



# OSCAR BC

Connecting Care • Creating Community

## 2019 MEMBERSHIP & MARKETING REPORT

### Members

2019 TYPE	CONTRIBUTIONS
Quarterly Memberships	120
Annual Memberships	2
<b>Totals</b>	<b>122 Members</b>

The number of OSCAR BC members who make quarterly or annual contributions remained relatively stable in 2019.

At year-end 2019, there were 122 members.

## EVENTS – INCREASED TRAINING OPPORTUNITIES



OSCAR  
EMR



MEET | LEARN | SHARE  
**OSCARCON**  
**JUNE 22-23**  
**VICTORIA**  
University of Victoria  
David Turpin Building

**EARLY BIRD RATES UNTIL MAY 15**  
**BUY YOUR CONFERENCE PASS NOW!**  
[oscarbc.ca/events](http://oscarbc.ca/events)  
**AGENDA Now Available!**



OSCAR  
BC



MEET | LEARN | SHARE  
**OSCAR miniCON**  
**Fraser Valley**  
Sat Sep 28 from 8:30 am - 3 pm  
**Sandman Hotel & Suites**  
**ABBOTSFORD**

- Members enjoyed preferential rates to the OSCARCON conference, held in Victoria in June 2019
- Two 1-day OSCAR miniCONs were held for the first time in the fall of 2019 (Abbotsford & Langley)

## WEBSITE



- In 2019, the [oscarbc.ca](http://oscarbc.ca) website was updated regularly with OSCARCON and OSCAR miniCON content, as well as our newsletters.
- OSCARCON, OSCAR miniCON presentations, and other informative essentials for OSCAR EMR users were uploaded to the [Resources page](#).

## SOCIAL MEDIA



Three social media pages were established in February 2019 and branded with the same look as our website. They haven't been popular among our subscribers, though they helped OSCAR BC expand its online presence.

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

## SUBSCRIBERS & EMAILS



- In 2019, newsletters were emailed as PDF attachments and posted to our oscarbc.ca [News page](#).
- Subscribers increased from 450 to about 600 subscribers in 2019
- In 2019 the highest open rate for our emails was 57%, possibly due to the PDF attachment format.