

MEDCHI, THE MARYLAND STATE MEDICAL SOCIETY
HOUSE OF DELEGATES

CC Report 1-13
Informational

INTRODUCED BY: Communications Council

1 The Council on Communications, co-chaired by Bruce Smoller, M.D. & Dr. Shital Desai, met in
2 November, and will have its next meeting on Monday, May 6. In addition to the chair, the
3 Council membership includes Drs. Audrey Corson, Stephen Rockower, Jim Novick, Larry
4 Green, Shannon Pryor, Bart Gershen, and Michael Dobridge. Staffing attending included Debbie
5 Sciabarrasi and Susan D'Antoni. Gene Ransom has also participated and provided excellent
6 reports about what MedChi has accomplished in the area of communications, public relations
7 and media relations.

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9 With September, 2012 House of Delegates' approval of the Council recommendations, the
10 Council began work to implement the recommendations. The Council developed action plans for
11 each recommendation, and, together with staff have begun to work on accomplishing those
12 action plans.

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14 In addition, the Council is presently conducting a Print Publications Review. By comparing
15 *Maryland Medicine* to other publications which are targeted to physicians, the feedback will help
16 us improve *Maryland Medicine's* effectiveness as a primary communication tool for MedChi's
17 members. Members of the Board of Trustees, Council Chairs, Communications Council, and
18 select other MedChi members, MedChi staff and component staff received the request to
19 complete the review which requires approximately 15-20 minutes.

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21 Six publications are included in this review: five state medical society publications and one
22 non-association publication. In addition, a questionnaire was developed in SurveyMonkey to ask
23 for feedback about particular aspects of the publications' content, design, readability and overall
24 appeal and how *Maryland Medicine* can be changed to be more effective. The Council will
25 review the survey results at its meeting in May.

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27 MedChi has increased its social media efforts. During the 2013 General Assembly Session,
28 MedChi ran three Facebook ads on Step Therapy. Based on the criteria set up for the ads, they
29 reached over 76,000 people and received 118 clicks.

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31 The Council welcomes the appointment of new members to ensure that our efforts represent a
32 cross-section of physicians and their communications preferences.
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