

EXECUTIVE REPORT

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1. DESCRIPTION OF POSITION

From CFMS Bylaws:

The Vice President of Services shall, in addition to his/her other duties within the executive, oversee sponsorships and member services. This includes but is not limited to:

a) Developing and maintaining partnerships that will provide services to student members;

The CFMS VP Services includes several important portfolio areas:

- Partnerships & Discounts
- Member Services & Services Projects
- Services Promotion
- Collaboration with other portfolios

This year, there has been increased focus on collaboration with other CFMS portfolios that also provide important services for CFMS members, such as the Global Health Program and the Wellness Program.

CFMS Member Survey results

Based on the recent CFMS member survey in Spring 2011 as well as the formation of the Strategic Plan, **increasing emphasis has been placed on our member discounts and services.**

In particular, the member survey identified several key services of importance to our members:

- Travel Discounts
- Insurance Discounts
- Textbook Discounts
- Wellness
- The Matchbook
- CFMS Website
- Student Initiative Grants

Based on these survey results, I have tried to focus this year's VP Services portfolio towards the needs of CFMS members, taking a holistic approach to all services that CFMS offers.

2. ACTIVITIES

Meetings attended:

- | | | |
|--------------------|-------------------------------------|------------|
| • Sept. 23-25 2011 | CFMS Annual General Meeting 2011 | Calgary AB |
| • Oct. 3 2011 | Handover with VP Services 2010-2011 | T/C |
| • Oct. 20 2011 | CFMS-Royal Bank Conference Call | T/C |
| • Oct. 21 2011 | McGraw-Hill Conference Call | T/C |
| • Oct. 14-16 2011 | CFMS Fall Exec Meeting | Ottawa ON |
| • Oct. 26 2011 | ICRE Program Advisory Board | T/C |

- Oct. 30 2011 Social Media Committee Conference Call T/C
- Nov. 8 2011 PEPID Conference Call T/C
- Nov. 13 2011 CFMS Executive Conference Call T/C
- Nov. 25 2011 Kirkham & Jack Conference Call T/C
- Nov. 30 2011 ICRE Program Advisory Board T/C
- Dec. 15 2011 ICRE Program Advisory Board T/C
- Jan. 10 2012 PEPID Conference Call T/C
- Jan. 20-22 2012 CFMS Winter Executive Meeting Toronto ON
- Jan. 21 2012 CFMS-Royal Bank Meeting Toronto ON
- Feb. 4 2012 CMA Media Training Workshop Ottawa ON
- Feb. 6 2012 CFMS Annual Federal Lobby Day Ottawa ON
- Feb. 9 2011 Vision 2000 Travel Agency T/C T/C
- Feb. 28 2012 ICRE Program Advisory Board T/C
- Mar. 8 2012 CFMS Spring Exec Conference Call T/C
- Mar. 20 2012 ICRE Program Advisory Board T/C
- April 13-14 2012 CFMS Spring General Meeting 2012 via Skype
- June 20 2012 Canadian Medical Forum Ottawa ON
- July 9 2012 CFMS-Royal Bank Conference Call T/C
- Aug 12-15 2012 CMA General Council Yellowknife NWT
- Aug 16 2012 CMA Board Meeting Yellowknife NWT
- Aug 25-26 CFMS Summer Executive Meeting Montreal QC

Partnerships & Discounts:

Royal Bank Partnership

This was the first full year of the CFMS-Royal Bank collaboration. **A three-year contract of partnership was signed in 2010 – 2011.** Within this partnership, CFMS grants RBC the right to be exclusive sponsor in the Financial Services category of all events, activities, and meetings. CFMS also allows RBC to advertise on the CFMS website, in the Annual Review, within the Services Communiqués, and to be included in the 1st year member outreach.

In addition, RBC has the **opportunity for in-school promotion via an RBC booth or presentations to medical students, except where prohibited by pre-existing contracts at individual schools.** A survey of CFMS Reps in March 2012 showed that 3 schools do have pre-existing contracts and therefore cannot participate in the RBC in-school promotion. **Reps at all other schools are encouraged to communicate with their RBC contact person and hold these info sessions early!**

Included in the partnership, Royal Bank allocates significant funding to the CFMS, including funding for the **CFMS-Royal Bank Scholarship.** See **Member Services** for more info.

Royal Bank also sponsors the **Canadian Medial Residency Guide**, a resource developed by faculty at U of T. This resource is available at cfms.org. Online services is an important part of the CFMS-Royal Bank partnership and **IT Officer Sr., Joanna Li is an important player in this collaboration.**

We are always interested in feedback from the General Assembly on the CFMS – Royal Bank partnership. If you have any comments or suggestions, or would like more detailed information on the partnership contract or financials, please contact vpsservices@cfms.org.

