



MASCIP

20th MASCIP CONFERENCE

THURSDAY 22ND NOVEMBER 2018
Loughborough University

‘BELOW THE BELT’

**BLADDER, BOWEL AND
SEXUAL ISSUES FOLLOWING
SPINAL CORD INJURY**

A stylized, light blue graphic of a human spine, showing the vertebrae and intervertebral discs, running vertically down the left side of the page.

MASCIP

20th MASCIP CONFERENCE

MASCIP AGM

THURSDAY 22ND NOVEMBER 2018

Loughborough University

Dot Tussler
Chair

Committee Membership

Carol Adcock

Dan Burden (Newsletter)

Stef Cormack *

Chris Freestone (Governance)

Paul Harrison

Lorraine Hedgecock (Secretary)

Kevin Jones

Glynis Kenny (co-opted Treasurer)*

Lisa Lewis

Emma Linley

Kirsty Cook (Website)

Eimar Smith

Claire Trask

Dot Tussler (Chair)

Angela Wicks (Sponsorship)

* Leaving in 2018

New committee members for 2019

Claire Guy

Benita Hexter

ACTIVITY 2018

Another very busy year

- Website management now in-house and supported by SIA
- Quarterly e-newsletter continues ...send us your contributions!
- Completion of Vocational Rehabilitation Guidelines
- Completion of Weight Management Guidelines ... to be uploaded onto website soon
- Still working on update of Older Adults and Pain Management Guidelines
- Completion of Draft Neurogenic Bowel guidelines
- Implementation of Sponsorship Policy
- Production of Partnership Agreements
- Focus on Governance and implementation of GDPR
- Continuing participation in SCI CRG
- Conference Planning
- Review of membership database
- Award of 1st Paul Kennedy Bursary
- Joint Statement on Bowel Management with BASCIS, and SIA

Planned Activity for MASCIP in 2019:

- 2nd Paul Kennedy Bursary
- Update of Pain guidelines and Shared Practice Event
- Publication of Weight Management Guidelines
- Publication of Updated Older Persons Guidelines
- Publication of final Neurogenic Bowel Guidelines
- Commencement of Bladder Guidelines
- Continued Multidisciplinary Representation in CRG
- Implementation of Governance process for ongoing management of MASCIP (sponsorship, partnership agreements and guidelines)
- 2019 Conference Any ideas!!!!
- Increase profile and engagement with SCI Centres
- Patient Education Shared Practice Event with Aspire
- Succession Planning
- Apply financial planning to activity
- Committee achieving constitutional composition

A stylized, light blue illustration of a human spine, showing the vertebrae and intervertebral discs, running vertically down the left side of the slide.

FEEDBACK FROM MASCIIP MEMBERS regarding 2017 Conference

- 93.6% of delegates rated content and presentations good to excellent
- 92% found 4 of the 5 learning outcomes were achieved or exceeded (only 71% found the conference definitely enabled informal network and sharing of ideas and experiences with SCI colleagues)
- Many ideas for future conferences
- Remains value for money

Points taken on board for this year

- 2 sittings for lunch to avoid queues...but queues are a chance to network
- Fewer presentations
- More times for questions
- Loughborough remains venue of choice (accessible location for most (motorway and airport) with hotel and venue on site)

Finance Report

- Continued suspension of membership fees
- 2017 Conference made a profit of £1800
- Running costs and expenses for the year were £4400
- £1000 Paul Kennedy bursary costs
- Annual Website management fees
 - Deposit account £5,715.00
 - Current account £10,623

Planned expenditure for 2019

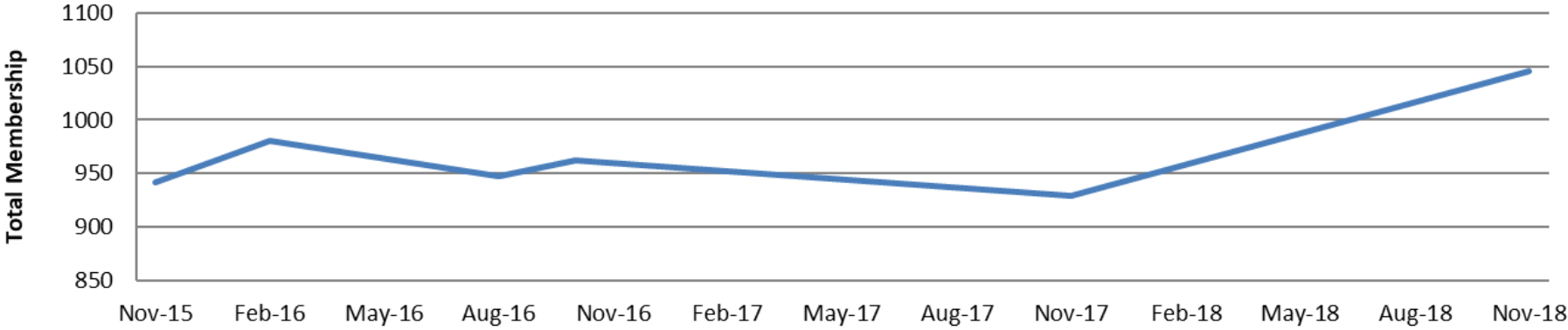
- *Ongoing funding of Paul Kennedy Bursary*
- *Further Guideline development*
- *Treasurer support*
- *Further Shared Practice Events*
- *Link worker initiative*
- *Replacement banners and promotional material*
- *Website maintenance*

