



2017 PERFORMANCE

Central Line
YOUR PROFESSION. YOUR FUTURE.

Central Line was purposefully designed with the following goals:

- 1 Empower member participation in Colorado Medical Society policy making and governance
- 2 Capture broad member input, 24/7
- 3 Bring individual member perspectives to board decision making

MEMBER ENGAGEMENT

Member Participation

30%



1,833
Members Voting

6,224
Votes / **569**
Comments

Average Repeat User Rate

64%

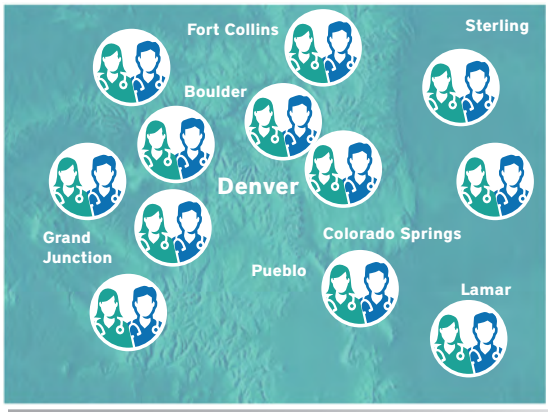
36%

Average New User Rate

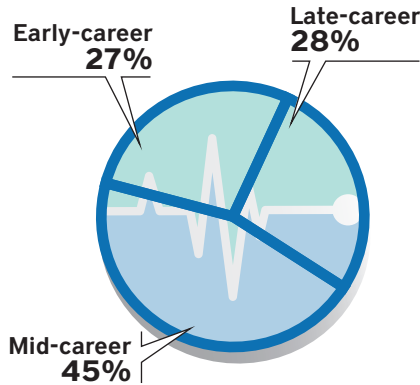
MONTH TO MONTH

ANYWHERE, ANYTIME ENGAGEMENT

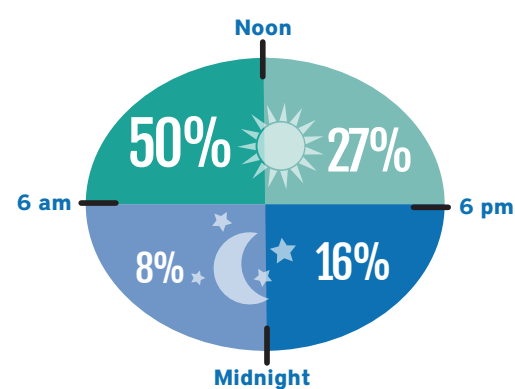
Statewide Physician Participation



Career Stage Participation



24/7 Voting



11

PROPOSALS CONSIDERED

- ✓ Central Line gave voice to top physician concerns and turned ideas into action
- ✓ HOT TOPICS: From health plan administrative burdens driving burnout and health care reform, to Medicaid block grants and prescription pricing, to the opioid crisis and prior authorizations
- ✓ **92%** average approval rating by members of board actions on Central Line proposals

INTEREST AREAS

204

Members utilized their expertise within interest areas

93%

Participation rate in Central Line by interest area doctors

PHYSICIANS SUPPORT CENTRAL LINE

69%

of CMS members are familiar with Central Line



88%

Of members support **(65% strongly)** using Central Line to solicit input from membership on policy ideas



"This is the first time in my career of over 30-years that I have felt like an active participant in CMS. Keep up the great work!"
- Mesa County physician