Kirkham & Jack Disability Insurance

This is **one of the longest-standing CFMS partnerships**. The CFMS Member Survey in Spring 2011 also showed that this is a **valuable service to members**, with 88% of respondents saying that insurance discounts are “very valuable” or “somewhat valuable”.

CFMS Members receive 25% discount on the CFMS Disability Plan for Students, a program designed specifically for medical students and to grow with their career. For example, there is no medical exam and it is the **only disability insurance package that students can continue beyond medical school with no proof of health**. This insurance is provided through the brokers Kirkham & Jack and LES Financial and underwritten by RBC Insurance (not to be confused with RBC Royal Bank).

NEW PROJECT: There are currently talks ongoing with K&J to extend insurance discounts to include **Travel Insurance**. Many students travel internationally; the vision is to provide a reliable, economical and easy insurance option for their journeys. This service might be particularly valuable to our Global Health members. This service will be explored in the 2012 – 2013 year.

Flight Deals & Travel Discounts

CFMS members have identified travel discounts their #1 most valued service in the 2011 member survey. So it was a **great disappointment when West Jet opted NOT to renew their 10% flight discount for CFMS members for CaRMS season (Jan. – April)**. The discount had already been scaled back in 2011, with the discount applicable only to regular priced fares and no online bookings, and this was the final step. So through the CaRMS 2012 season, there were **frequent updates to CFMS website and CFMS social media regarding regular seat sales**, such as frequent 50% off deals from Porter and Air Canada.

In Feb. 2012, contact was made with the corporate travel agency **Vision 2000**. The agency also attempted to restore the West Jet deal for CFMS members and was also unsuccessful.

- However, they have been able to contact **Air Canada**. No success yet, but this process can take months and there will be further updates as they become available.
- **The nature of the needed discount – for CaRMS – is more complicated than for discounted airfares to conferences** (due to various locations and dates) and this has been a **contributing factor to the difficulty in securing a flight deal** for CFMS members.

CFMS continues to offer a **Choice Hotels 20% discount for members**, which may be used at any time of year. As well, students also have access to CMA discounts: **CMA Porter 6% off; CMA's ViaRail 10% discount; significant car rental discounts from Enterprise**.

If you have feedback or concerns regarding the loss of the WestJet flight deal, or other comments or suggestions regarding CFMS travel deals, contact vpsservices@cfms.org.

Textbook & Medical e-Resource Discounts

There are many textbook and e-Resource discounts available to CFMS Members! If note, the McGraw-Hill online bookstore has increased their discount, which was 15% last year. **CFMS Members now receive 25% off McGraw-Hill titles! Members continue to receive 10% Elsevier books, among many more textbook discounts.**

In e-Resources, members continue to receive **25% off Skyscape PDA software**, among more discounts. In addition, there is a **NEW discount** from **PEPID Clinical Companion!**

- **20% off PEPID Clinical Companion all year** (the regular price: \$254.95 for 1-year)
- A special **50% off introductory offer until Oct 10 2012** – act fast to get this discount!
- **20 free PEPID Apps to be used as prizes throughout the year.**

There are exciting possibilities for **NEW partnerships and discounts** in the upcoming 2012 – 2013 year including with **Wiley Publishing** and drug resources from the **Canadian Pharmacist Association**.

Member Services:

CFMS-Royal Bank Scholarship

A portion of the Royal Bank sponsorship funds supports the annual CFMS-Royal Bank Scholarship. One student at each CFMS member school receives a \$2500.00 based on contributions to their medical school community. The application includes a resume; a personal statement and two supporting statements from medical school colleagues.

This year there were **128 applicants, over double from last year! The scholarship is selected by a panel of CFMS Alumni**. No personnel from Royal Bank are included in the selection process. The **CFMS Alumni Officer**, Cait Champion, plays an important role on communicating with Alumni and in organizing the selection of successful candidates.

These scholarships are in only their second year – a relatively new programme. Since SGM 2012, a **committee of CFMS Executive and Alumni** has reviewed the scholarship programme in order to make **recommendations for improvements** for the coming year. These recommendations **will be discussed at an AGM Small Working Group** to gain feedback from the General Assembly.

Recommendations include:

- Change the name of the award to better reflect the intention to award students for achievements in leadership: *CFMS-Royal Bank Medical Student Leadership Award*.
- Limit the Resume to 1 – 2 pages and focus on achievements in the medical school years.
- Add a Letter of Good Standing from candidates' faculties to the application.
- Suggested alternations for the Reference Letters:
 - Increase max. word count to 500 words
 - One reference letter to be from a medical student colleague *at the applicant's school*.
 - The second Reference Letter may be from a person of the applicant's choosing who is familiar with the applicant's leadership accomplishments.
 - The applicant must submit phone numbers and email addresses for Referees, so that they may be called upon to verify leadership activities.
- Students will be ineligible for the Award if they have ever held a position on the CFMS Executive or as a CFMS Officer.
- Any applicant who is considered to have falsified information on their application will be reviewed and may be disqualified from award consideration.
- Explore options for an online application system.

