



## MINNESOTA ACADEMY OF FAMILY PHYSICIANS

House of Delegates  
April 19, 2017

### Communications and Member Services (COMS) Committee

- Chair: Rosa Marroquin, MD
- Staff Liaison: Tara Owens

### **Committee Purpose**

The purpose of the Communications and Member Services (COMS) Committee is to drive engagement at the MAFP to ensure it is relevant and seen as valuable to existing members and members of the future. We will do this through:

- Recruitment of new members
- Retention of existing members; and
- Recognition of family physicians and their work in our communities

### **Accomplishments**

- Addition of 3 new members: Kathy MacLaughlin, MD; Peter Meyers, MD; Britta Reiersen, MD.
- Launch of new, quarterly member magazine in January 2017; committee input drove magazine's mission and overall architecture.
- Evaluation of 2017 Family Physician of the Year award in February 2017; a subset of the committee determined a set of finalists to put forward for board vote.
- Addition of co-chair for 2017-2018: Britta Reiersen, MD will join current chair Rosa Marroquin, MD

### **Next Steps**

- Add at least 1 additional committee member who practices outside the Twin Cities, to ensure committee has wider perspective when providing feedback for staff
- Continue to evaluate magazine for improvement, relevancy as well as MAFP membership value in general, including new potential offerings like leadership development/training
- Grow MAFP membership marketshare from 83% to 87% in 2017, putting us on par with North Carolina, the state with largest market share in the US. Committee members will assist staff in this effort, either by providing direction on recruitment tactics or doing peer outreach.