



BRAND DEVELOPMENT COMMITTEE REPORT

Business Meeting

PRESENTED BY BOB SLATER, MD

CHAIR, BRAND DEVELOPMENT COMMITTEE

Greetings, COA Members

This is a report of the Brand Development Committee which was appointed by the COA Board of Directors in the Fall, 2018 to reassess COA's priorities, activities, and communication tools.

A large round of (virtual reality) applause is due to all members of the Brand Development Committee:

Ron Navarro, Michael Klassen, Les Kim, Francois LaLonde, Orrin Franko, Tal David, Nader Nassif, Diane Przepiorski, Bob Slater

Committee activities have been as follows:

1. A Member Value Survey was conducted. You reaffirmed COA's top priorities:
 - Impact payors policies to oppose reimbursement reductions
 - Reduce and resist added legislative and regulatory burdens
 - Minimize payor interference in treatment decisions
 - Provide relevant and useful educational opportunities to award CME hours
 - Provide a mechanism to connect with peers and experts to share best practices

2. A new COA Logo has been adopted. The new logo is shown at the top of this report. The final design is elegant, sleek, simplified and sharp. It represents the modern concept of what a corporate or professional organization displays with a design pattern, and it looks good in both small (cell phone screen) or large (podium) format.

It is important to note the tagline: "Strong as individuals. More powerful together." That speaks volumes for how powerful we can be if we work together and use COA as our statewide voice.

3. There is a list of additional activities that still need to be executed.
 - Strategic planning of how to impact the priority areas

- Developing improved communication tools to inform members as to breaking news and COA's activities.
- Update of our website to incorporate the new logo and develop new needed functionality.
- Enhanced membership activities to increase the number of orthopaedic surgeons in all practice settings, as well as residents, fellows, and allied health colleagues who are members of COA.

Thank you all for all you do for the COA. We welcome your feedback and comments. We will continue to keep everyone updated as we continue our work on this project.

Respectfully submitted,

Bob

Bob Slater, MD
Chair, Brand Development Committee