If you wish to give feedback on these changes please join the Small Working Group on CFMS Scholarships at AGM 2012!

NEW PROJECT: Medical Resource Review Committee

NEW format! CFMS members are uniquely qualified to assess resources of value to Canadian medical education. Previously known as *Textbook Review Committee*, this committee has been renamed and now includes reviews of textbooks as well as e-Resources such as websites and medical Apps. As in the past, completed reviews will be available on cfms.org for students to browse and, if accepted, the titles get the “**CFMS Endorsed**” seal of approval.

The MRRC has reviewed 7 titles including two Student Selections and two eResources:

- PEPID Clinical Companion *Sponsored by PEPID/eResource*
- Brukner & Khan’s Clinical Sports Medicine 4th Ed. *Sponsored by McGraw-Hill*
- Infectious Diseases: A Clinical Short Course 2nd Ed *Sponsored by McGraw-Hill*
- Pharmacology You See *Sponsored by McGraw-Hill*
- Improvised Medicine: Providing Care in Extreme Environments *Sponsored by McGraw Hill*
- Goldman’s Cecil Medicine 24th Ed. *Student Selection*
- Medscape Mobile *Student Selection/eResource*

Due to the additional logistics required for evaluating a Student Selection, ie obtaining the texts, there were **several resources which were selected but that could not be reviewed this year**. Two of these, *The Edmonton Manual* as well as *In A Page: Signs & Symptoms* will be reviewed next year. The third, *Toronto Notes* also shows promise for future review.

The **Endorsement Evaluation Form** was also updated this year and full reviews as well as Endorsement Decisions will be available at AGM 2012.

As with any new program there have been lessons learned and observations made this year:

- For **Student Selections**, much time must be given for procurement of texts. Therefore, I would recommend a two-fold review process: Review the industry sponsored texts earlier in the year and the Student Selections later in the year.
- Special emphasis should be placed on **free online resources**. These are extremely valuable to members and very easy to organize for review.
- The 12-member MRRC committee is a valuable group of students and their role could be expanded. I would recommend the **creation of a Chair of the Medical Resource Review Committee**, who could liaise with the VP Services to organize reviews.

NEW: CFMS Accommodations Database

CFMS members must travel for electives as well as for CaRMS, summer travel and more. This project aims to **help students find safe and friendly lodgings with other medical students**.

The Accommodations Database launched in April 2012 and is available to all CFMS members via login. Members may post in “Offered” or “Wanted” categories. *Disclaimer: CFMS not responsible for lodgings*. This database has the bonus of ensuring that **only Canadian medical students can see these opportunities**.

This useful Database is off to a **slow start** with fewer than 25 postings as of Sept. 10 2012. As with any user-generated database, the number of postings will pick up with time. However **at this time there are particularly few “Offered” postings**. So have *you* ever considered offering lodgings? If you have an extra room or will be away on elective yourself, this database is a great way to help out a fellow medical student and even make some cash to pay your own rent!

Do you have feedback regarding this new project? If so please email vpervices@cfms.org

Funding Opportunities for Students

CFMS offers funding to its members via **Student Initiative Grants (SIGs)** as well as **Travel Funding to attend CFMS General Meetings**. These continue to be important services to our members, with 84% of CFMS Member Survey respondents ranking SIGs as “very valuable” or “somewhat valuable”.

These services have traditionally been spearheaded by Regional Reps and that continues this year. Phil Vourtzoumis, Quebec Regional Rep, will bring updates regarding Travel Funding and Alyssa Cruz, Western Regional Representative, will update the General Assembly on SIGs.

Services Promotion:

CFMS Website & Social Media

This year there is increased focus on non-discount CFMS member services such as the Review Databases, Med Student Finances, and Med Student Wellness, all available under “**Resources**”.

Students must sign up for online access to get access to the CFMS discounts! *Email vpsservices@cfms.org for the sign up code!* CFMS services are also advertised via www.facebook.com/CFMSFEMC as well as on **Twitter @CFMSFEMC**. As VP Services, I am a member of the CFMS Social Media Committee.

Services Communiqués

This year, with **increasing emphasis placed on promotion of member services**, via the CFMS Strategic Plan, there have been additional Services Communiqués, now released quarterly and time-targeted. The most recent Back-To-School release this September was created via MailChimp just like to CFMS News Communiqués!

