



Duval County Medical Society
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MEETING MINUTES

DCMS Journal & Communications Committee

May 8, 2018

James St. George, MD- Chair

- Call to Order** Dr. Ruple Galani, DCMS President and Committee Vice Chair, called a meeting of the Duval County Medical Society Journal & Communications Committee to order on May 8 at 6:08 pm.
- Attendance** Committee Members Present: James St. George, MD, Chair, Ruple Galani, MD, Vice Chair, Cynthia Anderson, MD, Mark Dobbertien, MD, Steve Dorman, MD, Kirsten O'Neil, MD, Gazanfar Rahmathulla, MD,
- Committee Members Absent: Megan Deacon-Casey, MD, Ross Jones, MD, Ali Kasraeian, MD, Manish Relan, MD, John Stauffer, MD
- DCMS Staff Present: Kristy Williford, Director of Communications
- Journal Update** Kristy Williford provided a brief update on the status of the Geriatrics, Breast Health, and Physician Training articles. All of these articles have been turned in and are currently in the editing process.
- Journal Publishing Decision** Bryan Campbell provided a final update to the committee regarding the contract with E&M Consulting, Inc., the journal and directory publisher. E&M Consulting enacted the out in the contract and will no longer be producing DCMS publications after the Spring 2018 journal issue. That issue is at the printer and should be mailing shortly. Mr. Campbell and Mrs. Williford sent a RFP for similar publishing services to 23 companies including local and national publishers, and local PR agencies. There were no bids for services similar to the level provided by E&M Consulting, Inc. that would be profitable for the DCMS.
- Mr. Campbell let the committee know that Heritage Publishing has offered to assist with the directory at no charge to the DCMS. DCMS members will be highlighted in the current Jacksonville Healthcare Guide and the DCMS will still be able to provide content for the directory. It will also include an advertisement for the Physician Wellness Program.
- Mr. Campbell tasked the committee with considering any and all options for the future of the journal and to look at what parts of the journal members find most valuable. Mrs. Williford provided an overview of the responses to the DCMS Annual Membership Survey that was

completed at the end of April. She let the committee know that Free CME on the DCMS website was ranked as the #1 member benefit by survey participants.

Committee members discussed many possibilities for the journal including print and digital versions. They also discussed a hybrid version that would enhance the online access to the journal but still provide at least one issue in the print version. Committee members suggested a variety of ideas including creating a user-friendly digital platform to provide at least one free CME to members each month, having the hospitals participate in the printed version and provide support, allowing advertorials, partnering with the publisher of the local magazine MD Life for ad sales, and changing to a newsletter format.

After discussion, committee members agreed that digital is the future of publications and that the DCMS should focus on enhancing this area of the website for members to receive CME.

Dr. Galani made the following motion: "Due to the circumstances at hand, the Journal and Communications Committee recommends that the DCMS move to a more enhanced online platform for CME with the option of producing a physical journal publication annually."

MOTION 5-01-18 MOTION PASSED TO APPROVE MOVING THE CURRENT JOURNAL FORMAT TO AN ENHANCED ONLINE CME PLATFORM WITH THE OPTION TO PRODUCE A PHYSICAL PUBLICATION ANNUALLY.

MOTION 5-02-18 MOTION PASSED TO APPROVE THE FEBRUARY 2018 DCMS JOURNAL AND COMMUNICATIONS COMMITTEE MINUTES, AS SUBMITTED.

Adjournment There being no further business, the DCMS Journal and Communications Committee meeting adjourned at 8:05 pm.