

Digital Officer Report 2020- 2021

Overview of Year

The areas of digital and website development have been active during the pandemic. This has seen the MACP maintain production of high-quality resources and educational courses over a variety of digital platforms with the enforced shift away from face to face delivery. We have secured the Zoom platform as a means to deliver courses and maintain communication and this has integrated through our website. The website has built a number of additional pages that support the CEA committee and the new clinical interest group (CIG). The digital team has supported other committees in securing online mentoring platforms and CDP portals to ensure the MACP's is committed to supporting MSK FCP and Advanced Practice.

Digital areas of development

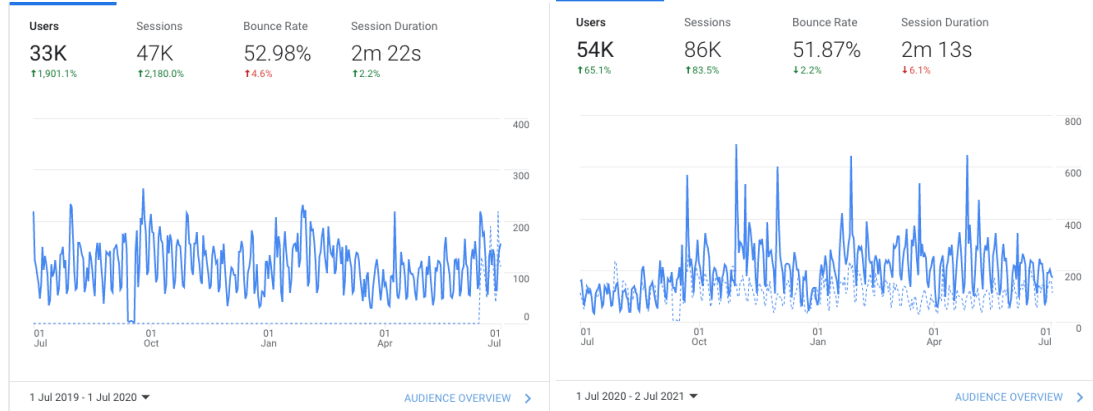
- New and updated webpages:
 - Research
 - FCP AP
 - Clinical Interest groups
 - NEW portfolio route to membership

- Virtual platforms
- Website
- FCP/AP CPD and E-mentoring platforms
- Additional training for our part-time administrative staff on website development

Website

The website remains under regular review and we have seen the update of current website sections (Research, Routes to membership and resources) and the previously highlighted, additional webpages.

Online course activity and the MACP commitment to providing high quality educational recourses has seen a 65% increase user activity within the past calendar year.



High user activity across the website has consistently been seen on our Resource pages. Cauda equina cue cards have been hugely popular and we have seen the addition of several translations into a number of different languages <https://www.marpweb.org/Cauda-Equina-Information-cards>

Page	Page Views	Page Value
/	29,871	\$0.00
/Courses	22,250	\$0.00
/Cauda-Equina-Information-cards	14,933	\$0.00
/login.aspx	11,878	\$0.00
/Resources/37b9fa6e...c-a2a3-d0a8f8430720	11,324	\$0.00
/Find-a-Physio	5,527	\$0.00
/Home	5,180	\$0.00
/Resources/86f5045c...9-b21c-492a5f77e265	4,364	\$0.00
/Learning	3,558	\$0.00
/Join	3,273	\$0.00

1 Jul 2020 - 2 Jul 2021 PAGES REPORT >

A NEW video to support patient care on when to seek urgent help with back pain, created by Laura Finucane and colleagues has also proved to be a hit this year <https://www.marpweb.org/Resources/86f5045c-3423-4f29-b21c-492a5f77e265>

NEW Webinar section with previously recorded webinars appearing free to view on the website. <https://www.marpweb.org/Webinars>



Progress against sub-speciality strategic aims

New and updated webpages

Research- <https://www.macpweb.org/Research>

These pages has been updated to reflect a review of the awards and bursaries and the many ways in which the MACP can support those in research or aspiring to gain experience within a research field.

FCP/AP- This section is currently under construction and due for release in the autumn. This reflects the MACP's commitment support those in advanced practice roles or FCP posts and how the MACP can provide an educational framework for those aspiring to these posts.

CIG's - <https://www.macpweb.org/Clinical-Interest-Groups>

We are pleased to welcome our first CIG to the MACP. This Rheumatology group will work collaboratively with the MACP to provide a platform for those clinicians with a specialist interest in Rheumatological Physiotherapy. The addition of the new webpage created in collaboration will continually update to support this delivery.

New portfolio route to membership - <https://www.macpweb.org/Portfolio-Route>

This new webpage has been created to support the launch of the MACP's portfolio routes to membership in addition to the newly formed accelerated route.

Additional training for our part-time administrative staff on website developments.

Our website and digital providers, Senior, have developed a training package for our employed administrative staff in upskilling website maintenance and development. This have allowed greater autonomy when updating the website and with the development of several new webpages.

Progress against organisation's strategic aims

Virtual Platforms

The MACP exec has secured Zoom as the preferred digital platform to support virtual meetings, online courses, reginal meetings and the AGM.

The integration of Zoom through our webpages has ensured that course bookings and the administrative workload required to support our successful online courses, has been more seamless. This was done to reflect the shift away from face-to-face meetings and courses during several national lockdowns during the pandemic, however its success and increased course uptake may see its continued use with a blend of both digital and face to face delivery in the future.

The digital team have been collaborating with the CEA on the deployment of the e-mentoring platform to support those on their routes to membership.

There is continued work with a third-party provider to support the development of a CPD portal that will create a unique digital pathway for clinicians working towards or currently in FCP, MSK AP or Consultant roles. This portal will also support the portfolio routes to membership and mentoring/supervision.

Completion is likely to be in 2021-2022.

Key Development Plans for 21/22

FCP AP landing page completion- anticipated in Autumn 2021. This should reflect the MACPs wide ranging support for those aspiring to become MSK Advanced Practitioners or Consultant Physiotherapists.

Clearly outlining MACP courses that map against FCP/AP Knowledge skills and attributes on the website with seamless integration to FCP/AP landing pages and external 3rd party CPD portal.

Continued review of website areas to reflect user demand. Monitor efficiency of Zoom integration for courses.