How others engage members with mobile
Content is the key commodity which our clients are using to engage members.

This comes from a variety of sources – most of which already exist.

The app is therefore acting as a useful repository of content you have already paid to create.
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

The Member’s Magazine

In an app you can make sure content never dies in one of two ways:

1. You tag stories so they live forever in the section to which they are tagged.
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

The Member’s Magazine

2. You create physical back-issues which can be downloaded
We have done some interesting work with the BMJ integrating references and related materials, as it is shown people learn more when they actively cross-reference.
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

The Journal | References

media from the officers and members of the Association for Palliative Medicine (APM). Most criticised the RCP for not following the APM’s absolute opposition to a change in UK law to allow some forms of assisted dying. Fortunately, The BMJ has restored some balance by publishing articles from Canadian physicians who have experience of providing assisted dying.

Critics suggest that taking a neutral stance is opening the door to an irreversible breakdown of medical standards and public trust; it is a dereliction of thousands of years of Hippocratic practices; and—worst of all—that it would lead directly to doctors being asked to "kill" patients. In our view, these assertions are indefensible and morally repugnant interpretations of a reasonable attempt by the college to survey its membership and, importantly, to use neutrality to facilitate discussion about the topic.

We are unaware of any evidence that other jurisdictions that have legalised forms of assisted dying have seen a loss of faith in the medical profession by the public. There is also no evidence that assisted dying is inconsistent with modern evidence based medicine. Most importantly, the assertion that doctors in the UK might be called on to "kill" patients is blatant scaremongering.

We would like to open another side to this

References are shown in the content as the user reads, and are clickable.

we are two consultants; between us we have 44 years of consultant level experience in palliative medicine. We share concerns about the way that our specialty’s medical colleges represent assisted dying in the media, including in this journal.

The Royal College of Physicians (RCP), after a report change of its membership and believes

www.bailii.org/ew/cases/EWHC/QB/2019/893.htm

Reference shows the user the source material and gives links to follow.

Reference links open within the app, and the user can close to return to the content.
Podcasts and video both work very naturally with mobile and are something you really should think about leveraging.
Connecting your website to an app is a great way of maximising the effort you put into the content you publish online.
An app is a better way of sending communications than email.

Yes certain things should go in an email, especially where it is long and has attachments. But how many of your communications would be much more effective sent as notifications, or in app messages to relevant people?
Content wins 90% of the battles but the game-changer is if you can add a tool which saves members time and effort.

Content is nice to have, but as soon as you save them time or make them money it becomes a must-have.
Tools is one of the 5 fastest growing categories in app usage alongside video players, entertainment, photography and finance.

Hours spent using tools in apps has grown by 55% over the past 2 years.

*App Annie “The state of mobile 2019”*
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

Tools

Every organisation has a must-have tool out there which members will be thankful for.

- CPD Recording
- CPD portfolio export
- The latest tax info at your fingertips
- Integrated mentoring platform
- Social Media sharing
- Bookmarking and adding notes to useful content
- A personalised profile page

Meet the mentoring platform

Our mentoring platform is focused on helping members to improve knowledge, skills and performance. The platform introduces members who are facing challenges or to make performance improvements to members who can share their knowledge and experience to support their development.

The mentoring platform enables members to register as a Mentor, Member or both. Mentors put themselves forward on a voluntary basis. Once registered, members can then be matched with mentors and vice versa.
There are 3 main ways we can categorise our tools
Here are the key tools that fit into each tool set - these can be mixed and matched within their set
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

Tool sets

Events
- Attendee List
- Meeting Booking
- Register for talks & seminars
- Conference Schedule
- Map & Directions

Media
- Communications
- Content
- Podcasts & Audio
- Videos

Learning
- Record reading & viewing time
- Take notes
- Bookmark
- Custom Forms
- Submit & Export CPD

Any two tool sets can be combined
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

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But not all three - the app would be doing too much
HOW OTHERS ENGAGE MEMBERS THROUGH MOBILE

Tool sets

We can include interaction data with any of these tool sets (i.e., we can send out custom push notifications and track user response).
GET IN TOUCH

Let’s build something amazing together

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