AMSA Chapter Officer Training

Fall 2022 | Let's do this.
Welcome!

It's a new year!
Hello from AMSA National
to all of you from across
the country & globe.
A new year.


Part 1: Right Now.
Setting the table.

Part 2: How we power AMSA.
The AMSA model - how we work.
Your role
Architecting.
Growing.
Sharing.

Part 3: Straight talk.
Operations.

Part 4: Making it all happen
Incentives.

Part 5: IPs.
POP QUIZ!

What US state is your chapter in?
What international country are you from? Type your answer in the chat!
PART 1

RIGHT NOW.

THIS MOMENT IS OURS. LET'S TAKE IT.
We've got work to do.

We need bold thinking, progressive ideas and collective action to demand the changes we all need — to safeguard the health of all people, especially our most vulnerable.

We need to act **swiftly and strategically** before it's too late.
If I bring a medical student with me to advocate on pressing issues, it is the student who commands the attention of the legislators.

They stop to listen to the voice of a future physician far more than they do a professional — no matter how esteemed the physician may be.”

– Dr. Gary LeRoy, President AAFP
Organize like hell.

Yet to influence change — we need to amplify voices. Come in loud and strong — in ways no one can ignore.

How?

Add more members to your work to make impact. We'll talk about this today.
As we've been doing for over seven decades.

70+ Years of Activism

1951: SAMA Holds its first Annual Convention at Chicago’s Sheraton Hotel.
1955: House of Delegates is added at 7th Annual Convention.
1960
1967: Stanford Chapter starts a movement by withdrawing from AMA.
1968: Independence Day (from AMA): SAMA splits from AMA, announcing its philosophical as well as financial independence.
1950
1954: SAMA (now AMSA) officially becomes financially independent from AMA – a check is presented to repay start-up costs.
1962: SAMA Foundation is launched to promote better public health, build resident and medical education, and help students finance education.
1969: National Student Health Project founded to support rural and Native American communities in Appalachia and beyond.
1970
1972: Leaders testify to support legislation to establish and grow the National Health Service Corps.
1978: The Chinese Medical Association invites AMSA members as 1st delegation of medical students to come to the People’s Republic of China.
1980
1985: Sharon Stanson is appointed the first legislative affairs director.
1986: The AMSA Health Education Assistance Loan “HEAL Deal” provides medical students the first discounted loan rates.
1990
1994: AMSA goes grassroots to save the National Health Service Corps.
1995: AMSA appeals to the National Resident Matching Program to change the Match algorithm in favor of students.
2000
2000: Jack Ruttledge Fellowship for Achieving Universal Health Care and Eliminating Health Disparities is established in honor of a past, inspiring AMSA president.
2002: AMSA launches its nationwide PharmFree campaign to educate medical students on the influences of the pharmaceutical industry and empower them to make unbiased, informed decisions.
2007: AMSA releases its first PharmFree Scorecard, a first-of-its-kind ranking of medical schools according to their pharmaceutical influence policies.
2010
2003: AMSA plays a key role in writing and introducing The Patient and Physician Safety and Protection Act of 2003 that limits resident work hours.
2002: NIH’s National Center for Complementary and Alternative Medicine awards $1.2M grant to AMSA to advance the path of alternative medicine in medical education.
2003: In response to AMSA’s advocacy efforts, the Accreditation Council for Graduate Medical Education adjusts requirements to include tougher standards in resident work hours.
1988: In collaboration with Pew Memorial Trust and the “We Are the World” Save Africa rock group, AMSA develops its first international consortium of medical schools for exchanging and training physicians in Nigeria and Ghana.
PART 2

HOW WE POWER AMSA.

THE FRAMEWORK THAT MAKES AMSA, WELL, AMSA.
Membership snapshot

20,000+
Student Members

- Premed: 43.5%
- Medical: 30.4%
- International: 13%
- Graduate: 4.3%
- Physician: 4.3%

- 50 U.S. states + territories
- 79 Countries
- 31 Languages
- 70 Years of activism
So how does it work?

How do we keep ~20K members engaged on over 600 campuses across the globe?

