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# President's Letter

November 13 , 2013

## IMG focus groups rescheduled for December 4-5



**Yordan Karaivanov, MD**  
**President**

Dear Colleagues:

The NLMA has engaged Corporate Research Associates (CRA), an independent research firm, to assist the Association in designing and delivering a series of online (*Netfocus*<sup>™</sup>) focus groups in the coming weeks with IMG members and their spouses.

CRA will begin recruiting members by telephone the week of **November 18**. The focus groups will be 1 to 1.5 hours in duration. All information collected will be treated as strictly confidential and no one other than CRA will have access to the information. Your active participation will help the NLMA IMG Advisory Committee tailor our program offerings to better meet the needs of our IMG members and their families.

The focus groups will include:

Group 1: Family Physicians (Rural)  
Date/Time: Wednesday, **December 4**, 6 p.m.

Group 2: Specialists (Urban)  
Date/Time: Wednesday, **December 4**, 8 p.m.

Group 3: Specialists (Rural)  
Date/Time: Thursday, **December 5**, 6 p.m.

Group 4: Spouses (Urban and Rural Mix)  
Date/Time: **TBD**

*Netfocus*<sup>™</sup> involves discussions via a telephone conference call with the addition of simultaneous on-line input (similar to the format of a webinar). Each participant takes part from the convenience of their own home or office and all must have internet access. The technology and approach used for *Netfocus*<sup>™</sup> requires minimal technology literacy skills of participants and the use of this type of technology is time efficient and convenient for participants.

Members and their spouses who participate will have their names entered in a draw for an iPad Mini — 64 GB (cash value of \$529). If you or your spouse is contacted, I encourage you to participate in this important qualitative research.

Regards,



Yordan Karaivanov, MD  
President



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