

## **E-MAGAZINE**

**2017 Winner:** American Osteopathic Association

**Entry Title:** The DO

### **Project Overview/Elevator Pitch:**

The DO is an online news magazine focused on issues affecting osteopathic physicians (DOs) and medical students in the U.S. The American Osteopathic Association, a member association representing the nation's more than 129,000 DOs and osteopathic medical students, publishes The DO.

The AOA began publishing The DO in a print magazine format 56 years ago. The magazine went online-only in 2009, and six years later underwent another metamorphosis from a long-form monthly magazine to a short-form daily magazine. The update included a complete redesign of the website and an increased emphasis on mobile responsiveness, video and visual storytelling.

It's worth noting that The DO's restructuring and redesign was a fully in-house project. The AOA's digital designer conceptualized and built the site with input from the AOA's leadership and editorial team. The DO's editors developed a plan to transition from:

- Creating monthly content to daily.
- Creating long-form content to short-form content.
- A text-heavy publishing schedule to a schedule that embraced multimedia.

Last year, 2016, was The DO's first full year running its new iteration. The DO's staff built on their momentum from 2015 by doubling content output and multimedia content, increasing the average number of content items published each month from 25 to 50.

The DO also serves as a forum; readers contribute to the conversation by commenting on articles and weighing in on specific articles on the AOA's social media accounts. The DO's staff is proud to produce thought-provoking content and provide readers with a space to share their opinions.

### **Project Goals/Objectives:**

The goal of The DO is to serve as a vital information source for DOs and medical students on news items big and small. The AOA's mission is to advance the distinctive philosophy and practice of osteopathic medicine. The DO supports this mission by providing osteopathic physicians and medical students with the information they need to excel in the ever-changing field of medicine. For instance, The DO's most popular content from 2016 included articles advising DOs on avoiding burnout, addressing discrimination and answering the call for a doctor during an in-flight emergency. The DO strives to delight its readers with insightful pieces that explore the diverse experiences of physicians and medical students.

To better serve readers, last year The DO's staff sought to increase output in order to provide Dos with more news delivered more quickly. Recognizing the importance of

brevity, staff focused on short-form content, short videos and explanatory charts to help busy readers understand issues at a glance.

For 2016, The DO's objectives were as follows:

1. Increase content production by at least 50%.
2. Increase multimedia content by at least 50%.
3. Increase readership/traffic by 30%.

**Strategy:**

To increase content production, The DO's staff set achievable goals for each editor and mapped out publish dates for assignments on the editorial calendar. As a team, staff developed best practices that helped increase production, such as segmenting complex topics into a series of articles instead of one long piece and repurposing content for target audiences.

To increase multimedia content, the AOA provided video training sessions for editors and hired a multimedia editor who specialized in video and interactive content.

To increase readership/traffic, The DO's email newsletter moved from monthly to weekly delivery.

**Success Metrics:**

Shifting The DO's editorial strategy to focus on creation of compelling short-form articles, videos and graphics led to a significant increase in usage and engagement during 2016.

- Compared with the previous year, readership/traffic increased by 45%.
- New users increased by 40%.
- The editorial team doubled the overall level of content production, publishing roughly 600 content items in 2016 compared with less than 300 the previous year.
- The amount of multimedia content featured on The DO tripled, with an emphasis on producing more short-form video and infographics.

**Learn More:**

**Association website**

[www.osteopathic.org](http://www.osteopathic.org)