Current Membership

OTHER MEDICAL	305	29.2%
OTHER NON MEDICAL	197	18.8%
STOKE MANDEVILLE	107	10.2%
STANMORE	69	6.6%
SHEFFIELD	67	6.4%
DUBLIN	66	6.3%
OSWESTRY	41	3.9%
WAKEFIELD	31	3.0%
SOUTHPORT	31	3.0%
OVERSEAS	30	2.9%
SALISBURY	29	2.8%
MIDDLESBROUGH	22	2.1%
CARDIFF	15	1.4%
GLASGOW	15	1.4%
BELFAST	13	1.2%
SERVICE USERS	8	0.8%

MASCIP are communicating with their Members via email/newsletter/website – therefore we require all active MASCIP Members to have an email address. If you have not received any information in the past year by any of these ways please leave your details with our Secretary today, or fill in a new application form via the website. www.mascip.co.uk

Rise and Fall of Membership Applications



Series1	Nov-15	Feb-16	Aug-16	Oct-16	Nov-17	Nov-18
	942	981	948	962	929	1046

Membership by Profession

Profession	Members
NURSE	320
PHYSIOTHERAPIST	212
OCCUPATIONAL THERAPIST	117
DOCTOR	57
CASE MANAGER	52
UNKNOWN	52
SOLICITOR	45
VOLUNTARY SECTOR	42
OTHERS	28
PSYCHOLOGIST	24
DIETICIAN	14
CARE INDUSTRY	12
SOCIAL WORKER	12
CHARITY MEMBER	12

47 other members are made up of: Pharmacist, Administrator, Researcher, Business Professional, Exercise Therapist, Peer Support, Patient Education, Health Care Assistant, Rehab Assistance, Psychiatrist, Education Sister, Chief Executive, Physician Associate, Vocational Therapist, General Manager, Services Support Officer, OT Technician, Radiologist, Speech Therapist and Paramedic

679 or 62% of members come from these top three professions
48% of the MASCIP membership are from SCIC's



**Website and Newsletter Update
2018**

Newsletter: engagement

- 886 users
- 51 emails removed as now obsolete
- Averaging approximately 30% opening rate from all emails sent
- Click rate is between 5-15% (but only some items on each newsletter have a link)

Campaign engagement

1,716

Emails Delivered (360 days)

Opened

535

31.18% of Delivered

Clicked

115

21.5% of opened

[View Reports](#)



Newsletter: top clicks

Mailchimp adds a new 'mapping' analytic

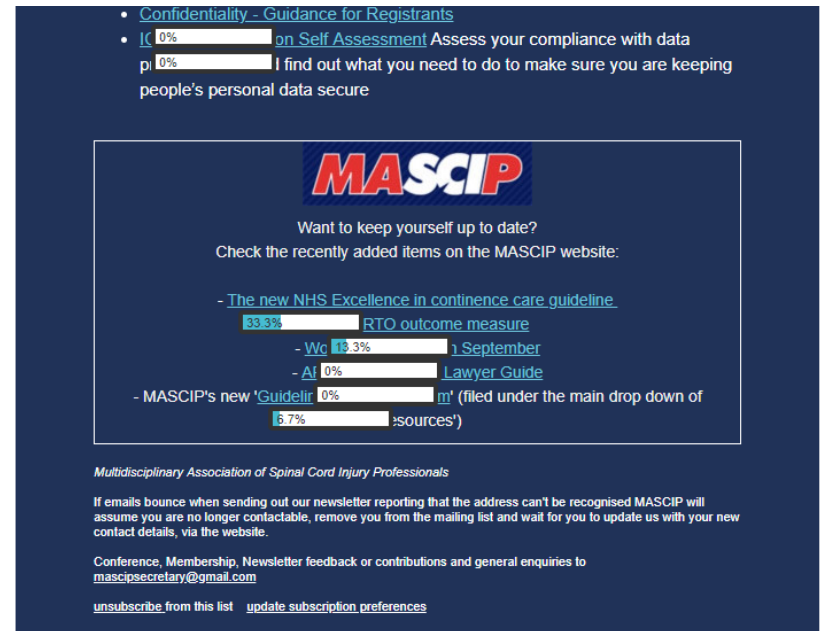
Which shows that the two new sections added this year are popular:

1) 'Want to keep yourself up to date?'