How do we ensure that members are joining our advocacy efforts, education programs and running inspired chapters?
**MISSION**

AMSA exists to cultivate, inspire and inform medical students to become tomorrow's leaders, game-changers and empathetic healers.

**PPP**

Preamble, Purpose, Principles [Mission]

**CBIA**

Constitution, Bylaws, Internal Affairs [Process]

**National Leaders**
- Planning + Programming
  - Board of Trustees (President, Vice Presidents, Trustees)
  - Action Committee Team Leaders
  - Editorial Advisors
  - Campaign Leaders
  - Membership Directors
  - IFMSA Leader

**Chapter Officers**
- Grassroots Organizing
  - Chapter Leaders on campuses all across the country + globe. (you!)

**Staff**
- Business
  - Strategists
  - Business Development Administrators
  - Communications Project Managers

**House of Delegates**
AMSA's official policy-making body made up of representatives from each local medical chapter. Annually, the HOD votes on AMSA's policies and to elect our national officers. This dictates everything AMSA does in the coming year – and is reflected in the PPP + CBIA.
Simply put: the more members we have, the stronger AMSA is.
YOUR ROLE AS CHAPTER OFFICERS.

SIMPLY PUT? YOU POWER AMSA FORWARD. LET'S TALK ABOUT HOW.
The Big Four

PREZ
Chapter President

CAO
Chapter Advocacy Officer

CMO
Chapter Membership Officer

CFO
Chapter Financial Officer

See the website for leader descriptions

Get Involved > Leadership Opportunities
3 Core Focus Areas.
You will help power AMSA as campus leaders by:

- **Architecting**: Strategizing + building your chapter
- **Growing**: Connecting and engaging members on your campus
- **Sharing**: Telling us what's happening - storytelling and updates.
Focus Area 1 | Architecting

Planning, building and getting your chapter teed up for an inspired year.
Architect Checklist

This summer, pave the way for a bold year ahead by getting yourself jacked in, connected and ready to roll.

Feel the fAMSA Love.
- Meet your Membership Director
- Say hi to Staff!
- Order your Fair Engagement Kit for Tabling

Get Jacked In
- Join the AMSA CO Facebook group
- Bookmark the What’s On? page to stay connected
- Learn about AMSA’s current action committees, campaigns and educational programs (free to members!)
- Get cozy with AMSA’s member benefits

Envision Your Chapter
- Learn from outgoing Chapter Leader/s
- Select + submit your Chapter Leader team here
- Think on programs and events on your campus
You have 3 secret weapons.

1. **Your predecessor/s.**
   Learn what worked in the past for growing + engaging members – while it's still somewhat fresh in their minds. They can give you all the wisdom.

2. **Your faculty advisor.**
   This is your ticket to getting hooked up with school communications (i.e. big visibility!) and help with all kinds of inner workings. Keep them close and happy.

3. **Your chapter alumni.**
   ID your past chapter chums! They can help by speaking, supporting and networking. Don’t know yours? We can help: members@amsa.org

PRO TIPS!
Connect with prior Chapter Officers. And then make your Faculty Advisor your BFF.
# Chapter Events — Inspiration

What do local events look like? What kinds of events typically happen at AMSA Chapters?

<table>
<thead>
<tr>
<th>Relevant Speakers</th>
<th>Think on your school's mission + interests. Pull in an expert to come address hot button issues from local hospitals, through allied organizations, and even our partners!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community projects</td>
<td>Consider local community efforts. Ex: teaming up with local nonprofit to activate change on local environmental health issue or local education efforts around healthy food, etc.</td>
</tr>
<tr>
<td>Residency Fair</td>
<td>Work with faculty + alumni to house a residency fair focused on a particular issue - f.e. Meharry’s fair focused on accessibility.</td>
</tr>
<tr>
<td>National Advocacy Events</td>
<td>Tie into more broad conversations happening around the world. ID week of action or advocacy months and let that inspire your own project.</td>
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</table>
A Word on Calendars

Create a calendar that is easily accessible to your chapter members. Can be as easy as creating a google calendar that you share with your members — and keep sharing it, making it accessible.

