

Why you should renew your AMA membership

This is a tumultuous time in health care in Alberta,

and last year we asked AMA members to Stand With Us to ensure the continued strength of the profession. This year, that ask remains the same.

The AMA is advocating tirelessly for physicians, our patients and our practices. To do that effectively, and to ensure that physicians' voices are heard, we need all of our members to renew their memberships for 2021-22.

The last year has been difficult. From the pandemic and its resulting care deficit to the financial strain in your practices, we know members have been struggling. The 2021-22 business plan that has been approved by the Board of Directors will ensure we have the resources required to succeed in key areas that matter to members (e.g., negotiations, our lawsuit, representing physicians, public advocacy, etc.).

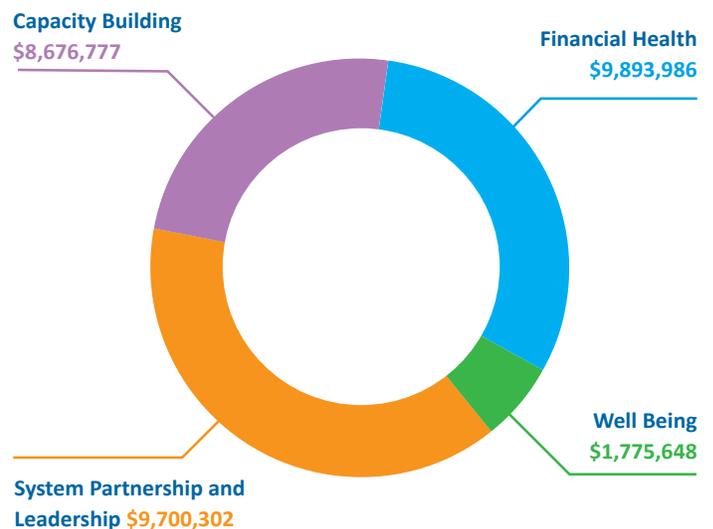
The AMA is working on your behalf in many areas,

including physician supply and distribution planning, AHS stipend payments, Z-codes, the virtual care fee schedule and finding other ways to stabilize practices and keep them sustainable. At the same time, the Board is working toward operationalizing the Income Equity Initiative (IEI) and we are moving ahead with the best possible data. Our lawsuit also remains in motion.

We are advocating about the burgeoning care deficit, including the impact COVID-19 has had – and will continue to have – on the mental and physical health of Albertans, on cancer care, surgical care, the opioid crisis and many other areas in our system.

The AMA is making progress with government.

We are working to rebuild a constructive relationship. We are hopeful this approach will bring about a collaborative working relationship – something that has been severely lacking since early 2019. With the sustainability of many



practices in question and the uncertainty so many members are facing, we need a negotiated agreement to bring stability and predictability to physicians and their practices.

The AMA understands that many members are experiencing personal and financial difficulties. We want you to know that we do not take your support and member dues for granted, particularly in these unprecedented years without an agreement and during a global pandemic. The Board, negotiators, and AMA staff are working tirelessly to support you. We will get the most value we can from every dollar you contribute, including working to achieve a comprehensive agreement that provides fairness for physicians and value for patients.

The AMA is relying on your membership to allow us to continue supporting physicians as you stand together on behalf of patients and each other. Practically speaking, every single membership makes us more equipped to represent you and to advocate for you.

Every membership counts and makes us collectively stronger and more prepared than ever to support our patients and each other.

In the 2021-22 Business Plan we have maintained the significant, direct savings and efficiencies that were implemented last year so that we can continue to focus our resources where you need them to be.

We have taken steps to ensure that the AMA continues to maintain a strong financial standing and is able to focus on areas where we need to work even harder for you. Many of the steps taken last year to reduce operating costs by roughly \$3 million have been maintained for 2021/22, including:

- 5% reduction to staff salaries
- 5% reduction in committee honoraria rates
- Reduction in positions through attrition
- 15% reduction in CEO compensation and Board honoraria rates
- Service savings in informatics, appropriateness, healthy work environments and physician leadership
- Other savings including reduced travel, staff benefits, training and other operating costs

Renewing your membership is easy!

AMA membership renewals can be completed and submitted online.

RENEW TODAY!

Your AMA membership continues to provide you with access to many vital day-to-day products and services, some of which include:

• **Updates and training for physicians**

Various webinars, town halls, information sessions and virtual meetings to help you navigate the changing landscape in health care and optimize your practice.

• **Continuing system leadership through physician leaders, sections and the RF**

Driving patient-focused system improvements in our challenging environment, including building system capacity to serve Albertans during the pandemic and beyond. Bringing the voices of physicians into the many arenas where the future of our health care system will be determined.

• **Discounted insurance and financial products**

Discounted insurance and financial products that are 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 keeping your practice viable.

Service-driven staff are just a phone call or email away – whatever your question, practice challenge, or wellness needs, they are there to support you.

If you have any questions, please contact: Kirsten Sieben, AMA Membership & Benefits Team Leader
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