



2017-2018 EDITORIAL ADVISORY COMMITTEE REPORT May 31, 2018

Submitted by: Reid Horning, Dave Hoang, Kent Johnson

SECTION I: 2017-2018 CHARGES

The Editorial Advisory Committee was charged as follows for the 2017-2018 reporting period:

- The Editorial Advisory Committee shall publish a professional Journal to be used as a resource to the MPhA membership and the pharmacy community at large in regards to all topics related to Minnesota pharmacists and issues. The journal shall include articles which provide: industry updates, education, best practices and ideologies, legislative updates, and proposals which have an effect on the practice of pharmacists and pharmacies.
- Monitor and consider strategic changes to increase visibility and utility of MPhA communications.
 - Review and consider implementing suggestions coming from member surveys as appropriate
- Forwarding suggestions and leads to staff on website advertisers, Journal advertisers.
- Provide input and review of weekly Small Doses e-newsletter.
- Advise and participate in the development of content for the MPhA website.
- Identify ways to promote pharmacy practice or MPhA to outward facing publications.

SECTION II: 2017-2018 DELIVERABLES

The Editorial Advisory Committee was asked to make progress on the following deliverables for the 2017-2018 reporting period:

- See MPhA operational plans for communications & publications schedules
- Submit two articles to outward facing publications
- Final Report to the House of Delegates – May 4, 2018
- Committee co-chairs, please report to the incoming President in May as to whether you are willing to continue serving as co-chair and/or suggestions for co-chairs from your committee for the following year.

SECTION III: REPORT OF COMMITTEE ACTION ON CHARGES AND DELIVERABLES

The Editorial Advisory Committee respectfully submits this final report to the House of Delegates for the 2017-2018 reporting period:

Minnesota Pharmacist quarterly publication. This publication is electronically available to members for all four quarterly issues, and also to non-members for the yearly Winter issue. Archived back issues are available on the MPhA website. The 2017 Winter issue of the *Minnesota Pharmacist* had about 2,500 views and 11,500 click-backs. Note the higher viewing numbers because of the greater number of potential readers. The Spring issue was sent to about 2,000 emails and had 950 views and 4,400 click-backs. The Summer issue had 1,000 views and 3,600 click-backs. The Fall issue was emailed to about 1,600 accounts and had 800 views and 3,600 click-backs. The Journal continues to focus on innovative members and practices, student and resident projects,



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national and state legislative and legal updates and providing updates about the important work being carried out by MPhA.

We have tried to assure a Member Spotlight article in each issue of the Journal. Seven of the eight Journals from 2016 through 2017 have carried the Spotlight. Care has been given to seeking pharmacists serving in different settings and in different parts of the state. We remain committed to this effort to maintain the Spotlight series.

MPhA website. We continue to monitor the content of the website and update the News section for past issues of *Minnesota Pharmacist* and *Small Doses*. Overall page views decreased by about 2% during the reporting period and users from the United States increased by about 1%. Users from India and the United Kingdom increased by 44% (379) and 51% (239), respectively. The bounce rate, or rate at which a visitor to the site views the home page but leaves without clicking on any other pages, remains a bit high for the website. Our bounce rate is about 68% and a more typical rate for a non-profit would be in the 44-51% range. We may try to explore reasons this rate is a bit high and ways to improve the bounce rate.

The Editorial Advisory Committee has identified some external links within the website that are broken or need to be updated. We will continue the effort to identify these links and work to have them updated going forward.

Small Doses weekly newsletter. *Small Doses* is delivered weekly and a draft is reviewed by committee members prior to electronic distribution. *Small Doses* weekly newsletters are also distributed electronically exclusively. Similar to *Minnesota Pharmacist*, the newsletters with the most views seem to be related to MPhA members' activities and engagement in pharmacy events.

SECTION IV: ISSUES ADDRESSED BY THE COMMITTEE OUTSIDE OF STATED CHARGES

In addition to the stated charges, the Editorial Advisory Committee addressed the following issues/topics raised during the 2017-2018 reporting period:

Virtual Coffee Breaks: A series of webinars have been offered providing information on current pharmacy topics and issues. The webinars are free for members and available for a nominal registration fee for non-members, and are available on-demand at MPhA.org. At this time we do not have the attendance metrics for these webinars. Some of the virtual coffee break topics have included the following: Pharmacy Professional Liability: Lessons Learned, Establishing Telepharmacy Services, Medicare Part D Enhanced MTM, The Pharmacist's Role in Preventing Opioid Overdoses, USP Chapter <800>: The Basics.



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Social Networking: The Editorial Committee and staff focus efforts on three platforms: Facebook, LinkedIn, and Twitter.

Facebook (Minnesota Pharmacists Association): Since the last reporting period, the MPhA Facebook page has gone from 770 to 853 followers. One observation is an increase in views and engagement as part of the paid campaign for #LetPharmacistsHelp. We may consider boosting some posts just prior to major MPhA events as a strategy to increase registrations in these events.

LinkedIn (MPhA – Minnesota Pharmacists Association): Since the last reporting period the LinkedIn group has gone from 504 to 522 members. On average, we put up a post on our LinkedIn group 2-3 times per month. Generally speaking, we observe that people check their LinkedIn account less frequently than users on Facebook and Twitter.

Twitter (@MinnPharmAssoc): Since the last reporting period, Twitter followers grew from 346 to 585. We tweet/retweet almost every week day. We are beginning to follow Twitter accounts of policy makers at both federal and state levels. We will share pertinent information with Public Affairs Committee, as we believe this is a useful tool for our association's advocacy work.

The Editorial Advisory Committee respectfully asks the Board for consideration of a privacy policy:

Advisory Recommendation 18-004:

In light of recent high-profile data breaches of corporate websites and data collection on social media sites with a lack of transparency to users, the MPhA Editorial Advisory Committee believes that it would be helpful for our organization to develop a document to guide us for consistency in collecting member information and to help our members be aware of good data security. The committee therefore recommends that the Board of Directors/House of Delegates create a charge for the Editorial Advisory Committee to investigate and recommend a policy for the association.