



# Michigan Osteopathic Association

## **Department of Business Affairs, Directors**

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

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 can be found in the Council of Government Affairs report. It is the duty of MCOP to publicize these issues when appropriate. The following public awareness campaign is an excellent example of these efforts:

We are pleased to announce that the MOA—in partnership with the American Osteopathic Association (AOA)—has launched a campaign to create awareness about the insurance requirements involved in prior authorization for treatment and prescriptions. ApproveMyCare is the name of the campaign. The issue is being addressed in Michigan Senate Bill 612, which the MOA and AOA support.

The goals of the initiative include getting voters to contact their legislators regarding SB 612 through these sites and to share stories they might have regarding prior authorization. To achieve this goal, the AOA has set-up a voter action tool to allow physicians and the general public to contact their legislators. In addition, the MOA has created a mobile website for the campaign: [www.approvemycare.org](http://www.approvemycare.org).

The campaign includes press releases, letters to the editor, Facebook & Google ads, as well as communication through the MOA website and newsletters. The MOA has also worked to collect stories from patients and family who have had bad experiences with prior authorization requirements. These stories are beneficial in sharing how Prior Authorization has caused delays and obstacles in delivering treatment.

## **The MOA Pulse**

The bi-weekly newsletter is distributed via email to over 7,500 people and organizations. The Pulse archives can be accessed through the main page of the MOA website ([domoa.org](http://domoa.org)). 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.

### **Social Media:**

The MOA maintains a presence on Facebook, Twitter, LinkedIn and Instagram. The platforms target different demographics and are essential in promoting osteopathic medicine and collaborating with 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:**

In 2018, the main MOA website ([www.domoa.org](http://www.domoa.org)) was migrated to a new platform. The new site is a “responsive design” site that accommodates desktop computers, tablets and smartphones. The interface is simpler, and easier to navigate. The result has been more members interacting with the site for dues payments and registering for convention. Since the initial launch, the MOA staff has worked closely with the team at MemberClicks (website host) to improve the functionality of the site for members and overall goals of this communication platform.

The MOA has built 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 additional 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.

In addition to the work with PIN, the MOA is part of the MDHHS Adult Immunization Stakeholder group. This group shares information on vaccination updates and outbreaks around the state (e.g., measles, Hepatitis A) among adults. The partnership has resulted in informational displays at both the Autumn and Spring Scientific Conventions.

## **Digital Marketing**

In 2019, the MOA has employed the use of digital marketing. The process uses keywords, targeting and search history that find osteopathic traffic. Advertisements specific to MOA Conventions and membership are created to appeal to the audience. For instance, if someone were to use a search term including, “medical CME,” we would use that information to serve ads not only in the search results, but also once they leave that specific web page. MOA is also able to track the success of these ads by seeing how many individuals viewed ads also registered for convention.