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Annual Report MACP

Report: Digital

Committee Member: Gethin Lynch

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Overview

The MACP website continues to perform strongly following its launch in August 2023. Throughout 2025, user feedback has remained positive, and we have experienced fewer issues overall compared with the initial roll-out period. The website's reliability has allowed the digital and administrative teams to dedicate less time to troubleshooting and more to value-adding initiatives that benefit our membership.

The integration of the executive meeting module has remained a significant success, simplifying document management and making key resources accessible for executive members. The ability to store, amend, and share meeting files in one place has streamlined operations and improved transparency across the executive committee.

Functionality of the website will continue to be reviewed in 2026, with a particular focus on opportunities for integration with other platforms and technologies.

Progress Against Organisation's Strategic Aims

The website continues to support the MACP's strategic objectives by:

- Supporting efficient operations: Reduced administrative workload due to the stable website and improved CRM system has enabled the team to focus on broader initiatives, including course promotion, knowledge translation, and stakeholder engagement.
- Facilitating executive meetings: The online executive portal remains an invaluable resource for documentation, communication, and collaboration.
- Building engagement: The platform continues to grow as a central hub for members to access courses, CPD opportunities, and organisational updates.

Key Development Plans for 2025/2026

- Integration with CPDme: Work with Lewis to explore how the website can integrate with the new CPDme platform to support automatic course mapping, certification, and logging of CPD activity.
- Exploration of AI: Investigate how AI can be used to enhance the website's functionality, support executive meetings, improve webinars, and streamline course delivery.
- Continued website development: Ongoing assessment of features to ensure the site continues to meet MACP's aim of being a collaborative space across the MSK community.
- Support for MACP objectives: Enable improved promotion of new courses (FCP, Men's Health, Upper Limb Conditioning) and support dissemination of Knowledge Translation resources, podcasts, and CSP conference outputs.