Any new additions to the website

2) 'Get it into your diary'

Any new additions to the calendar




The screenshot shows an email newsletter from MASCIP. At the top, there are two links: 'Confidentiality - Guidance for Registrants' and 'Online Self Assessment'. Below these, there are two lines of text: 'p 0% [redacted] I find out what you need to do to make sure you are keeping people's personal data secure' and 'p 0% [redacted] I find out what you need to do to make sure you are keeping people's personal data secure'. The MASCIP logo is prominently displayed in the center. Below the logo, there is a section titled 'Want to keep yourself up to date? Check the recently added items on the MASCIP website:'. This section lists several items with their respective click-through rates: '- The new NHS Excellence in continence care guideline' (33.3%), '- We 13.3% 1 September' (13.3%), '- At 0% [redacted] Lawyer Guide' (0%), and '- MASCIP's new 'Guidelin 0% [redacted] m' (filed under the main drop down of [redacted] :sources')' (6.7%). At the bottom of the email, there is a footer with the text 'Multidisciplinary Association of Spinal Cord Injury Professionals', a disclaimer about email bounces, and contact information for 'mascipsecretary@gmail.com'. There are also links for 'unsubscribe from this list' and 'update subscription preferences'.

Website:

- Apologies for any disruption or confusion from 17-22nd October
- An update run by the website host caused it to crash. Now all resolved.
- Bad timing with regards to conference organisation – thankfully we have a full house yet again
- Please do let us know if you find a link not working or have issues using the website, we'd like to give it a bit of an update and your feedback would be extremely useful
- Kirsty Cook is handing over her role as website lead to Emma Linley

Website: most visited pages

Most visited

- 
- Best Practice
 - Conference details
 - SCI charities
 - Calendar
 - Membership application

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	2,122 % of Total: 100.00% (2,122)	1,561 % of Total: 100.00% (1,561)	00:01:12 Avg for View: 00:01:12 (0.00%)	825 % of Total: 100.00% (825)	50.54% Avg for View: 50.54% (0.00%)	38.88% Avg for View: 38.88% (0.00%)
1. /	423 (19.93%)	318 (20.37%)	00:00:42	283 (34.30%)	41.49%	37.12%
2. /best-practice/mascip-best-practice/	253 (11.92%)	170 (10.89%)	00:01:50	113 (13.70%)	40.87%	53.36%
3. /conference/	170 (8.01%)	110 (7.05%)	00:00:52	55 (6.67%)	25.45%	17.65%
4. /product/mascips-20th-annual-conference/	168 (7.92%)	130 (8.33%)	00:03:17	25 (3.03%)	48.28%	57.14%
5. /sci-charities/list-other-sci-organisations-links/	116 (5.47%)	100 (6.41%)	00:03:36	93 (11.27%)	78.49%	82.76%
6. /calendar/?calendar_year=2018&calendar_month=11	63 (2.97%)	17 (1.09%)	00:00:11	2 (0.24%)	50.00%	4.76%
7. /membership/application/	63 (2.97%)	49 (3.14%)	00:01:54	10 (1.21%)	90.00%	42.86%
8. /event/care-paralysed-person-community-6/	40 (1.89%)	35 (2.24%)	00:02:42	21 (2.55%)	76.19%	57.50%
9. /best-practice/other-best-practice-resources/	38 (1.79%)	25 (1.60%)	00:04:08	5 (0.61%)	14.29%	42.11%
10. /calendar/?calendar_year=2018&calendar_month=10	37 (1.74%)	16 (1.02%)	00:00:07	3 (0.36%)	66.67%	8.11%

Website: daily usage

- Users come from all across the continent
- Interesting to know that most users still access the website via their computer





MASCIP

21st MASCIP CONFERENCE

Theme still to be decided

SAVE THE DATE

THURSDAY 28th NOVEMBER 2019
Burleigh Court, Loughborough University

Exhibitors information available on request
Contact mascipsecretary@gmail.com



21st MASCIIP CONFERENCE

THURSDAY **28th** NOVEMBER 2019
Burleigh Court, Loughborough University

What topics do you want addressed?

What format do you want?

What ideas do you have?

Please complete the evaluation form at the end of the day and give us your feedback and ideas

THANKS

- All MASCIP committee members
 - Stef Cormack
 - Glynis Kenny
 - Lorraine Hedgecock
- Sponsors and Exhibitors
 - Leigh Day for sponsoring MASCIP Abstract
 - Aspire Law for Pads, pens and memory sticks
 - Coloplast Educational Grant for Neurogenic Guidelines
- Vivienne Gordon Patient's Lives Photo Exhibition
- Invited speakers
- MASCIP presenters
- Poster submissions
- Imago and Burleigh Court

