

President's Letter

September 5, 2012

NLMA members asked to participate in focus groups on member engagement

Dear Colleagues:

The NLMA has hired Corporate Research Associates (CRA) to assist us in delivering a series of focus groups in the coming weeks on the topic of member engagement.

The focus groups will include an in-person session in St. John's on September 26 at 7 p.m. at the Holiday Inn. This will be followed by three *Netfocus*[™] discussions or online groups the week of October 1, all to be held in the evening. Focus groups will last 1 to 1.5 hours.

Netfocus[™] 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*[™] requires minimal technology literacy skills of participants and the use of this type of technology is time efficient and convenient for participants.

Recruitment for the focus groups will begin the week of September 10. We have entered into a limited data sharing agreement with CRA and they will be contacting members by telephone using the most up-to-date information from our database.

Members who participate will have their names entered in a draw for a gift certificate for dinner for two at a restaurant of their choice.

If you are contacted, I encourage you to participate in this important qualitative research and help us improve our member engagement and communications services.

Interest sought for rural, IMG advisory councils

There is still time to put your name forward to participate on the Rural Physicians Advisory Council and the IMG Advisory Council. Membership on these two new advisory councils will be comprised of those who fit into each respective category. The councils will report directly to the NLMA Board of Directors.

While the general context of the new councils is obvious, council members will have a direct say in the work of the new bodies and will develop the terms of reference and identify priorities as their first order of business.

Interested IMGs and rural physicians are invited to put their names forward by September 14, 2012 by email to lbarter@nlma.nl.ca.

Regards,

Tony Gabriel, MD, CCFP, FCFP
President