

Show-Me of Missouri Chapter Best Practice

Road Show Concept of Education Delivery

Presented to Fall President Meeting Attendees
September 19, 2016
Memphis, TN

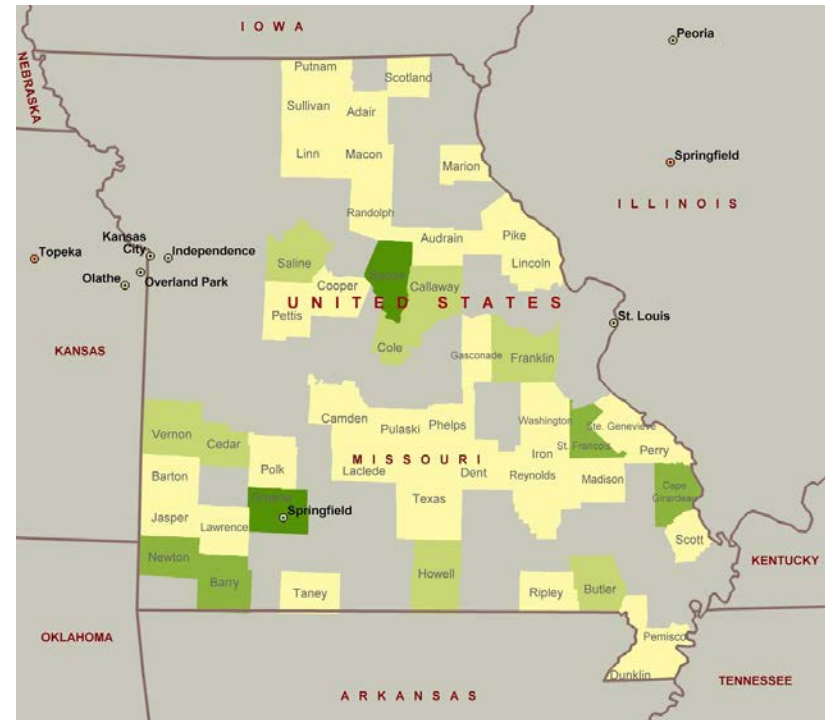


Show-Me Chapter's Challenges

Show-Me Chapter's Challenge

Geographic diversity continues to be a challenge for Show-Me Chapter

Show-Me is not a “full-state” chapter, but includes most areas outside of the Kansas City and St. Louis metro areas



Show-Me Chapter's Challenges

Show-Me Chapter's
Challenge

Members do not have time or budget to travel to multi day conferences

Solution

To meet members needs, Show-Me adopted a Road Show concept

Show-Me Chapter's Road Show Parameters

Show-Me considered Road Shows as:

- ✦ High content, low commitment offerings
 - Conferences are half-day sessions not requiring overnight stay or significant travel
 - Conferences are free to attend for members and non members

Show-Me Chapter's Road Show Parameters

Show-Me considered Road Shows locations:

- ✦ Take it to the people
- Road shows are held in areas with high concentration of members
- Student and Faculty Outreach is included
- Student membership is required to attend



Show-Me Chapter's Road Show Parameters

Show-Me structured Road Shows with:

- ✦ Host vendors
- Chapter sponsors (limited to two) located in the area are asked to provide small funding to offset cost

Show-Me Chapter's Road Show Parameters

Show-Me structured Road Shows with:

 Key education

- Host vendors are given the opportunity to present along with a presentation from Missouri Hospital Association
 - Total education is limited to four hours

Show-Me Chapter's Road Show Parameters

Show-Me structured Road Shows with:

Networking Opportunities

- Aside from lunch offered to all attendees, networking / happy hour time is built in at the conclusion of the day

Driving Criteria of Road Shows



Road Show Map

2 Road Shows in 2014

1. Springfield with baseball game social following
2. Columbia



2 Road Show in 2013

1. Springfield
2. Columbia



3 Road Shows in 2015

1. Springfield with baseball game social following
2. Columbia
3. Springfield



3 Road Shows in 2016

1. Springfield
2. Columbia
3. Cape Girardeau

3 Road Shows Projected for 2017

1. Springfield
2. Columbia
3. Cape Girardeau



Membership Feedback

2014 Membership Satisfaction Survey

“Would like more sessions in local areas or not requiring a lot of travel. We really benefited from the session held in Springfield in June. We were able to just leave work a few hours early, drive, attend and come back.”

2015 Membership Satisfaction Survey

“Attending meetings is more about travel and work responsibility.”

“Events in Columbia would improve my participation.”

2016 Membership Satisfaction Survey

“Free or low cost and geographically close meeting are important. The sessions in Springfield have been very helpful. MHA’s participation was also great.”