



# MUSE Commercial Member Priority Points System

## MUSE COMMERCIAL MEMBER PRIORITY POINTS SYSTEM

MUSE appreciates the support provided by its community of Commercial Members. As such, MUSE has implemented a “points” strategy to recognize member companies for their loyalty and generosity. MUSE would not be a successful independent user group without the collaboration of its Commercial Members.

### HOW CAN POINTS BE EARNED?

Like many recognition systems, MUSE will award points based on a number of criteria. Again, the basis is to acknowledge loyalty and various manners of support. Below are the current Priority Points categories. MUSE may add new categories at any time.

**Year joined** – MUSE has been active for more than three decades. And, some Commercial Members have been participants for almost as long! Earn a point for each year of sustained membership.

**Recruitment** – MUSE’s commitment to bringing value to all MEDITECH hospitals is demonstrated by rewarding Commercial Members who are key in recruiting new Facility Members. Commercial Members who are listed on a Facility Member’s application recommending the new facility to join MUSE, will receive 5 priority points per new MUSE Facility member.

**Sponsorship** – MUSE events are generously supported financially by the Commercial Members. And recognition is due. Points are determined by the total sponsorship dollars received divided by 1,000. Points are awarded once payment has been received. Points are rewarded for those sponsorship opportunities available outside of conference events too.

**Advertising** – MUSE Matters, the MUSE magazine offers relevant industry information and MUSE material to more than 4,000 subscribers. Points are determined by the total revenue received from magazine advertising in one calendar year divided by 1,000. This award is issued at the end of each calendar year.

**Exhibiting** – Exhibit at the annual International MUSE conference and earn one point for each \$1,000 spent on booth fees.

See the sample points table below:

Company	Year Joined	Seniority	Advertising	Sponsorship	Total
ABC Systems	1998	20		5	25
Health Systems	2013	5	2	10	17
XYZ Corporation	2002	6	10		16
AAA Software	2003	15			15
Interface Product	2015	3		5	8
Health Hardware	2015	3	1	2.5	6.5
Apex Consulting	2012	6			6
Help Group	2016	2			2

### HOW WILL THE POINTS BE USED?

- Those Commercial Members with the greatest number of points will be given priority for event booth selection and advertisement placement.
- For most MUSE events, active Commercial members may secure booth space online. The date and time to select and purchase booths is based on priority points.
- For MUSE Community Peer Group events, priority points are considered for booth opportunities. Refer to the document MUSE Events – Exhibitor Guidelines for complete details.

### NOTE:

- Timing is key. Based on Priority Points, other Commercial Members will be offered the opportunity to secure booth space on subsequent dates and times.
- MUSE reserves the right to reassign booth space and/or limit the selection in specific booth categories. The decision of whether these actions are taken will be made based on the best interest of MUSE and will be made at the sole discretion of MUSE.
- Should one Commercial Member company be purchased by a second Commercial Member company and chose to only pay one MUSE membership fee, the parent company will be assigned the accumulated Priority Points of both companies in question. The new post-merger company will then accumulate all new Priority Points as they are earned.

## CAN POINTS BE DEDUCTED?

Yes. Priority Points can be deducted in accordance with the Commercial Member Rules and Regulations. Should a Commercial Member contravene a bylaw, rule or regulation, the applicable penalty will be applied against the Commercial Member's total points. Any questions regarding rules, regulations or bylaws should be discussed with a MUSE representative prior to any action being taken.

## WILL THE POINTS TABLE BE AVAILABLE FOR VIEWING?

Yes, the table will be posted to the Library section in the Members Only area of the MUSE website. Only the points per category for each Commercial Member will be displayed (as shown in the above table example). No other information (such as specific advertising arrangements or sponsorship agreements) will be available.

- Note that the MUSE Board reserves the right to add, edit or delete point categories. Commercial Members will be informed of any changes to the system.
- Any award discrepancies can be appealed directly to the MUSE CEO and MUSE Board of Directors.

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