Cleveland Clinic Joins the Association of Membership Medicine Professionals as a Founding Institutional Partner

New partnership supports AMMP's work to advance best practices, research, advocacy, education, and collaboration across a growing membership medicine field.

NEW ALBANY, OH, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- The Association of Membership Medicine Professionals (AMMP), a nonprofit trade association serving the membership medicine field, today announced that Cleveland Clinic has joined as a Founding Institutional Partner, one of a growing number of institutions signing on to help shape AMMP during its founding year.

> Cleveland Clinic's decision to join reflects the momentum we are building in this formation year."
>
> *Jim Lawlor, DO, MBA - Founder and Board Chair, AMMP*

AMMP is the first trade association built as a big tent for the full spectrum of membership-based care, uniting clinicians, health systems, and innovators across concierge medicine, direct primary care, and hybrid models. Founding Institutional Partners help shape AMMP's early priorities, including best practice sharing, benchmarking standards, governmental advocacy, and CME and educational programming that will guide the field going forward.

Cleveland Clinic's participation brings the perspective of one of the country's most respected academic health systems to that effort, helping inform AMMP's research and education initiatives and contribute to a shared body of knowledge that benefits the field as a whole.

"Cleveland Clinic's decision to join reflects the momentum we are building in this formation year. Their participation lends credence to the growing interest in diversified care delivery systems, in response to the burden placed on the fee-for-service ecosystem, rising patient demand for new ways to receive care, and the growing physician shortage." Jim Lawlor, DO, MBA - Founder and Board Chair, AMMP

AMMP is model agnostic by design, welcoming organizations regardless of size, setting, or structure. Its work is guided by a simple goal: to become the professional home and voice of the industry.

As a nonprofit, AMMP is uniquely positioned to address issues that may receive less attention in a commercially driven environment, including public perception and education, primary care recruitment and sustainability, and broader questions surrounding the role of membership-based models in the future of care delivery.

Organizations participating as Founding Institutional Partners have an opportunity to contribute to AMMP's development during its formative period while helping establish resources, standards, and infrastructure intended to benefit the broader membership medicine community.



AMMP Crest

About the Association of Membership Medicine Professionals

The Association of Membership Medicine Professionals (AMMP) is a 501(c)(6) nonprofit trade association supporting standards, education, collaboration, and professional cohesion across the membership medicine spectrum. AMMP was founded to give the field a shared home and a unified voice, regardless of practice model or setting.

Health systems and organizations interested in joining AMMP as a Founding Institutional Partner can learn more at MemberMed.org or by contacting info@membermed.org.

Website: MemberMed.org

James Lawlor, DO, MBA - Founder & Board Chair
Association of Membership Medicine Professionals (AMMP)
email us here
Visit us on social media:
LinkedIn
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/943111278

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.