



## Constituency communications guide for physician leaders

### How to use the OMA Connect community platform

All OMA members can log in to the OMA community tool at [omaconnect.oma.org](https://omaconnect.oma.org) or through the OMA mobile app ([App Store](#), [Google Play](#)). Posting to community groups is simple and can be done directly by the physician leader in real time. Provided that the information follows the terms of use, this content does not require or receive OMA review or approval. However, physician leaders may request OMA support to review information prior to posting by emailing a draft to [cgcommunications@oma.org](mailto:cgcommunications@oma.org).

It is recommended that physician leaders use the OMA constituency group email channel as the primary channel for sensitive or complex communications, such as billing and fee codes, elections, annual general meetings or negotiations-related matters using the process outlined under “How to use constituency group email.”

All members will by default receive email digests that summarize new activity in their OMA Connect community groups, including physician leader posts and events. Members may participate by viewing posts and responding to their physician leaders, and to other members of those groups. Members can change the frequency of digest emails for each of their groups (e.g., real time, daily, weekly or none) through their [community notification settings on OMA Connect](#).

### OMA Connect support

Constituency services staff and regional managers may support physician leaders by posting administrative materials on their behalf, such as OMA meeting details, meeting agendas and meeting minutes.

OMA staff will not post discussion posts or communication updates on the physician leader’s behalf. OMA staff are not community managers and will not monitor constituency group discussions.

If a constituency group has external administrative staff, they may request permission for that person to have access to OMA Connect. External administrative staff can be appointed to post discussions, documents, and events on behalf of the executive.

### How to use constituency group email

Physician leaders may draft or approve email communications to be sent to their members.

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Physician leaders send their communication request to [cgcommunications@oma.org](mailto:cgcommunications@oma.org) or their designated OMA constituency support staff, along with any instructions for targeting (e.g., a specific sub-set of their constituency group). OMA staff will format the email and manage the distribution to members.

For sensitive or complex communications (such as negotiations, fee codes or billing, elections, etc.), OMA staff will review the content for factual accuracy and send recommended changes back to the physician leader for review and final approval before being sent out.

OMA staff will make best efforts to send physician leader communications quickly. Depending on the volume of requests, urgency, length and complexity of information to be reviewed, etc., these communications may take up to three business days to be sent. In all cases, OMA staff will keep physician leaders updated on the status of the request.

### How to submit an item for OMA News

Physician leaders who have an item for consideration should send the request to their constituency support staff, who will forward it to the MRAC team. MRAC will review all requests and respond to the constituency support staff. MRAC reserves the right to refuse items or to recommend alternative methods of communication, such as the OMR or the website. MRAC will not consider news items that are promotional in nature.