This should house:

- Monthly Chapter Meetings
- Your Local Events
- Key National Events (AMSAcon, etc.)
- Faculty Advisor Check-ins
- When your Pulse Reports are due (more here in a second)

BONUS: Share your calendar with members@amsa.org and we'll plug your events in our socials
Focus Area 2 | Growing

How to attract new members + engage current ones! This is how we power AMSA. This is clutch!
When? Where? How?

Let's talk about the best opportunities to grab new students + tell them about AMSA.

*SCHOOL FAIRS*

86% of members joined AMSA on campus. Mostly at school organizational fairs. Go big, Table hard!* THIS is the moment!!!

*SCHOOL COMMS*

Tap your Faculty Advisor to pave the way to get AMSA in your university's newsletter or FB feed. Esp great when you're planning events!

*ON CAMPUS VISIBILITY*

Go guerilla! **Put some flyers around** when you're about to hold an event, **wear AMSA swag**— be visible. **Partner up** with other student orgs — cross-promote each other!

*YOUR OWN MACHINE*

Grab emails and text #s everywhere. Grow this list, even for non-members. Use it to invite people to your Chapter meetings + events. Start / use an AMSA chapter **social media** account. **Follow, Like, Share!!!**

*pulled from AMSA's all member survey 2019.*
AMSA exists to support and prepare medical champions of equity.

AMSA offers programs and education, advocacy + experiences that drive on our mission – and can be organized by these key areas:

**Health Justice**
- Racism in Medicine Scholars Program
- Health Justice Scholars Program
- Med out the Vote Campaign
- Race, Ethnicity, Culture & Health Action Committee
- Health Policy Scholars Program
- Healthcare for All Campaign

**Gender + Sexuality**
- Reproductive Health Project
  - Educational Programs
  - Advocacy Training + Opportunities
- Gender & Sexuality Scholars Program
- Gender & Sexuality Action Committee
- Transgender Health Scholars Program
- Sexual Health Scholars Program

**Global Health**
- Global Health Scholars Program
- AIDS Activism Network Campaign
- Global Health Action Committee

**Next-gen Leader Prep**
- AMSA Academy
  - Life + Leadership
  - Med School Success Series
  - Advocacy Training
  - International Med Graduates Residency Prep
  - Residency Prep
- Wellness & Student Life Action Committee
- Integrative Medicine Scholars Program
- HEART IM Elective

**Public Health**
- Public Health Scholars Program
- Med Students for Gun Safety Campaign
- Community + Public Health Action Committee

**Med-ed Reform**
- Med-ed Action Committee
- Med-ed Scorecard * (!)
At the heart of all this? 

Student members.

Fueling our programs and campaigns
Adding voices, activism and power to our advocacy efforts

Being a part of our diverse community
Serving as a voting member, a helpful peer, a contributor to conversations and events.

Becoming the next leaders
Many members find their pathway — and delve deeper to become AMSA influencers.
We Got You!

ORDER UP! YOU’LL WANT TO GET:
YOUR AMSA TABLING ENGAGEMENT KIT!
Member Engagement Kit for Fairs

Coming your way — some creative assets to share with you for tabling.

Be sure to reserve your kit now and we will ship it to you!

- Also: feel free to create your own video or social promotions tailored to your school.

| Collateral | About AMSA Rack Card w/ QR Code to learn more |
| Personality Quiz | A fun way to pull people in – ask them about themselves with fun output |
| Swag | Cuz its fun |
| Poster | For your table |
What kind of change maker are you? Quiz

YOU'RE THE NEXT CHANGE MAKER

You see a better path forward.
You believe in health equity – and you’re ready to see it through.
We are too. And we are. Join us.

MEET YOUR NEW COMMUNITY

Key issues we’re tackling

We respond to critical, timely issues in health care in order to advance health equity. Here, we offer immersive, experiential and didactic learning and training for medical students to become tomorrow’s changemakers.

- Racism in Medicine
- Health Care for All
- Reproductive Health
- Integrative Medicine
- Advocacy Training
- Sexual Health

Printed marketing collateral

Member Kit

+ assorted other swag
Grow | Checklist

This is where the magic happens. How you serve as AMSA’s influencers to help connect medical students with AMSA.

Invite students to your fair table
- Make noise on campus before the event – invite them to your table.
- Use your Faculty Advisor to help get the word out. Tap school newsletters + social channels.

