

A CEO in AAMSE



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As the CEO of a medical society, you are constantly challenged to lead your organization forward with limited time and resources. However, the investment you have made in becoming a member of AAMSE has connected you to a support system of peers and a wealth of tools developed to make your job easier and maximize your effectiveness as a leader.

Even before you enter the office, you begin the day by checking your email. You are delighted to see your fellow medical society CEOs have given numerous responses to the Board policy question you posted on AAMSE's **CEO Listserv** the day before. By emailing your question to the listserv address, you reach a network of medical society CEOs from around the country who can help you determine the best course of action by sharing their experiences and expertise. Without having to log into the AAMSE website, they reply to your email with their insights and the message is automatically sent to all of your fellow CEOs, allowing for quick and easy sharing of ideas and solutions.

You notice a few of your colleagues have included links to their Board policy documents that they have uploaded to AAMSE's **Management Library**. The library contains hundreds of resources provided by AAMSE members that you can use to get new ideas and help make the tough decisions you face everyday. Browsing through your colleagues' documents helps you develop the perfect Board policy guide for your organization. To return the favor, you can upload your own planning documents to share with your fellow CEOs.

As you arrive at the office, you reflect on some of the other benefits you receive through AAMSE that have helped you successfully navigate your organization.

- The **AAMSE Trends Report** has given you insights about where the medical society industry stands now and where it is headed. It provided you with valuable tips on what you should do as a medical society executive to keep your organization relevant and ensure its survival in the challenging times currently facing organized medicine.
- The **Benchmarking Database** has provided you with reports showing how you are doing compared to over 500 other medical societies. You will be presenting these reports at your upcoming Board meeting and are sure your Treasurer will be happy to see how you stack up against your peers.
- Speaking of finances, AAMSE's **Executive Compensation Report** has been a great help, both in negotiating your own salary and in comparing the compensation of your staff to other organizations.
- The lessons you learned from the **AAMSE Leadership Academy** have helped you gain a better understanding of the skills needed to be an effective leader. You carry the leadership strategies and techniques you learned at the Academy with you every day.
- To strengthen your team and organization, you have sent numerous members of your staff to AAMSE's **New Medical Executives Institute**. The knowledge and tools they brought back to the office have led to vast improvements in your organization's operations and efficiency.

As you make your rounds in the office, you notice some of your staff reviewing the program for the upcoming **AAMSE Annual Conference**. As the only conference specifically tailored to medical society professionals, you know you and your staff will hear the industry's top experts give presentations that speak to your needs and interests at a fraction of the cost of similar professional conferences.

With a tight budget, you understand it is only possible for you to send some of your staff to AAMSE's in-person events. Thankfully, AAMSE provides virtual resources and programs, such as the **EDWeb** webinar series, giving your entire staff the opportunity to participate in professional development from the convenience of your office.

You also take comfort in AAMSE's commitment to the future. You know that new networking and education opportunities are in the works to enhance your member experience, including **Online Communities** where you and your staff will be able to more easily connect and share knowledge with your medical society peers in a secure, online environment.

As you prepare to delve into another exciting and unpredictable day as a medical society executive, you feel confident knowing that your AAMSE community is there to support you. You and your staff are prepared to move your organization into the future, all with a little help from your own professional association – AAMSE.

[Click here for information on all of AAMSE's member benefits.](#)

Reach your leadership potential with AAMSE