Central Line: A win-win
Functionality and registration

The Colorado Medical Society is excited to launch Central Line, a new and balanced approach to governance and member participation that brings member voices directly into the CMS boardroom.

Central Line empowers members to give your board representative input before or after policy votes, give input to colleagues on policy proposals they submit to CMS, and submit policy proposals virtually 24/7.

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2. The CMS Policy Office receives policy proposals and assigns the proposal to an Interest Area. Physicians who have self-selected to an Interest Area have the first opportunity to review and provide input on a proposed policy.

3. Two weeks before a board meeting that the policy is scheduled for a vote, all members will receive a Central Line email or text from your board member that includes a link for your “yes,” “no” or “maybe” vote with a comment box. There is no log-in required for this step, just use the link in the email you receive.

4. Your board member will personally review your input and your comments before voting at the CMS board of directors meeting on policy proposals.

5. The 18-member CMS board of directors will discuss the proposed policy, informed by member input and comments, and vote.

6. Immediately after the meeting, your board member will notify you of the BOD vote, and you can vote again whether the board “got it right” or not.

7. If a majority disagrees with the board, the policy will be reconsidered at the next meeting.

8. Central Line is truly a revolutionary application because it will provide you with an unparalleled voice in CMS with just a few clicks of a mouse — all from the convenience of your desktop, laptop or mobile device — and make CMS a more grassroots responsive and effective organization. It’s a win-win.

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2017 PERFORMANCE

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

Statewide Physician Participation

Career State Participation

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

50% 27% 16% 8%
12 Noon 6 pm 6 am Midnight

24/7 Voting

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

Source: 2017 Statewide CMS Membership Poll
Physician-driven: Central Line makes our governance horizontal, not vertical; interactive, not linear; and linked directly to every CMS member. CMS is the only state medical society in the country with this innovative and unique membership participation feature. Since its inception, members have responded to our call for engagement in impressive numbers, providing invaluable comments and votes to give members of the board of directors direct peer input before and after votes on policy issues.

2018 PERFORMANCE

2,794 members voting
9,202 votes
707 comments

MEMBER PARTICIPATION

> 46%

2017 TO 2018
INCREASE IN MEMBER PARTICIPATION

> 52%

COLORADO MEDICAL SOCIETY

24/7 VOTING
- Midnight - 5:59am
- 6:00am - 11:59am
- Noon - 5:59pm
- 6:00pm - 11:59pm

272 MEMBERS UTILIZED THEIR EXPERTISE WITHIN INTEREST AREAS

93% PARTICIPATION RATE IN CENTRAL LINE BY INTEREST AREA DOCTORS

CAREER STAGE PARTICIPATION
- Early career
- Mid-career
- Late career

13 proposals considered covering the following pressing issues:
- Medicaid fee disputes
- Marijuana
- New CMS mission, values and strategic goals
- Health care reform
- Maintenance of licensure
- Stem cells
- Drug pricing transparency
- Mandatory childhood vaccinations

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AVERAGE REPEAT USER RATE

> 76%

AVERAGE NEW USER RATE > 24%