

Report No.	16	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	NYSDA Support Services			
Date Submitted:	May 6, 2024	Reference Committee <input type="checkbox"/>	Direct to House <input checked="" type="checkbox"/>	
Total Financial Implication:	\$ none			
Amount One-time	\$ none	Amount On-going	\$ none	

Report of NYSDA Support Services

NYSDA Support Services (NSS) is the business services subsidiary of NYSDA that seeks opportunities to further enhance the value of NYSDA membership. The Board of NSS identifies prospective program/services, evaluates businesses providing such functions and formulates mutually beneficial contracts, negotiates on behalf of its sole client, NYSDA, and regularly monitors, reviews and re-evaluates the value of these endorsements. The goal is to engage with credible, dependable vendors to provide discounted or value-added services to the membership and gain royalty income for NSS. While financial compensation is desirable, it is secondary to the benefits provided for NYSDA members.

NYSDA Support Services (NSS) began the year on a less-than-positive note, with two contract terminations. The first was initiated by Abyde, a HIPAA compliance provider, with the other from amalgam recycling company Solmetex. Revised financial considerations were cited by each when exercising the contract termination. We interpret this a consequence of NYSDA's declining membership as it correlates directly to the value NSS provides to affinity partners. The erosion of our market share continues to diminish our leverage and makes it increasingly difficult to position NYSDA as a preferred partner for long-term collaborations.

To avoid further cancellations and grow revenue for both the vendors and NSS, our strategy moving forward is to focus on being more proactive in enhancing visibility and marketing of our existing programs and the benefits they offer members. We launched a new Endorsed Vendor Feature in NYSDJ and NYSDA News, which will allocate a substantially larger amount of editorial space toward NSS program promotion. Our endorsed vendors are enthusiastic about the opportunity to have their marketing campaigns shared more regularly, and we expect the increased frequency of promotional messages will lead to greater member engagement and revenue.

We will also work closely with the NYSDA Marketing Department to have endorsed vendor program info regularly scheduled across NYSDA social channels.

The NSS Board met in November at MLMIC's Manhattan office. The meeting included a presentation by Prosites Chief Technology Officer Keith Washington. As our endorsed vendor for digital communications, Prosites sought to expand the current endorsement

to include its new patient review platform, which provides an integrated system for reputation management across social media. The program was unanimously approved.

The meeting also included Bank of America Sr. Vice Present Mohamed Abdullah, who presented a market overview and revenue forecast. Bank of America continues to be the top revenue generator for NSS.

The spring Board meeting will be held virtually in May and will include a presentation by Black Talon, a provider of cybersecurity services that is currently used by NYSDA. The Board considered an endorsement of Black Talon last spring but declined at that time. In light of the ever-increasing scope of cyber threats faced by businesses in general and NYSDA leadership in particular, it was determined that this type of service is critically important. There will also be a presentation by payroll services provider ADP.

Earlier this year, NSS paid a \$150,000 dividend to its sole shareholder, NYSDA. In addition, it reimbursed NYSDA \$90,000 for the operating services it provides to NSS, which has no employees. In addition, NSS contributes \$5,000 to help underwrite the President's event at the NYSDA annual House of Delegates meeting. No NSS monies are paid to staff or given as honoraria to the Board or other volunteer members.

The Board of NYSDA Support Services submits the following slate to serve on its Board for the year 2025:

Dr. Dimitrous Kilimitzoglou – Chairman (2-2026)
Mr. Michael Herrmann – President (EO) (NYSDA Executive Director)
Dr. Mark Weinberger – Treasurer (2-2025)
Dr. Minerva Patel (2-2025)
Dr. Roxene Gascoigne (2-2025)
Dr. Tricia Quartey-Sagaille (2-2026)
Dr. Mina Kim (1-2025)
Dr. Mario Silvestri (1-2025)
Dr. Paul Leary (NYSDA Secretary-Treasurer) (EO)

At-large Board members may serve up to two three-year terms. The term of office is noted after each person's name. The first number represents whether that member is in their 1st or 2nd term, while the second number indicates the year through which that term runs. "EO" members serve by virtue of their position, or ex-officio.

We welcome input from NYSDA leadership regarding potential opportunities for new endorsed services, as well as recommendations for prospective Board members who can support our long-term vision.