

Central Line Performance Review Phase 2 (Action)
Evaluation of March 16 board outcomes
Staff-Leadership Response and Implementation Plan
May 18, 2018

Why the board is discussing Central Line recommendations: The board requested and conducted a performance review of Central Line at the March meeting. There was agreement that ideas generated by the board and staff would be returned to the board in May for further discussion and possible action. The review included: (1) A review of the origin of Central Line; (2) The function and functionality of Central Line; (3) Membership participation over time, geographic participation, interest area participation, and accessibility and use.

Major points surfaced during the discussion at the March 16 BOD meeting is in black font and the red font represents the reply of CMS Sr. Directors, CEO and elected leadership:

- Year one performance – Board members were pleased with first year performance, specifically the number of members that have engaged and how the program has opened new lines of communication with members.
- Application upgrades –
 - Board members want to be able to identify names of physicians and their votes and comments when reviewing votes by district.
 - **Answer: Can do! Consider it done before the July meeting.**
 - Others want changes to the time when Central Line text alerts are sent from midnight to the morning.
 - **Answer: We will change the Central Line alerts time to be set for 7:00am (peak response time).**
 - Others are interested in creating an IOS/Android app version of Central Line so that it can move away from email notifications to app-based notifications.
 - **Answer: The broader conversation currently underway is moving membership onto one platform that members carry in their pocket, thereby making CMS more relevant. Moving Central Line to apps is not realistic without major up front and on-going expenses, and perhaps we must move in this direction. There would need to be versions developed separately for iOS, Android, Windows, and each of them constantly maintained to support updates to each individual O/S, as well as continued support for users still on old versions. Additionally, they wouldn't replace the web version which would still need to exist for anyone who doesn't wish to download an app to participate. The CEO and Sr. Directors are assessing along with other communications changes and upgrades.**

- Others expressed interest in modifying the program to allow respondents to suggest amendment language. Questions were raised about how allowing amendments could be operationalized given the purpose and architecture of the current system.
 - **Answer 1:** This suggestion is not practical and would take a major change in the technical functionality of Central Line. In terms of not being practical, consider as an example: (a) A Central Line proposal is sent to members two weeks before the board votes; (b) The first 50 respondents vote on the original proposal; (c) The first amendment is added; (d) The next 50 respondents vote on version 2 of the proposal; (e) The second amendment is added; (f) The next 50 respondents vote on version 3; (g) The fourth amendment is added; (h) The next 50 respondents could vote on a proposal very significantly altered for its original form. Where do we go from here?
 - **Answer 2:** The alternative to an amendment process could be a Central Line feature that provides members with an opportunity to “pre-submit” a proposal and to ask for edits and input before the proposal is submitted on Central Line. Once the applicant member was satisfied with the input received, he or she could submit a formal proposal on Central Line.
- Marketing – Driving more awareness about Central Line is important. Information on the program must be much more prominently displayed on the CMS web site.
 - **Answer;** CMS will develop graphics and a greater presence on a new CMS website (already underway).
- Marketing efforts using multiple mediums must be intensified.
 - **Answer:** CMS has the following communication vehicles available.
 - Colorado Medicine - magazine features, infographics, advertisements or medical news briefs
 - Email blasts through Constant Contact - standalone message and/or included in ASAP
 - Website - large content feature and carousel feature, with additional news articles posted to keep the topic in the “news” widget on the front page
 - Direct mail - letter from the president (or other leadership) and/or postcard
 - Social media: Twitter - not a great promotional tool as most followers are not CMS-member physicians; we have discussed but not implemented Facebook (other than the medical students and alliance, which we do not control) - like Twitter, a company Facebook page likely wouldn’t be limited to our members only. Some components have started Facebook “groups” that they can

- limit to their members-only but this would take heavy administration.
 - Component partnerships – Some component societies are already promoting Central Line. CMS and component executives should consider content that features Central Line “how-to”, the number of component members participating; spot light members that passed a policy proposal, among others.
 - Regional forums/speaker circuit - When a CMS leader is invited to a component board meeting or other event, make sure the leader is equipped to promote Central Line with PowerPoint and handouts
 - Text message blast to our cell phone list encouraging folks to log in and join interest groups.
- Others marketing recommendations:
 - Brief how-to videos be developed to help drive more use.
 - Answer: Great idea! Evidence shows that this approach is effective. Videos can easily be filmed and easily distributed by email and social media. It is quickest and most cost-effective to use a platform like ReadyTalk to record a staff or physician speaker talking while a PowerPoint presentation plays.
 - Contests or other incentives to drive more use.
 - Answer: We respectfully suggest that recognition of members should be tried prior to contests or other incentives. We would take the following actions:
 - Continue recognition and appreciation from board member to constituent colleague
 - Suggest to components that they recognize a physician or physicians who have successfully used Central Line to create CMS policy or for CMS to take action.
 - Publicize all physicians who participate in Central Line (there are several ways to do this).
 - The medical students are advertising Central Line on their Facebook page.
 - CMS board member Sofiya Diurba conducted a conference call on May 1 with CMS the CMS IT Department to provide additional input. These recommendations are only now being compiled and analyzed. The call was very helpful.
 - Virtually coach through a webinar;
 - Answer: Yes, will do! This will be a video that is embedded on the home page of Central Line and on the page “Submit a Proposal”
 - **CMS Leadership CEO-Sr. Director recommendations**

- Board member to constituent communications
 - We will schedule a thank you message from board members to all new Central Line participants after each board meeting
 - We will schedule a mid-summer communication asking current Central Line participants to take the next step with Central Line by logging in and joining an “Interest Area”
 - We will in 2019 experiment with several board members on constituent U.S. mail marked “personal” asking their constituent colleagues to participate in Central Line
 - End of the year communication:
 - Thank you from board members to constituent colleagues for participating
 - What suggestions do you have?
 - What do you think the board needs to know?
 - Experiment with several interested board members and their component executive in 2019 to host a local “meet and greet” or “Insider Briefing” for Central Line participants hosted by the board member
 - Review the policy manual, identify policies that should be updated and ask a specialty society or a Central Line Interest Area group of physicians to submit the update on Central Line

DRAFT

MSC Central Line Performance Review



May 14, 2018

To: Board of Directors

From: Sofiya Diurba, Member, Board of Directors

Re: Medical Student Central Line Performance Review

A conference call was held with medical students and CMS executive staff on May 1 to provide student input on the board of director's performance review of Central Line. The student discussion also included the CMS web site. The following was well received by CMS executive staff and is under consideration by the CEO.

1. Central Line Recommendations

- a. Central Line is a pertinent engagement opportunity for Medical Students
- b. Links to Central Line should be easily available and accessible
- c. Adjust the salutation in the Central Line email to be specific to gender.
- d. Adjust the email format of the Central Line notifications
- e. Change the email mail notification subject lines to enhance appeal, (a splash/headline)
- f. Include "click baits" in the email to attract individuals to open up important links
- g. Increase student awareness via on-campus flyers/posters and on facebook

2. CMS website:

- a. Create a Medical Student Page prominently located that may include but would not be limited to the following:
 - i. Engagement opportunities for students
 - ii. Upcoming events/activities that Medical Students can attend
 - iii. Links to Central Line
 - iv. How medical students can get involved with policy
 - v. Contact information for CMS-MSC leadership and staff; our board of directors' liaison and the CMS elected leadership
- vi. Resources

Thank you for the opportunity to participate in the Central Line performance review.



DRAFT