us more equipped to fight back against the changes that we know threaten our profession and our health system.

As your Association, we also need to ensure we are providing value for members through our services and programs. We know times are hard for you. We are refocusing our plans, reducing investment in some areas and moving resources to areas where they will make the most difference. For example, we are doubling our budget for work on physician compensation matters like representation and negotiations, including fee-for-service, Alternative Relationship Plans and new payment models resulting from new legislation. It is essential that the AMA support members – in all settings – toward achieving fair compensation rates and terms.

The 2020-21 Business Plan includes significant, direct savings and efficiencies so that we can focus our resources where you need them to be.

We know the next two years will be hard, and that there will be some physicians who may not be able to renew, so we have taken steps to ensure that the AMA maintains a strong financial standing and is able to put more focus on areas where we need to work even harder. Overall, the changes we've made will result in roughly \$3 million of direct savings for the 2020/21 budget, including:

\$ 0.5 million	Salary reduction of 5% for all staff
\$ 0.5 million	Elimination of positions left vacant through attrition
\$ 0.3 million	15% reduction in CEO compensation and board honoraria rates 5% reduction in committee honoraria rates
\$ 0.4 million	Elimination or deferral of planned projects
\$ 0.7 million	Service savings in informatics, appropriateness, healthy work environments and physician leadership
\$ 0.6 million	Other savings including reduced travel, staff benefits, training and other operating costs

As we continue to challenge the harmful unilateral actions of this government, your AMA membership also continues to provide you with access to many vital day-to-day products and services, some of which include:

- **Updates and training for physicians on the impact of changes made by the government**
This year, webinars and new formats to help you navigate the rapid changes imposed by the government.
- **Continuing system leadership through physician leaders, sections and the RF**
Driving patient-focused system improvements in spite of the challenging context, including building the systems capacity to serve Albertans during the pandemic through virtual care.

Bringing the voices of physicians, invited or not, into the many arenas where the future of our health care system will be determined.
- **Discounted insurance and financial products**
Financial products and insurance at discounted rates, and designed specifically for the needs of Alberta physicians.
- **Business support for physicians establishing or running their practice**
Instruction and personalized support in dozens of areas, including billing codes, privacy legislation, electronic records, uninsured services and financial management, so that you can focus on patient care and not on monitoring the many rapid-fire changes this government is making.
- **Service-driven staff to support you, are just a phone call or email away – whatever your question, practice challenge, or wellness needs**