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

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

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

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

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

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