Tabling at Fairs
- Be your AMSA ambassador self w/ narrative ready
- Grab students’ email / mobile numbers (list or form – for those who aren’t taking the quiz)
- Follow up right after Fair - Thanks for visiting our table & with invite to attend 1st meeting

Dive right in
- Hold an inaugural meeting / info session
- ID your main chapter comms channels (email, FB group, text)
- Create a chapter calendar - monthly meetings every X day of the month for ex. (use ROUNDS for content)
- ID issues that matter to your chapter – and brainstorm ideas for effective and fun chapter events. Promote on campus! Keep growing.
- Plan for AMSAcon (June 2023) – bring your successor!
- Consider tapping a Faculty member for an IP conversation
Focus Area 3 | Sharing

Getting the word out about all the great things that happen at AMSA. Locally and nationally. How do we do this effectively?
# Current platforms for sharing + comms

These are all fine – but something is missing.

<table>
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<tr>
<th>ROUNDS</th>
<th>CHAPTER OFFICER HUB</th>
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<tbody>
<tr>
<td>Monthly round-up of AMSA member news sent via email + hung on website.</td>
<td>A live space for the latest news &amp; updates exclusive to Chapter Officers, <a href="#">Bookmark this!</a></td>
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<tr>
<th>ON CALL</th>
<th>SOCIAL MEDIA</th>
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<tr>
<td>AMSA’s blog – housing a mix of news, leader articles, announcements</td>
<td>AMSA National channels (FB, IG, Twitter) + Chapter Officers FB group.</td>
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</table>
We need a better means to understand how it's all going.

AND YA KNOW WHAT ELSE?
PULSE Report

4X a year. Takes 10 minutes. :) Mark your calendars!
Share Your News

The Pulse Report!

Once a quarter, Chapter Officers complete an online form – the Pulse Report – should take no more than 10 -15 minutes. This information is stored, and funneled up to both Membership Directors and Trustees.

The goal: we're aware of growth, successes and challenges – and bring those to the BOT on a monthly basis.
Share | Checklist

Surfacing all the great things happening at your chapter throughout the year — in ways that help your chapter grow, thrive and get some visibility.

Pulse Reports.
- Once a quarter (1st report this August) — take 10 mins to submit your Pulse Report
- Be sure to share a story — a success, an interesting member experience, a challenge. This will go to National for consideration on website, ON CALL, social media.

Promote Your Story.
- Share your stories on your chapter social channels, even short ones - a pic of a member at an event — short + sweet caption — on your social media channels. Mention @AMSANational + use HT #AMSApower
- Highlight upcoming chapter events — keep tapping new members all year around. Anyone can join — anytime. Relevant speakers + events are great for this.

Keep Streaming.
- Every month, we share news + opportunities from National and it’s a great source of news for members.
- Promote AMSACon early! And often.
- Name your successor + bring ’em to AMSACon!
- Use your chapter plan/calendar to keep things focused
# Chapter Officers

**SMART GOALS**
- Specific
- Measurable
- Achievable
- Relevant
- Timely

## Architect your Chapter
- Assemble your team.
- Join AMSA programs
- Forge chapter plan

**Metrics for success**
- Submit all info [here](#).
- Select from [here](#).
- Share with National.

## Engage + Grow
- Be a campus influencer
- Get AMSA visibility
- Promote event via school
- Connect with members

**Metrics for success**
- Grow AMSA by XX%
- Go big at student fairs.
- Secure at least 1 promo
- Meet 1x a month.

## Share with National
- Tell your story + status
- Find your successor
- Connect with Membership Directors/Trustees

**Metrics for success**
- Do quarterly PULSE.
- Bring them to AMSACon
- Talk 1x a month
PART 3

STRAIGHT TALK.

IMPORTANT DETAILS.

AMSA | 2022 Chapter Officer Training
Chapter Reboot

TYING IT ALL TOGETHER.
Chapter Charter?

Yes! It’s a thing. Chapters sign a chapter charter – a kind of local "constitution" (similar to the CBIA). They have the option to customize it to align with their school goals, that goes to the AMSA board for approval.

