





FALL 2011

SPRING 2011

DIGITAL DIALOGUE:

THE OFPSA

MAGAZINE!

## We live in an age

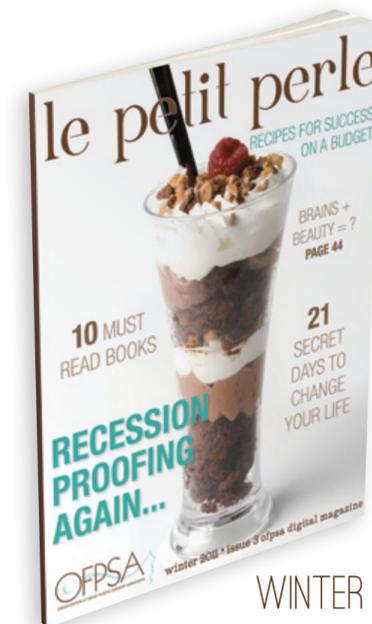
where instant is no longer fast enough, pencils are passé and mobile everything is mainstream. Over the past two years alone, 328 national magazines have permanently stopped their presses\*. For better or worse, we are at the epicenter of an unprecedented shift in the way the world receives information.

Navigating the waters of change, the OFPSA has created a new way to speak with its members. Trading our traditional newsletters for a digital publication, we have been offering a quarterly resource packed with business solutions, sample tools and the latest industry trends. Four digital magazines have been released and focus on blending the old adage that “content is king” with the latest innovations in e-marketing. Our members are quickly adopting this new form of digital dialogue with an average of 4.5 magazine views per reader.

Tools to help keep your staff at the top of their game and thrive through change are a simple click away. For those with office personnel that are currently OFPSA members, let your team know to be on the lookout for this exciting benefit. Emails arrive quarterly and have the subject “OFPSA DIGITAL MAGAZINE.” For anyone who has not yet joined, now is the time to become part of this growing community!

Like technology, our organization is continually evolving. We offer our members real-world solutions to help practices adapt and thrive through these changing times. Contact Ann Jenne at aholton@aafprs.org or Marcy Simpson at marcy-simpson@uiowa.edu to learn more about having your staff become part of this dynamic group. Look for the new OFPSA website scheduled to launch May 15, 2012!

We look forward to seeing you at our upcoming fall meeting, September 6-7th in Washington DC.



WINTER 2012



SPRING 2012



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\* <http://www.prweb.com/releases/2011/12/prweb9045642.htm>