

REPORT OF THE COMMUNICATIONS AND PUBLIC RELATIONS

A-2011

Subject: Annual Report

Presented by: Stacie Sawvell, OSMA Publication Manager

1 **INTRODUCTION:**
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3 The activities of the Association with respect to public relations and public service projects are governed
4 by the Association's Annual Program of Activities as determined and interpreted by the Board of
5 Trustees. All PR activities, as well as planning, development and distribution of internal and external
6 communications are handled by OSMA staff, in cooperation with OSMA Committees and Councils. The
7 OSMA Officers, as well as OSMA Council and Committee Chairs, serve as the key contacts for all media
8 inquiries.
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10 **REVIEW OF ACTIVITIES:**
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- 12 • In conjunction with other OSMA staff, the OSMA Publication Manager continuously works to keep
13 the OSMA website up-to-date providing membership with timely information. Additional
14 improvements to both the public and private sections of the website are planned for the future. All
15 physicians are encouraged to visit the website at www.okmed.org.
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- 17 • OSMA News Now, a weekly Blast Fax/Email Communication, is sent to OSMA members with
18 information on important issues and upcoming events, as well as posted on www.okmed.org .
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- 20 • In addition, the OSMA *JOURNAL* of Medicine is published on a monthly basis and provides non-
21 dues revenue in advertising and subscription sales of approximately \$31,000. The *JOURNAL* serves as
22 the premier, peer reviewed publication of the OSMA and includes both scientific and organizational
23 content; it is a forum for the explanation and discussion of issues vital to the physicians and the
24 practice of medicine in Oklahoma. There were 26 scientific articles submitted for publication in 2010
25 and 23 were published. The January 2010 issue contained the 2009 Legislative Report. The March
26 2010 issue contained the Leaders in Medicine series featuring Dewayne Andrews, MD. The June
27 2010 issue was dedicated to the proceedings of the 2010 Annual Meeting. The July 2010 was a
28 special issue dedicated to Prevention. The August 2010 issue contained the 2010 Legislative Report.
29 The September 2010 was a special issue dedicated to Health Information Exchange and Electronic
30 Medical Records. The November/December 2010 issue contained an OMPAC Post-Election Report.
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- 32 • The OSMA publishes the Annual OSMA Directory of Physician Members and provides a
33 complimentary copy to each OSMA member. In addition to advertising sales of \$14,250, this
34 publication also brought in non-dues revenue of \$6,974 from sales to outside organizations, such as
35 hospitals. The 2010 Directory was published and distributed in February of 2010.
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- 37 • Other publications of the OSMA were also published in 2010, such as promotional/informative
38 materials which were provided to the OSMA membership.
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- 40 • The OSMA continues to respond to media inquiries on various topics related to health issues and is
41 working to continually interact with the news media to provide the physician/patient aspect on current
42 issues. OSMA Executive Staff and/or Leadership are the first-line responders to such inquiries. The
43 OSMA also maintains a list of resources of physicians who can respond on specialty topics.
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45 Respectfully submitted,
46 Stacie Sawvell, Publication Manager