

GIM CME Social Media Plan

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Organization: General Internal Medicine – Mayo Clinic

Name of Project/Initiative: GIM CME Social Media Plan

Executive Summary:

General Internal Medicine (GIM) is expanding its continuing medical education (CME) presence to be an internationally recognized division of academic general internists. By utilizing social media, we hope to increase the awareness of the number and breadth of CME courses offered by Mayo Clinic General Internal Medicine as well as increase registration for CME courses by 5% from 2016 to 2017. Metrics to measure the success from social media efforts include click through rates, number of shares and likes from social media sources, and an increase in registrations. One question will be added to the registration webpage to track where registrants learn about the course to measure effective marketing strategies.

Background/Situation Analysis:

Prior to 2015, GIM partnered with Department of Medicine to host six CME courses in different locations around the United States, sharing both the risks and profits. Four of these courses are hosted in Rochester, MN; STIM is hosted in Hawaii and Perioperative Medicine rotates between Eastern, Midwestern, and Western sites in the continental US. In 2015, GIM began to plan and organize a CME course with an external planning manager. The Division of General Internal Medicine also includes the Section of Integrative Medicine and Health (IMH) which hosted one CME course every other year with a regional audience. There was a total of 3,152 participants for the GIM courses combined (Beckman, 2015). For 2016, it was decided to move the IMH course to a national stage in Dallas, Texas. The Section of Integrative Medicine and Health also combined with Fibromyalgia Clinic which will host its first CME course in Rochester. In 2017, GIM and IMH are planning a total of four CME courses outside of Rochester to increase the recognition of academic excellence by GIM and IMH providers.

General Internal Medicine does not have a specific social media presence, instead uses other Mayo Clinic Social Media platforms. The School of Professional Development (MSCPD) allows use of their Facebook page and Twitter account (@MayoMedEd) and discourages creating pages specific to the CME activities of one division; therefore, GIM does not have baseline data for the number of hits, click through rates, or online registrations. These will be gathered using the 2016 courses. Cardiovascular Diseases discontinued use of the CME specific social media platforms due to costs. Integrative Medicine and Health uses social media for patient education and has used the MSCPD platforms in the past for CME courses. The decision to use Social Media as a marketing tool for CME courses is based on studies from 2014 (Laudenslager, 2014) and 2015 (Pelletier, 2015) indicating social media is important for communicating and interacting with meeting participants.

Competition for attendees for CME courses are seen in both external and internal sources. Internally, GIM is competing with long-established courses in Rochester, and with internal medicine sections in Florida and Arizona sites. Increasing the number of internal medicine-related courses poses a risk to the current courses by potentially drawing participants away from these courses. New courses are carefully planned at different times of the year and different locations to help mitigate this risk. Use of established social media platforms will increase awareness of GIM CME courses to the established audience; providing more options for attendees and building the reputation of GIM as an academic division. Furthermore, other internal medicine CME courses are organized by professional organizations and other hospitals/medical centers and offered around the world. These organizations market directly to their members using email, event calendars, and social media platforms when they are available. Many courses also incorporate Twitter and original hashtags into the course for commenting and questions. Research demonstrates the top three reasons providers choose CME courses are AMA

PRA Category 1 credits, destination and topic/speakers. (MMS Annual Physician Survey, 2016). GIM will use social media to highlight the credits, desirable locations and evidence-based topics to differentiate our courses from others.

Strategic Issues: Defining Audience(s), Identifying Goal(s), Crafting Message(s)

Primary Business Goal for this project/initiative:

Although primarily we seek to increase the number of paid participants in our CME courses, our secondary goal is to increase the awareness of the number and breadth of CME courses offered by Mayo Clinic General Internal Medicine.

Definition of Success for this project/initiative:

Success is defined as increasing the overall attendance of CME participants to GIM courses by 5%.

	Primary	Secondary	Other
Audience(s):	MD and Advanced Practice Providers (APP)	Allied Health providers who work in a hospital or outpatient setting	Professional organizations
Social Media Goal(s): What do you want audiences to <i>understand</i> about this project/initiative and then <i>do</i> as a result of your social media efforts?	Understand the CME options available to them from Mayo Clinic Department of General Internal Medicine and to register for courses	Understand the CME options available to them from Mayo Clinic Department of General Internal Medicine and to register for courses.	Understand that the Department of General Internal Medicine is a premier academic division for CME activities and share the social media posts with their members
Message(s): What are your key messages for each audience?	Attending GIM CME courses will provide crucial AMA credits for licensure; keep providers up-to-date with the latest evidence-based practices. Social media will be used to highlight the credits, topics and locations of the courses.	GIM CME courses are relevant to Allied Health providers. AMA CME credits can be used in many professional certification programs. Social media will be used to highlight the topics and locations of the courses.	Mayo Clinic GIM courses are a trusted source for their members to receive crucial AMA credits for licensure.
Defining Success: How will you know your goals have been achieved?	5% overall attendance increase in all CME courses with GIM involvement; Increase click through rates by 5%.	5% overall attendance increase in all CME courses with GIM involvement	Increase shares of posts by professional organizations by 5%

Tactical Issues: Choosing Social Media Tools

Social Media tools are currently being used for promoting CME courses across Mayo Clinic. We plan to build relationships with the administrators with the tools aligned with our goals to promote the courses. The audience is already using the tools and familiar with the use of the tools.

