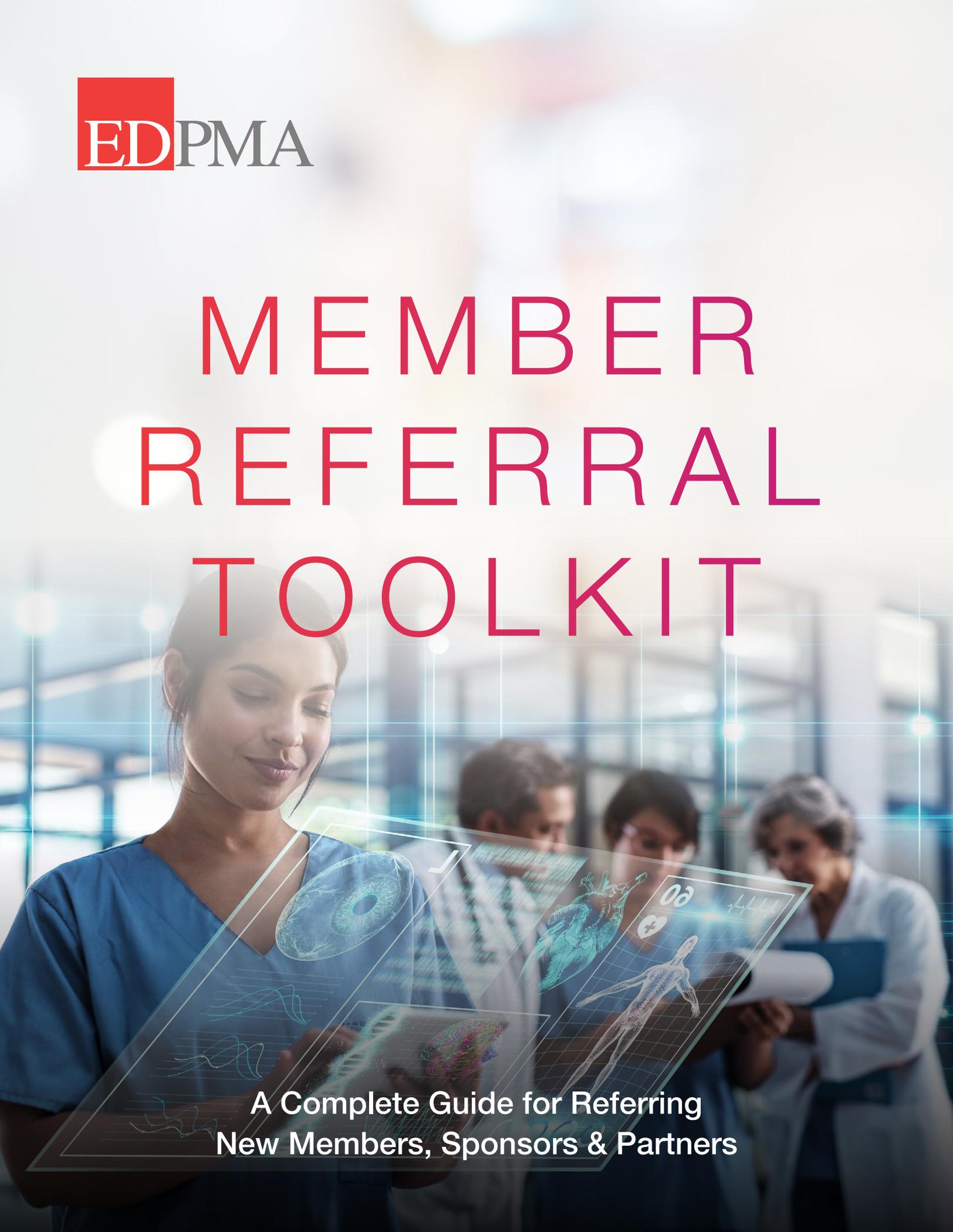




MEMBER REFERRAL TOOLKIT

A woman in blue scrubs is looking at a futuristic, glowing interface overlay. The interface displays various medical and scientific icons, including a DNA helix, a brain scan, a heart, and a human silhouette. In the background, other medical professionals in white coats are working in a laboratory setting.

A Complete Guide for Referring
New Members, Sponsors & Partners

OVERVIEW: WHY YOUR REFERRAL MATTERS

As an EDPMA member, you play a critical role in strengthening the emergency medicine community. Your referral helps:

- Expand EDPMA's influence in state and federal advocacy
- Bring more voices into policy discussions
- Strengthen our coalition across ED operations, revenue cycle, billing, and clinical leadership
- Support the sustainability and advancement of emergency medicine

One membership = benefits for every employee in that organization.

WHAT'S IN THIS TOOLKIT

- ✓ Quick talking points by membership category
- ✓ Email templates for outreach
- ✓ Phone/meeting script
- ✓ Social media posts (copy/paste ready)
- ✓ List of ideal organizations to refer
- ✓ Submission instructions and incentive details

WHO TO REFER

Ideal Referral Targets:

- Emergency physician groups
- Practice administrators
- ED medical directors
- Revenue cycle and billing companies
- Freestanding emergency centers (FECs)
- Supporting organizations (insurers, consultants, coding/charting companies)
- Collections vendors
- Any partner with ED business interests

PRO TIP:

Ask your billing company which of their clients are NOT EDPMA members. Those clients are perfect prospects.



