

INCREASE ATTENDANCE AT PCP MEETINGS

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Having organized a well-attended PCP meeting in February, 2006, I realized that there were certain rules to follow. These are the 10 rules:

1. Have your brochures printed as early as possible. They should be about 5x7" so they fit easily into mailing envelopes.
 - a. Have them available to hand out at hospital CME's at least 6-8 weeks before your event.
 - b. Carry a supply with you to give to physicians, DTN's, etc as you see them.
2. Call you hospital staff office and arrange for an electronic list of all PCP's to be e-mailed to you, then forward that to the central AACE office for brochure delivery. This is very important!!!! Get it from each hospital within a 10-mile radius. If you are not on staff, they will not give it to you. You will need to contact another AACE member on staff there and ask her/him to get the list and forward it to you. You must follow-up on this!! Information on your meeting will be sent by mail to hundreds of PCP physicians.
3. Most areas in CA have IPA's operating. Contact the medical director and send as many brochures as needed. Ask him/her to hand them out at their next IPA-PCP meeting. They love this because it is free education for their PCP's. Occasionally they will make it mandatory attendance for their MD's and paramedical personnel.
4. Each time you give a local lecture, mention the upcoming PCP meeting. Start months in advance; collect business cards of those interested, and send them individual brochures when available along with a personal note that you remembered their interest. It is wonderful for business and really brings them to the meeting. I was shocked how many came from this personal touch.
5. Don't forget your local CDE's, DTN's, dietitians etc. They love these meetings. Call outlying hospitals and send brochures to their diabetes teaching staff.
6. Make use of drug reps. They love to be your ambassador. Give them brochures to hand out for you and ask them to remind all their PCP's about the meeting. Lilly, Novo, Aventis, Takeda, Glaxo reps are particularly interested in doing this.
7. If you have a local Kaiser facility, call the medical director. They will be quite enthused with the availability of a local education lecture series.
8. Many areas have a local NP Society. Ask your NP or someone you know for the information. NP's are hungry for information and see many patients. Make sure

they know about the meeting and send brochures in advance of their next local NP meeting for distribution.

9. If you have a teaching program (ie University, Kaiser etc) in the area, contact the charge person for Primary Care. They love sending residents, fellows etc.
10. Don't forget the power of personal invitation. Contact individual MD's and give personal invitations.

It does take some time to do all these recommendations but remember the purpose of the 'Diabetes Care for the PCP' is to get them educated and improve the lives of diabetes patients. The time really was minimal if you start in advance, and an overflowing lecture room makes the effort worthwhile.

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