

MACP AGM 2022

14th November 2022, 7pm

Report:	Digital
Committee Member:	Gethin Lynch
Date of report:	10/10/2022

Overview of Year

The digital elements of the MACP continue to grow to reflect new ways of communicating, training and supporting our membership. There have been several key developments with the digital space of the MACP within the past year. Our website continues to grow and expand to reflect new partnerships and projects the MACP are involved in. This growth has accelerated over the past 12 months and we feel that our website needs to reflect a modern and functional platform members can use and be happy with. This is both at user interface level and the functionality within the website to allow course and membership integration.

The acquisition of FourteenFish has been a pivotal, digital, step forward for the MACP. A great deal of work has gone into designing, building and launching the platform to support our full and growing affiliate membership.

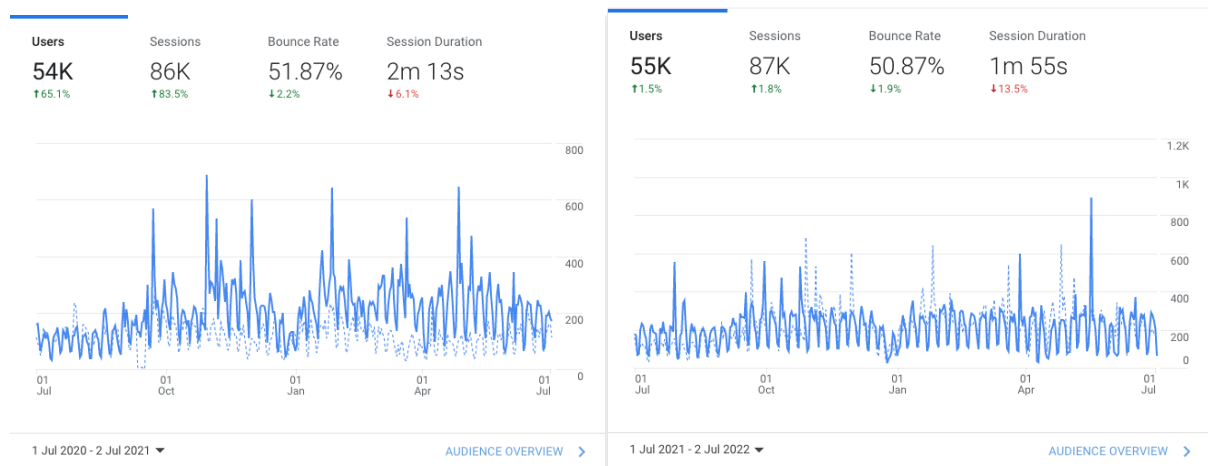
The website remains under regular review and we have seen the update of current website sections (Research, Routes to membership, resources, learning). New webpages include:

FourteenFish- Instructional videos, login requirements and FAQ have been included in these pages as well as group licence tariffs.

Educational partners- The MACP's continued aim to collaborate with educational partners has resulted in 2 very exiting links with PhysioMatters

and TrustMe Ed. These webpages will interface with the partner pages and provide discounted rates, reciprocal for each organisation.

The website has seen a steady increase in activity over the past year with a smaller percentage increase than the previous year, which may reflect working patterns during the pandemic.



Our resource pages have been growing in popularity this year and we are proud to provide a wider range of Cauda Equina cue cards, now spanning 32 countries.

Page	Page Views	Page Value
/	29,247	\$0.00
/Cauda-Equina-Information-cards	21,818	\$0.00
/Resources/37b9fa6e...c-a2a3-d0a8f8430720	19,586	\$0.00
/Courses	13,984	\$0.00
/login.aspx	11,113	\$0.00
/Find-a-Physio	7,033	\$0.00
/Home	4,741	\$0.00
/Member-Area	3,998	\$0.00
/Learning	3,054	\$0.00
/Full-Membership	2,977	\$0.00

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Progress against organisation's strategic aims

FourteenFish is a modern, digital and user-friendly platform that will support MSK clinicians currently working within Advanced practice, aspiring to become Advanced Practitioners or those supporting/supervising Advanced Practitioners. We have teamed up with FourteenFish who are a reputable company with a strong track record in medical education with GP specialist training portfolio delivery and GP appraisal support.

Delivering excellence in MSK health. We have added new online clinical mentoring modules that are free to access through a collaboration with the CSP. These will provide support to for clinical mentors and mentees.

<https://www.macpweb.org/Clinical-Mentoring>

Progress against sub-speciality strategic aims

Improve digital integration and support for new strategic projects

The CRM (client relationship management) has been used extensively over the past 2 years to reflect the growing demand for digital education content. We have reviewed these functions and have decided to upgrade the current system in order to meet these growing needs and better support our administrative staff. We will be acquiring a new website provider in the near future and will aim to present our new CRM in 2023.

Update current webpages and functionality

In line with changes to the CRM we will also be updating the user interface of the website, the CMS. New webpages and demands to upgrade current pages mean we will concurrently be upgrading our CRM and CMS systems in 2023 to create a new, modern MACP website that reflects this growing organisation.

Key Development Plans for 22/23

New CRM and CMS system

New website

Co-opted member to provide exclusive support for all FourteenFish related functions