

## **Eastern Michigan Chapter – Healthcare Financial Management Association**

### **Media Committee 2018-2019**

#### **1. A brief summary of the purpose and current status of your committee (including average attendance and succession plans).**

The purpose of the media committee is to publish and promote HFMA, the chapter, our meetings, social activities, members, events and healthcare relevant news to our members and prospective members. Today this is accomplished via social media, the chapter website and [News Flashes](#).

Currently we post the Newsblast quarterly. The News Flashes actively supports the chapter's mission of providing high quality educational articles and professional developmental opportunities and updates.

Secondarily, we create and support social media communication. This includes:

- [LinkedIn](#) group, now over 500 members.
- [Twitter](#) account, with 361 followers and climbing.
- [Facebook](#) currently has 44 followers but we are actively reviewing a marketing strategy to have more followers.

#### **2. Highlights of 2017-18 committee accomplishments**

- Touching on member recruitment, rolling out snippets each month via email, newsletter articles and process improvements.
- We continued to maintain the newsletter.
- We increased focus on social media, and significantly increased the information pushed out via these sources.
- All social media groups showed an increase in followers. We will continue to seek growth, particularly with Facebook.
- Initiatives were taken to renovate the website, which was tasked to Susan to revamp.

#### **3. Highlights of 2016-17 committee accomplishments.**

- We have continued to maintain the Newsletter for 2016/17. We had limited resources to do the revamping we were hoping for with the Newsletter and are devising a strategy for the 2017/18. We are still continuing to use Twitter to deliver updates and current news. We still provide industry news in the newsletter, but have also been providing timely and regularly tweets (multiple times per week as opposed to quarterly) via Twitter.
- A recent 2016 survey was sent to members for questions pertaining to Social Media. There were 100 participants. From the results, 44% of users prefer to rely on Facebook for the HFMAEMC updates, 28% prefer to rely on emails, and LinkedIn came in 3rd with a 15% response rate, followed by Twitter and Instagram at 2% each. Four percent of participants used all social media

equally and 5% wanted something else. Here are their responses: (**Note:** We still have to determine if LinkedIn webinars would be cost effective and productive. Based on these findings, it makes more sense to start off with facebook and introduce LinkedIn links into Facebook, as well as links to our HFMA-EMC website.)

(1) Emails mostly - would like to learn more about twitter and Facebook - never have time to learn but would like to

3/25/2016 8:45 PM [View respondent's answers](#)

(2) Email & LinkedIn

3/23/2016 1:40 PM [View respondent's answers](#)

(3) I mostly use emails and texting. I have a LinkedIn and face book account but rarely access them.

3/23/2016 12:45 PM [View respondent's answers](#)

(4) I use LinkedIn and my work e-mails equally for work.

3/23/2016 9:18 AM [View respondent's answers](#)

(5) Facebook (but only for personal use) and LinkedIn, but email mostly.

3/23/2016 9:12 AM [View respondent's answers](#)

- We presented “social media training” as part of the EMC Fall conference which focused mostly on Twitter. We had an immediate bump in Twitter followers that has seen a steady increase of follower to the 200 we have thus far (and climbing).
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- We acquired a “Hootsuite” license to enable us to post to multiple social media platforms simultaneously. As a result of our survey feedback, we will relaunch usage of this tool for Facebook, and Twitter – and possibly Instagram. We will continue to need a budget for Hootsuite.
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- Twitter page was launched in May 2014 to reach our tech savvy members as well as the younger careerists. (Study Breaks Magazine reports that 80% of college students use Twitter). As of April 2016 = 200 followers
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- Regularly posting Chapter related news and events and retweeting from HFMA and other healthcare and news organizations the top stories and articles in healthcare finance, especially those impacting Michigan providers via Twitter and LinkedIn
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- Continued to leverage LinkedIn – added many new LinkedIn members to group and used it as a tool to gain new membership to the chapter. (Now up to 297) Members on LinkedIn page)
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- Broadcast key chapter events and initiatives via LinkedIn
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- Increased photography presence at events and quality of photography which enhanced the newsletter for this FY.
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- Prior Goal 2014 – An increase in member satisfaction of the newsletter by 20% was proposed for 2014 but not realized. In 2013 it was 60% and in 2014

it increased to 64%, or a 6.7% increase from 2013. Most Newsletters were at 66%.

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- Prior Goal 2015 - The 2015 Goal is 69%, or an 8% increase over 2014.
  
- **Prior Goal 2016**- The 2016 actual result was 64%, down 2% from 2015's actual of 66%. However, this could be due to members relying more on our social media tools more, which include Twitter, LinkedIn, and Facebook. The overall for all chapters is still at 66%. Member's vote to improve the newsletter was at 12%, whereas the chapter average was 15%. When it came to members voting which one area they would want to see improvement, the newsletter was at 1% and 10% as a second choice.

Officially launch and promote a Facebook page. The page is set up and we have the Hootsuite tool in place – as such we will begin pushing substantial content via Facebook to provide industry news (Twitter feed), social activities, event calendar, event documentation (photos, handouts) and more. Thus far we have been hesitant to officially launch the Facebook page because of a few concerns including:

- Crossover of personal and professional lives
  - Tagged photos, comments, etc.
- Fear of personal details being made available to professional network (career impact) and vice versa.
- Limited ability to retweet meaningful news that's only available on Twitter

That being said, Facebook has implemented several security and blocking capabilities and the membership has indicated they prefer to use this more – so we will certainly proceed on this route.

