



Duval County Medical Society
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MEETING MINUTES

DCMS Journal & Communications Committee June 30, 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 June 30 at 6:21 pm, in the DCMS Office, 1301 Riverplace Blvd., Jacksonville, Florida.
- Attendance** Committee Members Present: Sunil Joshi, MD, James Altomare, MD, Mark Fleisher, MD, James St. George, MD
- Committee Members Absent: Ruple Galani, MD, Joe Sabato, Jr, MD, Ali Kasraeian, MD
- DCMS Staff Present: Kristy Wolski, Communications Coordinator
- Guest Present: Shelly Bansal, MD

MOTION 01-6-15 MOTION PASSED TO APPROVE THE FEBRUARY 2015 DCMS JOURNAL AND COMMUNICATIONS COMMITTEE MINUTES, AS SUBMITTED.

Journal Update Kristy Wolski provided a brief update on the status of the Autumn & Winter 2015 journals. Dr. Fleisher provided an update on the editorial for the winter issue, which he is guest editing.

Ms. Wolski also provided an update on the 2016 journal issues. She shared that articles have been turned in for the Spring and Summer issues, and some author information has already been turned in for the Autumn and Winter issues. Ms. Wolski noted that for the summer issue on Nephrology the guest editor has turned in 5 articles from UF-Health, which is too many from one institution. The committee discussed reviewing the articles once they are all edited and then deciding which articles will be used in the issue.

The committee was introduced to Dr. Shelly Bansal, a cardiothoracic surgeon from Mayo, who is interested in joining the committee in 2016 and in being a guest editor for 2017. Dr. Bansal discussed her ideas for a topic on “heart failure.” The committee agreed to slate her issue for Spring 2017.

The committee discussed the idea of a creative writing section, which was suggested by Dr. Fleisher at the February committee meeting. Dr. Fleisher submitted a creative writing

piece and the committee members reviewed it. Members decided to include the piece in the Autumn issue, with a note asking readers to submit their creative pieces for consideration for future issues.

The committee reviewed and discussed the results of the journal survey, which was sent out following the last meeting. The results reignited the discussion on whether to include symptoms as a topic for some journal issues. Members said they would like to consider trying this once in 2017. They decided to submit topic ideas and discuss the topics at the next meeting in October.

Social Media Update

Committee members looked at the current DCMS social media platforms: Facebook and twitter. Committee members discussed ideas to get the DCMS membership more engaged on those platforms. They also discussed adding on an Instagram page. Ms. Wolski is going to make sure our residents/fellows are connecting to our platforms at the next Beers with Peers event.

Website Review

Ms. Wolski shared that the DCMS staff is actively looking at new companies to host our website and membership database. She explained that DCMS has a unique situation in that we handle membership and dues for 5 counties. Our website/database needs to be able to handle that, along with events management, email communication, CME testing & payment, a directory system for doctors and the public and needs to be phone/tablet friendly.

She updated committee members on a web meeting she, Bryan Campbell and Courtney Hassan had earlier in the day with YourMembership, a web management platform that came recommended from other medical societies. She showed an example of a web page designed by the company and explained some of their solutions to our current website dilemmas. She noted that moving to this platform would be about \$5000 more per year than our current system.

Ms. Wolski noted that DCMS staff will also be meeting soon with another company, CVENT.

Members agreed a new website is needed for DCMS and some money should be budgeted for the improvements. They said they would like to get a few more estimates, including perhaps some local vendors. They said they would like to have a potential budget ready by the next meeting on October 20, prior to the Executive Committee's budget meeting. Members also suggested having the county medical societies offset some of the cost if DCMS is going to continue hosting their websites.

They also asked a few questions about analytics for the current website. Ms. Wolski agreed to work with Bryan on obtaining the information.

Next Meetings

The next meeting in 2015 will either be October 13 or 20. Members are going to decide by email.

Adjournment

There being no further business, the DCMS Board of Directors meeting adjourned at 8:15 pm.