PARENT TOOLKIT RESULTS

June 2017 Campaign
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Disclosures

• I have no disclosures or conflicts of interest.

• I am not compensated by or have financial interest or ties to any of the companies, products, or platforms I will discuss today.

• I am employed by the American Board of Pediatrics
Reminder: Toolkit Concept

• **WHO:** 31+ parents, patients, and parent organizations
• **WHAT:** Communication about board certification, stemming from FLAG talking points and discussions
• **WHERE:** A variety of media – print, electronic, social, face-to-face
• **WHEN:** June 2017 (repeat later in the year)
• **WHY:** Educate young adult patients, parents, and organizations across the country about certification/MOC and its role in quality pediatric health care
• **HOW:** Easy to use “copy and paste” text, pre-sized images and a widget
Facebook posts

• 3 public posts by Sisters by Heart, using 6 images
  • 29 total likes, 1 share, no comments
  • Compared to their other posts that receive 40, 60, or even 170 likes
• 1 personal post by Chris
• Unknown if others posted because of FB privacy setting

Facebook group

• 24 members (3 new parents referred by FLAG members)
• 16 likes on entire page by 6 of the group members
• 1 discussion comment that was not posted by Chris
Public Facebook Posts

As parents of children with special medical needs, we deal with many subspecialty physicians. Having Board-certified subspecialty pediatricians is important for our children. Get the full list of 20 subspecialty areas at MyCertifiedPediatrician.org. #certifiedpeds

Is your child's doctor certified?
You want to know if your child's doctor is working to stay up-to-date and develop quality practices. Learn more at MyCertifiedPediatrician.org.

Board-certified pediatricians can become certified in a specialty area of pediatrics after they complete additional training to learn how to best care for children with special medical needs. Is your child's pediatric specialist certified? Find out at MyCertifiedPediatrician.org. #certifiedpeds

What does it mean when a pediatrician is board certified?
It means that the doctor has invested time and resources to stay current in their practice and continually improve their skills in quality patient care.

MyCertifiedPediatrician.org

Why does board certification matter?
Board-certified pediatricians actively work to build their knowledge and skills, improve their practice and provide the best quality of care for children and adolescents.

She deserves a pediatrician who is board-certified.
Find out if your pediatrician is certified at MyCertifiedPediatrician.org.

Like  Share
11 7
THE AMERICAN BOARD of PEDIATRICS
10 original posts by 5 entities

- 3 parents, 1 used an image
- Chris
- ABP
- 12 retweets total
- 21 likes total
Other Media

One blog post that we know about

? Face-to-face conversations

? Email announcements, blasts or personal emails

? Newsletters (electronic or print)

? Letters to the editor

? Website content
Website Image/Widget

• No known use of the widget
• No widget clicks
**MyCertifiedPediatrician.com**

Unique pageviews by page/month: No *significant* jump in June

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*This is the actual page of videos, not the videos themselves.
Parent Outreach Videos

Number of views in one year: No significant jump in June

- ABP Impact: 266 plays
- The Meaning of Certification: 372 plays
- Individual Parent/patient videos: 6 to 28 plays each
Possible Limitations

• June timing
  • Distraction of health care legislation?
  • Summer vacations?
• Distribution
  • Small distribution network \((n=31\ \text{individuals})\)
  • No organized partnership with large organizations
• Message
  • Focus was on certification vs. quality pediatric care
  • Could be more anecdotal or personal