

# Alberta Doctors' Digest

## Tailoring our approach to member support

The health care landscape in Alberta is constantly evolving along with the needs of physicians. To better serve members and foster a stronger sense of community, the AMA has established a new Member Engagement (ME) unit within the Public Affairs branch. This dedicated team will focus on enhancing the member experience, offering tailored support and ensuring that every member – from early-career physicians to seasoned veterans – feels empowered by and connected to the AMA community.

### What do we mean by “Member Engagement”?

For the AMA, member engagement refers to the degree to which members like you can actively participate, contribute and interact with the association and our activities. Engaging with the AMA gives members the opportunity to build and maintain connections with colleagues, AMA leaders and the staff who serve you.

We continuously strive to better understand and support our membership. Central to this work is identifying segments of members, focusing on their specific needs, fostering collaboration and ultimately finding the best ways to personalize and maximize the support we offer.

### Member engagement priorities

The member engagement team is committed to improving your member experience so that you feel valued by the AMA and you value the AMA in return. The AMA is committed to engaging and serving our members in the following ways:

1. **Wellness and support:** We understand and prioritize your financial, professional and personal well-being, helping you navigate the challenges of the profession.
2. **Programs and services:** We support you throughout every stage of your career through our high-quality programs and services.
3. **Association interactions:** We strive to make your involvement and interactions with us interesting and rewarding.
4. **Networking and collaboration:** We offer meaningful opportunities to network and collaborate with your colleagues and to foster professional connections and inter-specialty collaborations.
5. **Leadership development:** We empower and support you to advocate for your profession and drive positive change in the health care system.

Whether you're a medical student just starting out, in your mid-career or are a late career physician interested in staying involved with the association, the Member Engagement team is here to provide a wide range of services to meet your diverse needs.

As we work to create a more vibrant and inclusive member community, please keep an eye out for opportunities to make stronger connections and to collaborate with us and with your colleagues.

If you have thoughts and ideas, we'd love to hear from you! Reach out anytime to  
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