



## **Request for Proposal Communications audit and implementation plan**

*Deadline: May 1, 2014*

**Organizational background:** The Colorado Medical Society (CMS) is an association of physicians that promotes the science and art of medicine, the betterment of public health, and the welfare of the medical profession and the patients it serves; and promotes the similar interests of its components and district medical societies.

We comprise more than 7,500 member physicians in a variety of practice settings and stages of their careers. They are among the highest caliber physicians in the state; many are recognized nationally for their contributions to the fields of science and medicine. They are advocates for their patients in all matters of health and medical care.

The Colorado Medical Society is the advocate of its physician members, acting as a conduit for continuing medical education and a physician liaison with managed care and health maintenance organizations and health insurance providers. With frequent publications, CMS educates and informs its members of changing requirements in the practice of medicine. The organization works to make the physician's practice more efficient and cost effective, and to help physicians navigate the rapidly evolving practice environment.

**Project description:** The Colorado Medical Society seeks to retain a qualified consultant to perform a communications audit assessing internal and external communications functions and to develop recommendations to upgrade these functions in a manner that:

- Substantially enhances physician engagement and membership retention,
- Increases the media exposure of CMS,
- Engages patients and the public to present us as the honest, credible broker of healthcare information in the state, and
- Engages legislators and business to increase our credibility and influence.

This audit would include, but is not limited to, news articles, public relations materials, marketing materials, educational resources and professional development materials.

### *Current communications platforms*

CMS' flagship communications platform is our award-winning magazine, *Colorado Medicine*, which is published bi-monthly and sent to all members as well as all state legislators and prominent health care officials. It contains the latest news, resources and information of the society in addition to advancing its political goals with members of the state legislature.

Second is our website, [www.cms.org](http://www.cms.org), which houses all magazine and news content plus membership information, advocacy tools, various resources and events. We redesigned and re-launched the website in May 2013 to achieve better organization of the vast amount of information housed on the previous website, plus we added log-in functionality, commenting, online payment and applications, and other features.

In addition to the website, we send frequent e-communications to various audiences: *ASAP* (news to all members), *Sounding Block* (to the House of Delegates), *LiveWire* (to practice managers and staff) and the COMPAC e-newsletter (to all members). We are present on Twitter, LinkedIn and Google+, but lack a strategy for these platforms. Previous inquiries into Facebook were not favorable but this issue should be re-examined; it was reported that many physician offices blocked employee access to social media websites, hampering social media efforts.

We send press releases, op-eds and letters to the editor as needed, primarily by e-mail, to newspaper, radio and TV contacts throughout Colorado.

Several departments develop and distribute educational materials for our members and the public: The departments of Public Affairs, Health Care Financing, Health Care Policy and Continuing Medical Education.

We organize and certify several continuing medical education (CME) programs each year, with two standing programs – spring conference in May and annual meeting in September.

### *Key stakeholders*

- Tamaan Osbourne Roberts, MD, President-elect
- Alfred Gilchrist, Chief Executive Officer
- Dean Holzkamp, Chief Operating Officer
- Susan Koontz, Senior Director of Government Relations
- Marilyn Rissmiller, Senior Director, Division of Health Care Financing
- Chet Seward, Senior Director, Division of Health Care Policy
- Tim Roberts, Senior Director, Division of Information Technology/Membership
- JoAnne Wojak, Director, Continuing Medical Education
- Kate Alfano, communications consultant

**Milestones and deadlines:** The successful candidate will be able to provide quantifiable research showing measurable and meaningful success of proposed communications recommendations being proposed to CMS in similarly sized non-profit associations, preferably ones that involve physicians as the target audience. Throughout the contract period, the consultant would be expected to provide periodic updates to the CMS CEO and communications staff. This would culminate in a comprehensive audit and implementation plan by September 2014, to be approved by CMS management. After implementation, we would require quantifiable data to show return on investment.

**Contact information:**

For more information on the scope and needs of the project, contact:

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To submit your proposal, contact:

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**Deadline for submissions:** CMS must receive your proposal by Thursday, May 1. The awardee will be notified in late May.