Physician Engagement
APS Meeting
Interim 2018
Your Feedback & Input Helps Shape Initiatives

- **Highlight the real physicians** who are part of the AMA in marketing and on the website

- Provide media **training**...more young leaders could be well trained before they reach higher leadership positions

- Leverage social media **activists**

- Make sure people know what the AMA is doing...**targeted campaigns** that provide value

- Fix the **site**

- Create a **mobile app**

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Members Move Medicine™

Ambassador Program

Social + Community

 Marketable Programs

AMA One, AMA Connect
2019 Marketing Plan: Key Strategies

• Know physicians better than any other organization through behavioral data collection, analytics and targeted member engagement

• Leverage digital platforms and digital marketing to expand significantly qualified audience for AMA’s initiatives and perspectives

• Package AMA’s initiatives into marketable programs and platforms that expand reach and acquire/retain individual and group members

• Promote quantifiable, tangible AMA “proof points” and recognize AMA members who are helping to advance AMA’s mission
#1 | Know Physicians Better Than Anyone Else through Data and Analytics

**Identify Unknown Online Users**
- Using various digital tracking methods
  - Email/Digital Ads
  - Sign On Account
  - IP Address
  - JAMA/AMAI cross domain tracking

**Connect Users Online and Offline Behavior**
- Integrate behavioral data into central repository
- Derive insights from data

**Build Engagement**
- Enhance Segmentation
- Build Personalized Content
- Provide Targeted Membership Offers
#2 | Leverage Digital Platforms and Digital Marketing to Drive Qualified Audience

**Digital Platforms**
Association site → media company. SEO-rich. Conversion-centric. Highly-targeted.

**Content Marketing**

**Channel Expansion**
Grow the distribution & amplification channels available to present content to our target audiences and create feedback loop.
Digital Platforms | AMA One

- AMA from association site to dynamic media platform
- Unifies “corporate site” and WIRE site to drive SEO
- Simplified navigation, focused on ease of use:
  - **Categories**: Delivering Care, Practice Management, Education, Advocacy
  - **Governance**: Board of Trustees, House of Delegates, Councils & Committees, Member Groups/Sections
- Addresses on-going site search issues
Digital Platforms | AMA One

PRACTICE MANAGEMENT
- Career Development
- Digital
- Diversity
- Claims Processing
- CPT
- Economics
- HIPAA
- Medicaid
- Medicare
- Payment Models
- Private Payer
- Sustainability
- Well-being

Membership Moves Medicine
- Free access to JAMA Network™ and ONE
- Save hundreds on insurance
- Fight for physicians and patient rights

Join the AMA Today

AMA Insurance
1889 member physicians get a 25% discount on specialty disability insurance premiums.

Calculate Your Quote Now

AMA MORNING READS
Get your daily dose of medical news

The top stories in medicine and public health delivered right to your inbox.

email *

SUBSCRIBE

Payment & Delivery Models
Topics in Focus
- Physician payment & delivery models
- Medicare Alternative Payment Models
- Physician-led team-based care

Payment & Delivery Models
- Moving to value-based payment models
- Transitional to ACOs
- Pay for Performance
- Capitalization
- Value-based & bundled payment
- Shared savings
- Advanced ACOs
- Work-based Incentive Payment System
- Physician-led Team-based Care
- Integrated Physician Practice

Payment & Delivery Models
6 ways fast-evolving pay models are affecting physician practices

AMA-AHS report: Doctors see opportunity for new payment models to improve care, but are overwhelmed by their complexity and the pace of change.

Native Topic Hubs

Smart Navigation

Optimized for Conversion
Phase I: 5 month project, cross-functional AMA Team (<$100K)

+33% Traffic

+43% Total Users

+37% Total Sessions

+25,365 Organic Search Sessions

+11,297 Unique URLs / SEO

“Road to Residency” Video (7,712 views)

JUL-SEPT Marketing Campaign
339,000+ page views – highest trafficked article ever

1,300+ member conversions – at a CPA 36% lower than traditional digital advertising

11M+ views of Facebook post

1,200 post comments

5,480 new AMA Facebook page likes
Content Marketing | Physician Burnout

- 339,000+ page views – highest trafficked article ever
- 1,300+ member conversions – at a CPA 36% lower than traditional digital advertising
- 11M+ views of Facebook post
- 1,200 post comments
- 5,480 new AMA Facebook page likes
# 3 | Package AMA Initiatives into Marketable Programs that Drive Individual and Group Membership

**Activist**

3 Steps to Leverage AMA Advocacy Resources

Take a stand. Partner with the AMA to help shape the future of health care.

**Step 1:** Sign up for Advocacy Update
- Exclusive AMA news
- Information on key issues
- Covers federal, state and judicial news

**Step 2:** Learn how to advocate
- Meet with your elected or appointed official
- Have a policy or legislation you believe in
- Review the Advocacy Guide for tips on how to effectively communicate and enact RMI resources

**Step 3:** Sign up for an advocacy event
- State Advocacy Summit
- National Advocacy Conference

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**Practice Innovator**

Over 1,000 downloads before marketing started!

Landing page conversion rate: **82%!**
# 4 | Promote AMA “proof points” and recognize AMA members who are advancing AMA’s mission

Proof Point Expansion = More Impact

• Developed 27 proof points for distribution, which have resulted in 1,200 members

• New proof points were produced focused on hot button issues like: Prior Authorization, Scope of Practice, Gun Violence, Medical Liability Reform and the Voice of the Medical Legal Profession

• Launch of the Proof Point Toolkit
Celebrating AMA Members

- Captured 187 members moving medicine including:
  - 126 member photos
  - 61 video testimonials
  - 48 profiled on Member Spotlight page & WIRE
  - 1,732 mentions of #MembersMoveMedicine
- Interim meeting splash
Making the Membership Moves Medicine™ Campaign