



MASSACHUSETTS MEDICAL SOCIETY

Every physician matters, each patient counts.

MMS Member Referral Program

How to Talk to Your Colleagues about the MMS

Top 10 Tips

1. Reflect on why you joined the MMS. What were your concerns? What interested you?
2. Test drive your key talking points before you approach a colleague.
3. Keep your conversation authentic and personal.
4. Highlight one or two benefits you have gained, such as:
 - A. Community and networking events
 - B. Personal subscriptions to NEJM and *NEJM Journal Watch Online*
 - C. Discounts offered by MMS corporate partners
 - D. Leadership opportunities
 - E. Savings on CME
 - F. The ability to influence the MMS advocacy agenda
5. Reflect and listen to what your colleague is saying.
6. Answer questions or concerns honestly.
7. Invite your colleague or medical director to an MMS event.
8. Follow up after your initial conversation to gauge interest.
9. Share reduced introductory state dues rate of \$200/year instead of \$450.
10. Send your colleagues to massmed.org/membership to learn more.

QUESTIONS

Individual Membership Referrals

Contact our Member Benefits at mmsbenefits@mms.org or call (781) 434-7311.

Group Membership Referrals

Contact groups@mms.org or call (781) 434-7143.