



# Michigan Osteopathic Association

## Michigan Council for Osteopathic Promotion (MCOP) Board Report

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The Michigan Council for Osteopathic Promotion (MCOP) has continued to expand the reach of the Michigan Osteopathic Association (MOA) and increased the visibility of the Association in various public healthcare campaigns. By connecting with strategic partners and stakeholders who have similar positions, the MOA has been able to partner on issues and show leadership among these efforts.

Issues the MOA has advocated on include:

- COVID-19, MaskUp, Vaccinations
- Promoting osteopathic physicians
- Pain Management/Safe Opioid Use
- Access to Care
- Vaccinations
- Advocating for the removal of Maintenance of Certification requirements
- Fighting Human Trafficking
- Protecting Auto No Fault

### Defending & Protecting the Profession

This past year, the MOA partnered with the American Osteopathic Association (AOA) on several campaigns, including combatting the disparaging comments regarding DO's on news outlets, as well as condemning the controversial advertisements from FIGS.

The #DOProud campaign utilized the MOA social media platforms to create awareness and correct inaccurate statements regarding the training of osteopathic physicians.

### The MOA Pulse

The bi-weekly newsletter is distributed via email to over 7,500 people and organizations. The Pulse archives can be accessed on the main page of the MOA website ([domoa.org/newsletters](http://domoa.org/newsletters)). The newsletter is used to highlight member issues, promote CME opportunities and offer links to resources compelling to those in the healthcare sector. The Pulse also generates revenue from advertising sales, and it is a value benefit offered to participants in our Strategic, Healthcare and Business Partners.

- Over the past year, the open rate of the Pulse has averaged over 32% (industry average is 22%), a 6% increase from the previous year
- The Click Rate for the past year was 8% (industry average 2%)

### Social Media

The MOA shares information and collaborates using Facebook, Twitter, LinkedIn and Instagram. Each platform targets different demographics and are essential in promoting osteopathic medicine and community health issues, as well as amplifying messaging from our various partners on advocacy issues. Each of the Strategic and Healthcare Partnership agreements include sharing social media posts and participating in special events (e.g., Drug Take Back Day). Facebook promotions are also used to advertise MOA conventions to osteopathic physicians who are not MOA members.

## **Websites**

The MOA website ([www.domoa.org](http://www.domoa.org)) is used for providing information, managing memberships and organizing MOA events. The site is a “responsive design” site that accommodates desktop computers, tablets and smartphones. The website is essential for dues payments, convention registration and as a platform for sharing sponsor information.

The MOA maintains mobile websites for both the Spring and Autumn Scientific Conventions. **moaspring.com** and **moaautumn.com** are used to help convention attendees with information on CME sessions, the agenda with a listing of events and up-to-the-minute information on traffic and parking issues. The sites are low cost, easy to manage and provide sponsorship opportunities

## **Vaccination Awareness Campaigns**

The MOA has been prominent in two stakeholders’ groups raising awareness of immunizations. The Parent Information Network (PIN) campaigns to lower the vaccination waiver rates in Michigan schools and work with legislators to uphold the current laws regarded vaccinations.

PIN was instrumental in bringing together the Michigan Department of Health and Human Services (MDHHS) and the Franny Strong Foundation to create the IVaccinate campaign. The award-winning campaign features a strong social media presence in addition to magazine, billboard, TV and radio ads.

## **Digital Marketing**

For promoting the virtual Spring Scientific Convention, the MOA employed digital marketing. The process uses keywords and websites that find osteopathic traffic. The advertising is placed on websites frequented by demographics that match osteopathic physicians.

### **Autumn CME 2020 Digital Marketing Results**

- The PPC campaign began on August 13 and was completed on November 6, 2020.
- MOA’s Autumn Campaign search ads performed 29% higher than the industry standard for medical education events.
- The campaign overall click-through-rate was 6% higher than MOA’s Spring Campaign.
- Top performing Google Search ad had 750 clicks with 28,039 impressions
- Top performing display ad received 1,128 clicks and 389,062 impressions

### **Spring CME 2020 Digital Marketing Results**

- Ads were revamped to reflect the change from an in-person program to online.
- The analytics show responsive search ads performed the highest amongst all search ads, receiving 151 clicks and 3,035 impressions between May 18th – June 11th.
- Responsive search ads adapt the text to be more relevant to the individual customer. By entering multiple headlines and descriptions, Google Ads will test different combinations and learn which combinations perform best.

The digital marketing efforts help us reach both a targeted and broad audience in a cost-effective manner.