

E-NEWSLETTER

2018 Winner: American Academy of Otolaryngology—Head and Neck Surgery
Entry Title: OTO News

Project Overview/Elevator Pitch:

In 2017 the American Academy of Otolaryngology—Head and Neck Surgery launched a completely redesigned, weekly e-newsletter—OTO News, a personalized and customizable publication for our members, which include approximately 12,000 otolaryngologists.

The decision to redesign AAO-HNS' weekly e-newsletter was based on member feedback expressing “you email me too much” and “I didn't know you offered that.” We were sending one weekly e-newsletter, single e-blasts when needed, and 16 other individual e-newsletters (monthly, quarterly, and bi-weekly). Members were overwhelmed, and our messaging was getting lost in inboxes. Our solution consolidated many of the other e-newsletters, allowing us to send one powerful email a week with timely and customizable news to our members, while also saving staff time.

The purpose of OTO News is not only to provide members with a weekly one-stop-shop for all Academy- and otolaryngology news, but to also give members the opportunity to tailor the content they receive. All members have the option to select the preferred topic areas for the “Your OTO Articles” section. Topics range from practice management, to education, to advocacy, to humanitarian efforts, and so much more.

Project Goals/Objectives:

- Provide members with a weekly one-stop-shop for all Academy and otolaryngology news
- Give members the opportunity to tailor the content they receive
- Create a customized weekly email experience for all members
- Increase ad revenue

Strategy/Tactics:

Provide members with a weekly one-stop-shop for all Academy and otolaryngology news. In addition to the tailored content, OTO News contains curated otolaryngology links and news stories from around the web; Editor's Choice articles from other AAO-HNS publications such as the Bulletin, the journal, and OTO Open; and an international otolaryngology section keeping members abreast of global information about the specialty.

Give members the opportunity to tailor the content they receive. All members have the option to select the preferred topic areas for the “Your OTO Articles” section. Topics range from practice management, to education, to advocacy, to humanitarian efforts, and so much more.

Create a customized weekly email experience for all members. One of OTO News' most unique features is "Your Academy Dashboard," which shows helpful and unique information for each member. In this dashboard, members can view their membership status (good standing, dues pending, dues owed), member engagement points, disclosure document status, and take actions on these items. If a member serves on a committee or multiple committees, links to their committee's online community are listed below the member dashboard. This feature offers committee members easy access to important discussions.

Increase ad revenue. Another challenge we faced before redesigning the e-newsletter had to do with too many ads. We had an outside vendor selling ads, and while several ads are great for revenue, we were concerned that we had too many ads competing with our content. We decided to bring ad sales back in house and now only offer five ads available for purchase in the e-newsletter, allowing both the content and ads to shine. This allowed us to keep 100 percent of the advertising revenue rather than the small percentage we received under our vendor agreement.

Success Metrics:

We're proud of the outcome we've achieved so far and expect OTO News engagement to continue to increase. In 2017, OTO News had a 27 percent average unique open rate with a 15 percent average click to open rate. For comparison, healthcare and medical industry open rates average between 17 and 22 percent and average at a 6 percent click-through rate.

Learn More:

<https://social.bluehornet.com/hostedemail/email.htm?h=32a274fa25a71c86b2098df8d39aa966&CID=mcid&schema=echo4>

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Association Website:

www.entnet.org