TALKING POINTS BY MEMBERSHIP CATEGORY

CATEGORY	TOP BENEFITS TO EMPHASIZE
<p>PHYSICIAN GROUPS</p>	<ul style="list-style-type: none"> • Advocacy wins often exceed dues cost • Direct policy/reimbursement expert access • Operational problem-solving community • Full-team resource access
<p>➔ Physician Group Dues Criteria</p>	
<p>BILLING & RCM COMPANIES</p>	<ul style="list-style-type: none"> • Competitive edge through real-time intel • Direct access to physician group decision-makers • ED revenue cycle best practices education • Advocacy protecting billing operations
<p>➔ Billing & RCM Company Dues</p>	
<p>FREESTANDING EMERGENCY CENTERS</p>	<ul style="list-style-type: none"> • FEC-specific reimbursement advocacy • State-level FEC regulation guidance • Unique FEC challenge problem-solving • National policy representation
<p>➔ Freestanding Emergency Centers Dues Criteria</p>	
<p>AFFILIATES (Hospitals, Support Vendors)</p>	<ul style="list-style-type: none"> • Money-saving advocacy wins • Federal/state policy expert access • Collaborative problem-solving environment • Capitol Hill representation
<p>Affiliates Dues: \$3,000 flat rate</p>	
<p>SUPPORTING ORGANIZATIONS (Consultants, Insurers, etc.)</p>	<ul style="list-style-type: none"> • C-suite decision-maker access • Client needs/industry trend insights • Thought leadership positioning • Webinar and content opportunities
<p>➔ Supporting Organization Dues Criteria</p>	

SPONSORSHIP & PARTNERSHIP TALKING POINTS

Use these when discussing partnership opportunities (\$7,500+ commitments):

✓ **Reach Key Decision-Makers**

C-suite executives, physician group leaders, practice administrators, RCM directors

✓ **Brand Visibility**

Prominent positioning at Solutions Summit and RCM Workshop

✓ **Generate Qualified Leads**

Direct access to engaged prospects seeking operational, billing, and compliance solutions

✓ **Demonstrate Thought Leadership**

Speaking opportunities, educational sessions, content partnerships

✓ **Maximize ROI**

Focused audience means no wasted impressions

✓ **Year-Round Engagement**

Sponsorships extend beyond events to webinars, publications, digital platforms

✓ **Flexible Options**

Custom packages from \$7,500 to premier partnership levels

✓ **Networking Access**

Enhanced opportunities with EDPMA leadership, board members, committee chairs

EMAIL TEMPLATES

Outreach Templates by Membership Type ➡ [Download Template](#)

Partnership Outreach Template ➡ [Download Template](#)

PHONE/MEETING SCRIPT

“I’m part of EDPMA, the leading association for emergency department practice management. Their advocacy, policy expertise, and real-time updates have been incredibly valuable. I think your organization would benefit, too—especially around reimbursement, compliance, and payer trends. Would you be open to an introduction or receiving more information?”

IF THEY SAY YES:

“Great — I can make an introduction or submit your contact information through EDPMA’s referral program. Someone from their team will reach out directly.”

SOCIAL MEDIA POSTS (COPY & PASTE)

POST 1

Proud to be part of EDPMA, the leading voice in emergency medicine practice management. If you’re in ED operations, RCM, or emergency medicine leadership, you should be a member. Want an intro? I’m happy to connect you! #EDPMA #EmergencyMedicine

POST 2

I’m participating in the EDPMA Member Referral Program! Know an ED physician group, RCM company, or support organization that should join? Message me and I’ll connect you. #EDAdvocacy #HealthcareLeadership

HOW TO SUBMIT A REFERRAL

1. Visit the referral page: <https://edpma.org/member-referral-program/>
2. Submit the organization’s name and contact info.
3. EDPMA follows up directly.
4. If they join or commit to partnership, you qualify for awards.

PROGRAM INCENTIVES

All qualifying referrals receive:

- Awards Ceremony recognition at Solutions Summit
- Branding on the Summit step-and-repeat wall
- Top 3: Video interview featured on social media

Prizes:

1st Prize: Free 2027 Summit registration + on-stage recognition + spotlight feature

2nd Prize: 50% off Summit or RCM Workshop + certificate + recognition

Tiebreaker: Highest dollar value generated through referrals

FREQUENTLY ASKED QUESTIONS

Q: What counts as a qualifying referral?

A: A brand new company joining EDPMA or committing to a partnership of \$7,500+.

Q: When is the referral year?

A: Year 1: RCM Workshop Solutions Summit (2026–2027)

Ongoing: Solutions Summit RCM Workshop

Q: How many organizations can I refer?

A: Unlimited.

Q: Can I refer organizations outside emergency medicine?

A: If they have ED business interests (vendors, consultants, supporting services), yes.

Download the [Proud EDPMA Member Digital Badge](#) to include with your social post!

CONTACT US:

✉ membership@edpma.org



edpma.org