

NCMGMA Communications Task Force Report

Purpose of Task Force:

- To ensure that our messaging is received correctly by members of NCMGMA
- Identify means to expand the reach of NCMGMA
- Propose NCMGMA communication ideas

What have we done thus far:

- Membership Survey on the effectiveness of our efforts thus far
- Dug into website analytics to understand membership flow within site
- Began planning for 50yr. NCMGMA anniversary communication
- Provided recommended communications strategies based on survey / website findings
- Proposed a trickle-down approach towards a communications strategy based on member feedback

Plan moving forward: See below

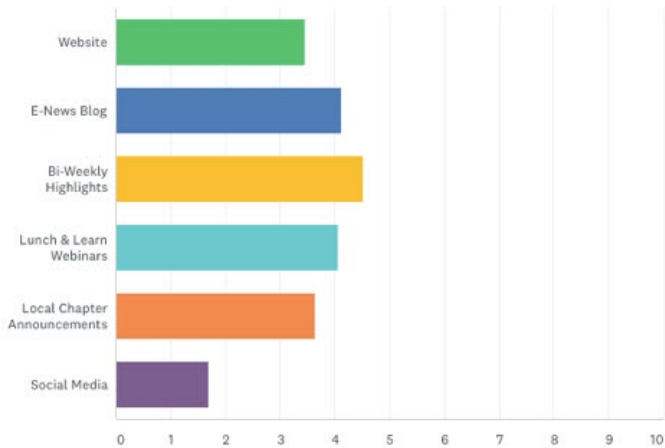
Strategy

Q12



Please rank the following communications tools in order of importance/relevance, with 1 being the most relevant.

Answered: 45 Skipped: 6



Communication Strategy

Weekly Content to Website & Social

- Thought Leadership
- Alliance Sponsored Content
- Updates on Legislation, reimbursement, etc.
- Marketing Updates & advancements
- Develop CTA to increase engagement

Bi-Weekly e-mail Blast

- Video Message from BOD
- Repurpose Weekly content
- Promote Alliance Sponsor Webinar
- Build awareness of 50th Anniversary

Monthly Webinars

- Alliance Sponsor Education
- Continuing Education Sponsors
- Invited Guests (Legislatures, Pharma, etc.)