- Encourage LinkedIn and our EMC website by providing the link through Facebook.

### **Objectives 2016-2017**

- Continue to use Skype Meetings every 4-6 weeks with Marina, Tina, and others who would like to be part of the media committee.
- Will be pursuing members that are interested in being a part of the media committee.
- Solicit feedback from members and committee chairs, board members, and officers to improve/enhance the newsletter content. We will continue to do this through meetings and surveys.
- Introduce a new member and a committee chair in each edition. We featured Sara Wolinski, Julie Hetrick, and Paul Lauzau, CHFP. Featuring a committee chair in edition to new members so we feature two people each newsletter would add more interest to the newsletter.
- Involve committees in writing summary recaps of their committee meetings and program committee for writing recaps of member meetings. We would like to pursue this for 2016-17. This was not done for 2015-16. We did, however, focus some of our efforts on the new CHFP program and successful participants who passed the exam.
- Investigate mobile apps options for the newsletter. (It has been determined that this was not a cost effective strategy, though it would be nice. Instead we focused on Twitter and making our newsletter readable via phone/mobile device

in the Constant Contact format) *This may be rolled down at the National level at some point but is not cost friendly for us to do at this point in time.*

- Provide articles on the latest and cutting edge healthcare news. Include data and statistics in our articles when feasible. Hot topics would be the Healthcare Exchange, Bundled Payments, ACO, and Population Health, to name a few. And also refer to the Survey Results of "Topics of Interest to Members" For 2016-17, work more on taking the "Topics of Interest to your Members" from the survey and incorporate those topics into the Newsletter to help meet the demands of topics members would like to see more (page 11 & 12 of the chapter survey).
- Set up a 'tag team' of photographers that can share all the Events we would like to photograph.
- Continue growing our Twitter feeds and increasing our LinkedIn Viewers through networking and Newsletter reminders.
- We will explore a new website platform that is more modern and user friendly with regular updates. We started to explore alternative platforms and designers, but are first awaiting word about a national HFMA web platform for the individual chapters. Either way, our goal this year is provide a fresh, new and modern-feel website. We may need a budget to do this if it's not introduced at the National level.

### **Objectives 2017-2018**

- The 2017 member satisfaction actual result was 64%, remaining the same as 2016.
- Validate via a survey the membership's desire for a traditional newsletter going forward and their interest for potential alternatives. Many chapters have sunset their newsletter and replaced it with alternative, modern options and now fully leverage their website and social media to deliver content.
- As part of this, we intend to explore pushing "newsletter type" content on a monthly basis via email /social media that links to a header on our web page.
- This content can then also be aggregated into a quarterly Newsletter for those that prefer the newsletter approach. *For example*
  - Month 1: President's message
  - Month 2: New member profile
  - Month 3: Update and pictures from a current outing/meeting
  - Month 4: Regional Exec message

The intent is that the info is more frequently released but also a quick read. This is more in line with current news consumption trends.

- Formulate a monthly editorial calendar with one topic per month. Engage volunteers who are interested in helping with the social media committee – and tasking them with a specific month (or more) to obtain and provide the content.
- The monthly content can still have sponsors listed at the bottom (e.g. this content sponsored by....)

- Per HFMA guidelines, our website should be our 'source of truth'. It should also be used as the sole source for signing up for member events and collecting payments. LinkedIn, Facebook, and Twitter revolve around the website which serves as the hub and source of truth.
  - Send out “like us on Facebook” requests to HFMA EMC members to increase our Facebook presence.
  - Leverage images and even video more on our social media and website
  - Explore having a web “Matrix” where committee chairs can post volunteer needs, and members can volunteer by “entering the matrix”. See example: <http://www.nchfma.org/membership/nchfma-matrix>
- **New goal 2018** – The 2018 member satisfaction actual result was \_\_\_\_\_

### **Objectives 2018-2019**

- Finish the website – get News Flashes working as intended (retaining an outside vendor if needed)
  - Officially sunset the newsletter, and begin using the News Flashes exclusively – plus Twitter / Facebook
  - Transition activities/ownership of Social Media activities over to the new volunteers (Twitter/Facebook/Website/News Flashes) and new co-chairs
  - Have a marketing campaign to get more people following the Facebook page
  - Leverage website for posting volunteer opportunity notifications and the ability to submit oneself for volunteering needs – even micro-volunteer opps to get people engaged on a low level that aren’t yet ready to jump in all the way
  - Get job/volunteer descriptions posted on the website (borrow from Oregon HFMA)
- **Submission Deadlines for News Flashes:** *(may be modified pending survey results, likely will at least be reduced to 4)*
    - June 11, 2018 submission deadline is June 1
    - September 10, 2018 submission deadline is August 31
    - December 10, 2018 submission deadline is December 3
    - March 11, 2019, submission deadline is March 1
    - June 17, 2019, submission deadline is June 7