There are resources already available within the organization, contacts and accounts for Twitter, LinkedIn, Facebook, and YouTube. Mayo Clinic has staff experts in the field of Social Media to manage the accounts. To successfully implement this plan, we need to build relationships with the appropriate resources with MSCPD. It is impractical to consider having accounts specific to GIM CME courses at this time. Some training will be needed to work through the processes to connect with the tools listed above.

Tool (Mark "NA" if not applicable)	Resources Needed (Human/Financial)	Timeline for Launch	Monitored (How and By Who)	Measured (How and By Who)
Email	Email content are written by Education Specialist then sent to CPD Marketing contact for posting on Mayo Clinic LinkedIn page	Save the date email to be sent 10-12 months prior to course start date	Marketing monitors the email bounce back rate, and unique opens on their schedule.	Education Specialist to request report from CPD Marketing of unique opens for Save the date emails for save the date email.
		4 email blasts (registration) to be sent approximately 6 weeks apart from beginning 6 months prior to course start date	Marketing monitors the email bounce back rate, unique opens, and click through rates on their schedule	Education Specialist to request report from Marketing of unique opens and click through rates for registration email blasts for each email blast.
LinkedIn	Posts are written by Education Specialist then sent to Marketing contact for posting on Mayo Clinic LinkedIn page	Posts monthly per course beginning 6 months prior to course start date	Marketing monitors the sites on their schedule.	Measure number of Likes, Shares, and click through rates. Marketing can pull reports 2 weeks after post. Education Specialist will document changes in registrations 2 weeks after the posting.
Facebook	Posts are written by Education Specialist then sent to Marketing contact	Post monthly per course beginning 4 months prior to course	Marketing monitors the sites on their schedule.	Number of Likes, Shares, and click through rates. Marketing can pull reports 2 weeks after

	for posting on Mayo School of Continuous Professional Development	start date		post. Education Specialist will document changes in registrations 2 weeks after the posting.
Twitter	Posts are written by Education Specialist then sent to Marketing contact for posting on @MayoMedEd	Post monthly per course beginning 3 months prior to course start date	Marketing monitors the sites on their schedule.	Number of Likes, Shares, and click through rates. Marketing can pull reports 2 weeks after post. Education Specialist will document changes in registrations 2 weeks after the posting.
YouTube (at discretion of course director)	Videos are organized by the Education Specialist and Media Services with course directors as speakers	Once per course (as decided by course directors) approximately 3 months prior to course start date	Education Specialist will monitor the number of views, shares and comments on the YouTube video for 1 month from the Mayo Clinic YouTube channel.	Education Specialist will document the changes in registrations 2 weeks after the posting.

Budget:

The financial budget for using Social Media for CME promotions is zero. The resources for posting content and sending emails are available at no cost to the Division or course. YouTube videos may have a fee which is paid by the course which uses it or may be waived depending on the video. Creating accounts specific to the GIM CME has been discouraged by CPD and Mayo Marketing.

Time required by the Education Specialist for creating emails varies by course. This will vary based on the number of courses being planned and the planning cycle. In general, each month the time required *per course* is:

- Email: 2 hours drafting and editing content
- LinkedIn: 30 minutes drafting and editing post
- Facebook: 30 minutes drafting and editing post
- Twitter: 30 minutes drafting and editing post
- YouTube: \$1200 (paid by course)
 - Education Specialist time: 8 hours writing/editing/monitoring content
 - Course Director Time spent recording the video: 4 hours (assuming 2 course directors 2 hours each). This is part of the planning time awarded to the course director from the Division.

Measuring Overall Success:

Overall success of the plan will be measured by comparing the overall number of participants in 2017 with the overall participants from the prior year. To be considered successful, a 5% increase in participation will be observed.

Each Social Media platform has metrics which will be obtained from the contacts which can be used to measure the awareness (attitudinal) of the available GIM courses. Potential attendees and professional organizations interacting with the social media posts will indicate the awareness of the courses.

Conclusion:

GIM plans to increase the use of social media (email, Facebook, LinkedIn, Twitter, and YouTube) to promote CME courses. To successfully implement this plan, we need to build relationships with the appropriate resources with MSCPD and Marketing to assist with monitoring, measuring, and reporting. The Education Specialist will be able to devote the time necessary to create valuable and interesting content to drive registrants to the course websites. Interaction with the social media posts, opening email rates, and click through rates will all indicate the audience recognizes the value and expertise available at GIM courses which will result in a 5% increase in overall registrations.

Bibliography

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