These Services Updates always feature news from Royal Bank as per the CFMS-Royal Bank partnership. In addition, **non-traditional CFMS services may be represented** such as services offered via the Global Health Program or the Wellness program.

NEW PROJECT: Marketing to Sponsors

VP Services is responsible to liaise with new and potential sponsors of CFMS. For example, there are various ways an industry partner can support CFMS such as through a Web Ad on cfms.org, in the Annual Review, via booth at a General Meeting, by offering discounts and services and more. This is of particular importance this year as **the Strategic Plan identified that CFMS should focus on increased professionalism of the organization.**

In Fall 2011, CFMS was approached by **Egg Farmers of Canada** regarding marketing opportunities. It became clear that we needed to professionalize and streamline our approach in order to better attract interested new partners. **Informational materials for potential sponsors are now being created.**

Collaboration:

NEW: Services & Global Health Program

Many CFMS students identify as members of the Global Health Program and the GHP offers important services, for example our Global Health Exchanges are a very valuable program to the students who participate. This year there has been increased collaboration with VP Global Health as well as the National Exchange Officers. **The Services Communiqués have promoted the Global Health listserv as well as Pre-Departure Training and Global Health Exchanges.**

NEW: Services & CFMS Wellness Program

The Wellness portfolio is led by the Wellness Officer, Danilwitz. This year for the first time, the Wellness Program has been delivered in liaison with VP Services in order to provide a consistent link to the executive.

This year has been an excellent year for Wellness, led by the Wellness Officer as well as Ontario Regional Rep, Melanie Rodrigues. Melanie will bring updates on Wellness to AGM 2012, including regarding the new Wellness Committee and changes to the CFMS Wellness Website.

Services via CMA

The Canadian Medical Association is a sister organization of the CFMS and all CFMS members are eligible to become members of the CMA. For the past year, **CFMS has advertised CMA services that might benefit students** such as ViaRail, Porter Airlines, car rentals and more. In addition, CMA also offers discounts on e-Resources and GoodLife Gym. This collaboration is an area of ongoing growth.

3. RECOMMENDATIONS AND VISION

Recommendations:

Holistic approach:

- This year, more than ever, the VP Services portfolio has engaged in providing and promoting services which have in past been exclusively delivered by other portfolios or not regarded as “services” at all, including GHP services, Wellness services, Review Databases, funding opportunities and more. Advocacy training and The Matchbook could also be regarded as services. The pillars of the CFMS are Representation, Communication and **Service. I would recommend continuing to use a holistic approach in this portfolio.**

Listen to the membership:

- **I would recommend conducting periodic member surveys in order for CFMS to remain true to the membership.** In order to ensure a good response rate, **funding should be allocated for prize draws.**

Think beyond discounts:

- **CFMS has the unique advantage of being able to provide homegrown services** such as the CaRMS and Electives Review Databases, Medical Resource Reviews, the Accommodations Database, even The Matchbook and the Annual Review. **I would recommend continuing to develop and promote these unique, homegrown services.**

Consider partnerships carefully

- VP Services is involved in the creation of valuable new partnerships every year. But this time-consuming process limits human resources available to oversee existing member resources. ***I recommend carefully considering each new potential partnership opportunity and allocating resources appropriately. This is in keeping with the CFMS Strategic Plan.***

Medical Resource Reviews Committee

- With recent changes to the MRRC to include Student Selections for review, obtaining resources has become more challenging. Committee Members are a valuable group of contributors whose role could be expanded. ***I recommend the creation of a Chair of the MRRC, who could lead resource reviews in liaison with the VP Services.***

Online Membership

- Our members cannot use our services unless they sign up for online access at cfms.org. Yet only a fraction of members take this essential step. ***I recommend yearly membership drives with valuable prizes to increase member utilization of fantastic CFMS services!***

Workload capacity:

- The VP Services portfolio is significantly charged and includes numerous administrative tasks that could be possibly be completed by a staffer if such personnel were available. ***The addition of additional administrative staff at CFMS would be of tremendous benefit to the VP Services portfolio as well as to the organization as a whole.***

Vision:

The pillars of the CFMS are Representation, Communication and Services. The vision is that CFMS member services be provided in a holistic manner, with ongoing collaboration among Executive and General Assembly members, and in reflection of the voice of the CFMS membership.

In addition, I would envision increasing efficiency and professionalism of service delivery with continued development of cfms.org, increasing engagement of new and potential sponsors and continued engagement of CFMS members.

If you have any questions or comments regarding any aspect of this AGM Executive Report or the CFMS Services Portfolio, please contact me at vpervices@cfms.org.