



**Duval County Medical Society**  
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## MEETING MINUTES

### DCMS Journal & Communications Committee February 23, 2015 Sunil Joshi, MD- Chair

- Call to Order** Dr. Sunil Joshi, called a meeting of the Duval County Medical Society Journal & Communications Committee to order on February 23 at 6:15 pm, in the DCMS Office, 1301 Riverplace Blvd., Jacksonville, Florida.
- Attendance** Committee Members Present: Sunil Joshi, MD, James St. George, MD, Mark Fleisher, MD, Ali Kasraeian, MD
- Committee Members Absent: Ruple Galani, MD, Joe Sabato, Jr, MD, James Altomare, MD, Kim Barbel-Johnson, MD
- DCMS Staff Present: Bryan Campbell, Executive Vice President, Kristy Wolski, Communications Coordinator.
- MOTION 01-2-15** MOTION PASSED TO APPROVE THE OCTOBER 2014 DCMS JOURNAL AND COMMUNICATIONS COMMITTEE MINUTES, AS SUBMITTED.
- Journal Update** Kristy Wolski showed the committee the proof for the Spring journal issue, which is currently at the printer. Dr. Joshi commented the issue is easy-to-read, with a well written CME article.
- Ms. Wolski provided an update on the summer journal issue and thanked Dr. Kasraeian and Dr. Joshi for peer reviewing. She notified the committee that member Dr. Barbel-Johnson has not been able to remain an active participant in the peer reviewing process. The committee agreed to relieve Dr. Barbel-Johnson from her JCC duties, giving her the opportunity to resume later, if she so decides.
- Ms. Wolski informed committee members that Drs. Eric Sauvageau & Ricardo Hanel are the new guest editors for the Autumn issue. Dr. Awad was not able to fulfill his duties. Dr. Mobeen Rathore will be writing the CME article on HIV.
- Dr. Fleisher will be guest editing for the winter issue. He informed the committee he has several articles already turned in. He said he is still trying to find authors outside of his practice to write for the issue.

Ms. Wolski informed the committee that Dr. Andrew Daigle will be the Spring 2016 Guest editor. He has already turned in his author information sheet.

Ms. Wolski put out a call for 2017 topics, which sparked a discussion on whether to include more non-medical topics in future issues. Committee members discussed a variety of possibilities including symptoms as a topic, regulatory, insurance and practice issues. Members said they would like to have a journal that appeals to everyone in the medical society.

The committee decided to have Ms. Wolski send a survey to members asking what they would like to see in future journal issues. She will first send the survey to the committee for input and approval.

**Doctors On Call Update**

Ms. Wolski showed the committee a tentative schedule for Doctors on Call columns for 2015. Currently there are enough articles to run every week through May. She also informed the committee about submitting articles for the “Prime Time” section of the newspaper.

The committee discussed a peer review schedule for the articles and decided two members will edit four articles. The editing task will then rotate to the next two members.

**Journal Advertising**

Bryan Campbell notified the committee that advertising has not been quite as successful as hoped. Members discussed possibly ways to help E&M Consulting gain advertisers. Dr. Fleisher offered to contact some companies for his Winter issue. Ms. Wolski also will contact all future guest editors to ask them to help with the advertising process.

**Digital Update**

Bryan Campbell discussed changes we are working on to improve the website. He also announced changes to the E-news and explained each county is now receiving their own newsletter.

Ms. Wolski provided an update on social media, and explained she is trying to post at least daily. The committee discussed ways to increase engagement on social media.

The committee discussed holding a special digital retreat in May or June.

Ms. Wolski said she will send out an email of possible dates for committee members to choose from.

**Next Meetings**

The meeting schedule for 2015 is June 30 and October 27. The committee will also meet in either May or early June. The date is TBD.

**Adjournment**

There being no further business, the DCMS Board of Directors meeting adjourned at 8:00 pm.