



ABMS Maintenance of Certification™

Certification Matters

ABMS MOC™ Communications Zone Communication Guide

As your partner in communicating effectively with diplomates about the value of MOC, ABMS has developed a recommended communications plan, schedule and promotional materials that you can customize with specialty-specific information.

All promotional materials—design and copy—are provided as downloadable templates at no cost to ABMS Member Boards. While printing, fulfillment, ad placement and postage costs are the responsibility of individual Member Boards, ABMS has negotiated printing discounts so that you realize substantial cost savings.

Your active participation in the MOC *Certification Matters* campaign is critical to achieving our shared goal of enrolling diplomates in MOC while spreading the value of ABMS Maintenance of Certification™ to physicians, patients and other key audiences.

Integrated Communication Plan Set-Up

1. Establish a Campaign Team or Director who will manage the communications effort and benchmark results

Include:

- Senior-level leader
- Day-to-day campaign leader or communication specialist
- Diplomat liaison

2. Customize campaign materials to include Member Board specific information

- New diplomate flyer
- Information brochure
- Ads (full page, half page, 4/color or black & white format options)
- PowerPoint
- Press releases
- Newsletter articles

3. Gather information about how the campaign is progressing

- Measure MOC Web page visits
- Obtain feedback on materials
- Identify additional resources needed and communicate to ABMS member services manager
- Check in regularly with ABMS member services manager
- Track MOC enrollment and benchmark campaign to enrollment statistics
- Keep track of articles in specialty and consumer publications as a result of press releases

Integrated Communication Plan Tactics

Direct Mail

Mail flyers to newly certified diplomates and brochures to diplomates whose certification will expire within the next year. Also mail the brochure to those with non-time-limited certificates. Targeted mailings to different audiences create the best results. Drive diplomates and other audiences to your Web site for detailed information.

Print Advertising

Place advertising in newsletters and magazines of specialty societies, academies and associations. This is the best place to create widespread awareness and branding for the MOC program.

Logo and Usage Guide

Enhance recognition of the MOC Starmark by using it in all of your communication materials. Ensure consistent branding in mailings you may create independently, such as MOC letterhead, exam postcards, tradeshow exhibits and on your board's Web site.

Presentations

Use PowerPoint presentations for annual meetings to supplement leadership speeches and keynotes. Be sure to include progress reports for number of physicians who enroll in the MOC program.

Public Relations

Using press releases can help you reach out to your specialty's professional society publications to promote the relevancy and value of ABMS Maintenance of Certification to diplomates.

Newsletters

Use articles about MOC for your Member Board newsletters. Submit article ideas to specialty societies, academies and associations.



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of Medical Specialties

Higher standards. Better care.®



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MOC Communications Zone **Communication Plan**

An integrated communications plan incorporates a variety of media in order to best reach prospective MOC candidates. The more frequently each audience is exposed to information about MOC, the more likely they are to value and act. ABMS has created this general guideline for Member Boards to use as a best practices guide for communicating to diplomates about the importance of ABMS MOC™.

Integrated Communication Plan Tactics

1. For new diplomates

Three months prior to taking exam:

- Send brochure to medical students
- Send press releases to medical schools
- Send PowerPoint for use at medical schools

After newly certified diplomates pass exam:

- Send congratulations letter and flyer
- Send press releases to medical school alumni magazines
- Run newsletter articles

2. For diplomates with certification expiring in coming year

Three months prior to exam dates

- Mail brochure to all diplomates whose certification will expire in the coming year
- Place ad in Member Board newsletter
- Post articles and press releases on your Member Board Web site
- Place ABMS MOC Web banner on your Member Board Web site
- Run newsletter articles in Member Board newsletter, including most up to date reporting on statistics
- Submit press releases to affiliated organizations

3. For diplomates with time-limited certificates and diplomates with non time-limited certification

Ensure ongoing communication

- Place ad in Member Board newsletter
- Post articles and press releases on your Member Board Web site
- Place ABMS MOC Web banner on your Member Board Web site
- Submit press releases to specialty associations, societies and affiliated organizations
- Run newsletter articles in Member Board newsletter, including most up-to-date reporting on statistics
- Place ads in specialty associations and societies quarterly magazines or journals
- Speak and exhibit at annual meeting of specialty organizations (use Powerpoint template)
- Place Web site banners in specialty society Web sites (available soon)

4. For non-certified physicians

Ensure ongoing communication

- Crossmarketing efforts will be achieved via steps under audience #3.



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