We've updated it. For the first time in years. A "re-charter".
Noteworthy Chapter Charter Changes

"The Re-Charter"

Changes in Local Dues
- Now goes through AMSA National
- Bill.com enables smooth transfer (domestic)

The "Big Four" Leaders
- Recommend 4 key roles to make each chapter "sing" with specific points of contact (more next slide)

Accessible Data
- New database means Chapters can access their rosters on-the-fly
- Update their profiles and preferences
- More to come
Membership Options

Domestic, International, Premed
1 year $35 per year
4 year $75
*Pricing installments available on 4 Yr memberships.

Graduate
4 year (free to former med) $10
$0 annual renewal (not automatic)

Physician
$200 lifetime (with annual info update)

Community Ally
$50 year
A Word on Dues.

Know what's happened over the years? We've lost a little brand integrity.

Which – interestingly – is related to dues.

Local dues have started eating the national dues. (Sometimes no national dues collected at all). This results in:

- Less awareness of AMSA National
- Less voices added to our advocacy efforts & programs
- Weakened brand visibility (chapters gone rogue)
- Mission dis-alignment – behavior, programs not aligned with our ethos
- Members aren't in our database, so when called for a referral, we can't confirm their role. No referral.
- Less income to AMSA.
To ensure we're all aligned via mission and strategy – we will have all domestic dues flow through National.

This has been in effect as of May 1st, 2022

**THIS WAY, YOU ARE:**
- VISIBLE in database for referrals
- able to tap into all the member benefits + discounts
- part of a UNIFIED brand
Our (new) Membership Platform
PART 4
GETTING IT DONE.
YOUR VICTORY LAP.
We're talking incentives, people.

If you and all leaders do these things and hit goals, rewards are to be had!
Deals.

Member discounts aplenty from our alliance of partners.
Institutional Partnerships

Maybe you've heard of them.
Schools see AMSA as a core part of medical education.

INSTITUTIONAL PARTNERSHIPS IN A NUTSHELL

Where a medical school funds AMSA membership for their students.

Win. Win. Winny win.
Why do schools like IPs?

A variety of reasons.

› Schools focus on curricula. We offer the vital skill training needed to succeed in the world ahead. Winning combo.

› It's custom. We deeply partner with schools – understanding their "DNA" and serving opportunities to help them succeed.

› We offer learning on timely, urgent topics that aren't always offered in school.

› A broad, diverse and welcoming community of impassioned members & alumni.
Is your school a fit?

**ID WHO TO TALK TO**
What faculty at your school are deeply interested in students – and seeing them thrive? Find them. They are the ones who will kick up IP conversations at the school.

**THINK ON ISSUES**
Is your school looking to bolster learning around key issues – like Health Equity? Offer advocacy training? ID what issues matter to your school that align with AMSA’s mission and focus areas.

**PING US**
We can join you for a productive conversation with your school, and help pave the way with customized materials based on what you think about in #2.

**CONTACT INFO**
Jamie Scates or Angela Walseng via Slack, mobile or email.
jthayer@amsa.org | 602-616-6691
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Contact us for anything

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The moment is ours. Let's take it.

amsa
Got questions? We have answers
The First Wave Impact Campaign

Education and Advocacy Fellow, Oak Sonfist
Participant
Introduction: Oak Sonfist

- Participant Education and Advocacy Fellow for 2022 - 2023
- Uses They/Them Pronouns exclusively
- Current 3rd Year Osteopathic Medical Student
  - Gap year between OMS 3 & 4 for EAF
- Dog parent to Prudence the dog
FOUR MONTHS, NEW YORK CITY, 2020

A FILM BY MATTHEW HEINEMAN

THE FIRST WAVE

FROM THE OSCAR®-NOMINATED DIRECTOR OF CARTEL LAND
THE PROBLEM

Clinicians aren’t seeking mental health care, despite the traumatic, exhausting experience of the past two years. They fear losing their license, stigma, discrimination, or privacy violations in the workplace. A recent Medscape survey of 13,000 physicians found that 43 percent said the reason they had not sought help for burnout or depression was because they “don’t want to risk disclosure to the medical board.”
WHAT IT FEELS LIKE

“I’m afraid that if I spoke to a therapist, I’d have to report receiving psychiatric treatment to credentialing or licensing boards.”

