

Talking to Your Employer about Supporting Your ACNM Membership

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ACNM membership connects you with other professional midwives, gives you quick access to vital practice and research information, and offers professional support. But does your employer know the many ways ACNM membership can advance your entire practice?

Demonstrating why ACNM membership has a positive effect on your workplace is the best way to convince your employer to cover the cost of ACNM dues. Here are just a few of the ways in which ACNM supports you as a professional, which in turn enhances your proficiency and effectiveness at your workplace:

- Membership includes a subscription to the *Journal of Midwifery & Women's Health*. In addition to keeping in touch with the latest evidence and trends, you are able to earn CEUs on selected articles.
- Access to the latest midwifery and women's health information through the ACNM web site www.midwife.org, *Quickening*, and Quick eNews. Benefits like these keep members in touch with the midwifery community across the country.
- On the website members will find Clinical Practice Bulletins, Midwifery & Practice Marketing tools, QuickInfos, Position Statements, and "Share with Women" health care articles written for consumers. Your exclusive access to these resources as an ACNM member make you a stronger asset to your employer.
- Members enjoy deep discounts on continuing education programs, publications, the ACOG Journal *Obstetrics and Gynecology* and ACNM handbooks on important topics such as **billing and coding**, too.

- Increase your skills and knowledge. Network, earn CEUs and learn at **ACNM's Annual Meeting & Exhibit**, the foremost conference in midwifery, at discounted member registration fees.
- Access the latest scientific and evidence-based information, including regularly published research that enriches and supports midwifery practices, via the online archives of the *Journal of Midwifery & Women's Health*.
- Increase your patient base. Your online listing on **Find a Midwife**, ACNM's free national referral service, puts clients seeking your services directly in touch with you. Enhance your organization's reach and expand your client base as you market to women and their families. Your practice's listing in the **Membership/Practice Directory** allows you to receive referrals from other midwives all across the country.
- Discuss midwifery-specific issues; compare case notes and network with other midwives on more than 30 **eMidwife** discussion lists. Recent discussions have ranged from sharing advice on caring for epileptic women during pregnancy to data collection and clinical issues.



Making a Compelling Case

Preparation is the key to success, so make an action plan for pitching ACNM membership:

- Make a list of ACNM membership benefits that can directly and indirectly benefit your specific organization. Use the benefits we've highlighted here for inspiration and then add your own favorites.
- Review your practice's mission and strategic goals, and match up organizational objectives with ACNM resources and services that can help fulfill those aims.
- Request and schedule a meeting with your manager. Describe why ACNM membership will be valuable to you individually, go through your list of organizational benefits and indicate to the practice manager other positive effects it will have on your workplace.
- Identify a piece of equipment or regular service your department purchases annually, to demonstrate by comparison that ACNM dues are money well spent—or compare to the cost of something we do daily, like having a cup of coffee. It's only \$0.92 per day for ACNM dues! That's a small investment for such a large return.
- Ask the practice to cover all or part of your ACNM dues as an investment not only in you but the entire practice.

Contact ACNM's Membership Department if you have questions. You can reach George Hamilton, Associate Director for Membership at 240-485-1820 or e-mail gghamilton@acnm.org

