

CSA Website Update

By *Linda B. Hertzberg, M.D.,*
Editor of Electronic Media, and
Karen S. Sibert, M.D., Associate Editor

Work has continued briskly on multiple improvements to the new website, with positive results in terms of website traffic. A Google Analytics report prepared by Merrin McGregor, Manager of Communications & Electronic Media, compared website traffic in the three months between April 27 and July 27, 2011, with the same period in 2010. This report showed that overall visits to the website increased by 46 percent, the number of unique visitors reached nearly 9,500 (up 38 percent), the number of page views by each visitor increased 20 percent, and average time spent on the website per visit grew by 10 percent. In addition, the launch of the new mobile-device version of the website was successful.

Specific areas of website modification and improvement include:

- **CSA Online First** Dr. Sibert put forward the concept for this weekly column or “blog” in May, and it has been added to the website as a regular feature. The Editor of Electronic Media solicits pieces, reviews all submissions, and edits those accepted. Featuring short, informal articles with personal opinions and commentary, CSA Online First is “pushed” out to the membership in the form of weekly emails and is credited with driving more reader traffic to the website.
- **Member Groups** This function is seeing greater use as CSA members become more aware of its existence and more familiar with it. There are both closed and open groups. The closed groups permit private discussion among members for each CSA committee, division, task force and district, while the open groups facilitate discussion on areas and issues of interest to the membership at large. The most recent addition is the “District 15” group, specifically for resident members.
- **Hot Topics and Anesthesia in the News** These areas are updated regularly based on information from a variety of sources, including the ASA, our lobbyists, news sources and a survey of recent journal articles.
- **Practice Resources** This section of the website is in the continual process of expansion and update by members of the Committee on Professional and Public Communications and LPAD. It includes CSA and ASA documents, policy statements and guidelines. In addition, there are links to templates the ASA has created for compliance with Centers for Medicare and Medicaid Services and

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Joint Commission requirements. In the future we will add links to articles of interest published in the ASA Newsletter over the past several years.

- **CSA Grassroots Network** Modeled after the ASA Grassroots Network, this feature enables CSA members to find the names of their legislators easily, contains links to a number of sites for information about state and local government, and can be easily accessed via a link on the home page.
- **Track Important Legislation** This link is the most recent addition to the CSA's advocacy tools. Members can find it under "Advocacy," within "State Legislative and Regulatory Issues." Enabling members to see the real-time status of legislation important to the CSA, it is updated continuously by the CSA's legislative counsel, the William Barnabys (see "On Your Behalf," pages 29–30).
- **Resident Members** In the first iteration of the website, information for residents was difficult to locate. With the creation of this block on the right side of the home page, residents can easily access information about the CSA, their membership status, and other resource links.

We look forward to continuing to add content and making improvements to the website that will help us reach the goal of making www.csa-hq.org the trusted source for California anesthesiologists for information about the issues affecting our specialty.

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