“Physicians cannot seek help for these issues because if we do that, these temporary issues will follow us for the rest of our careers.”

“I feel I should know how to deal with this myself, even though I wish I didn’t have to.”

“Talking to someone makes you look like a failure, unable to cope with life’s problems.”

*Why Physicians Kept Their Suicidal Thoughts Secret, Medscape 2022*
How to address this: 2022 Goals

Advancing Strategic Impact:

- The Lorna Breen Act (first-of-its-kind legislation for mental health of healthcare workers) is signed into law and amplified.
- State Medical Boards drop onerous requirements and clinicians learn their rights, ensuring they can safely and easily pursue mental health care.
- Hospitals commit to adopting new practices that support better working conditions and overall wellbeing for HCW.
How do I get involved?

The following are some of the deliverables that you can help with:

- Promote PARTICIPANT's film/s and related impact campaign efforts during chapter visits, leadership meetings, and AMSA events.
  - Creating content for new chapters/physical recruitment kits.
  - Request chapter visits for movie screenings!
- Contacting Medical Boards
  - Phone Banking in early August to create pressure - look out for sign up
  - Recent email inviting AMSA members to contact via email and tweeting

Contact: Oak.Sonfist@amsa.org for more information or to request a chapter visit!
AMSA CAMPAIGNS

AIDS Advocacy Network

Health Care for All

MED OUT THE VOTE

MSGS
Medical Students for Gun Safety

American Medical Student Association

https://www.amsa.org/campaigns-initiatives/
Mentorship Program

- Platform: Qooper
- Benefits
- Advocacy Opportunity
- How to sign-up
- Mentor Matching
- For more information: shassan@amsa.org
How do I get involved?

https://www.amsa.org/subscribe/

Contact: shassan@amsa.org for more information or sign-up
WHAT CAN WE DO FOR YOU?

Deliver a professional experience that puts Health Care Professionals needs first and results in a lifetime relationship with the U.S. Army.

Offer Health Care Professionals and students access to the Army on their terms and deliver this access through empowered well-trained staff who reinforce our mission daily.

Select highly-trained Army subject matter experts to provide instruction, training, and professional development for your staff.

We can also offer specialized training and lectures for your residency program or pre-med class. The Army has 18 residency programs.

U.S. Army Medicine Recruiting

Scan or Connect:

scsclu2.yj34milarmy.mil
(207) 413-9181
(412) 434-8470

ARMY MEDICINE CAN HELP YOUR HEALTHCARE ORGANIZATION

The Army Medical Department seeks to form meaningful partnerships with institutions throughout the U.S. Army.

- By providing Army subject matter experts (SMEs) to deliver lectures and clinical skills sessions to your staff and cadets at no cost.
- Training classes such as day trikes, joint reviews, and CMEs.
- Professional leadership development opportunities.
- Leadership and ethics training.

This pamphlet outlines these opportunities, which can be arranged via your local Army Health Care Recruiter.

Army Subject Matter Experts

The Army Medical Department is the largest military healthcare organization in the world. It has thousands of subject matter experts, ready to provide training classes on a variety of subjects, ranging from infectious disease control to imaging procedures. Whether it’s emergency management, trauma care, medical ethics, or leadership, we have the expertise to meet your needs. To coordinate and train arrangements, we can assign an Army staff officer to work with you to ensure all arrangements are made. We can also deliver training classes to your on-site facility at no cost. Regional experts are also available for training other subjects to your cadets and residents.

Resident Training

The Army has the largest graduate medical educational program within all the military branches, enrolling all medical specialties, including surgeons, to provide comprehensive training.

From this wealth of education and experience, we can offer Army subject matter experts to assist with your resident training. Army subject matter experts are available to provide lectures on infectious disease control, trauma care, and patient care, including advanced procedures, as well as infectious disease control, trauma care, and patient care, including advanced procedures.

ARMY MEDICINE CAN HELP YOUR HEALTHCARE ORGANIZATION

The Army Medical Department seeks to form meaningful partnerships with institutions throughout the U.S. Army.

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Thank you!

That's a wrap!