In addition to the accomplishments noted in Anne Schwartz’s interim review, key accomplishments include:

* **Updating our publication design and overhauling our approach to graphics**: As previously discussed, one of the biggest complaints among staff in prior years was the difficulty of use around some of our publication templates, which is caused by a font (Roboto) that was selected years ago. Under my direction, we have successfully implemented an overhaul of these templates, which has made the work of analysts and IT staff easier. As noted in Anne’s review, I identified the need for MACPAC to overhaul the publication process through the hire of a graphic designer, which has been a significant improvement for the agency.
* **Increasing MACPAC’s social media following**: Since I joined MACPAC in September 2020, our Twitter following has nearly doubled – a significant accomplishment given that we do not pay to target content and add followers but rather grow our base organically. As of August 2022, we now reach more than 3,900 followers who include many influential health policy reporters, organizations, and researchers. MedPAC, which initially had more followers than MACPAC, currently has 3,125 followers. In addition, MACPAC began sharing work on LinkedIn in 2021, and now has 1,668 followers.
* **Improving MACPAC’s web search function and an increase in web traffic**: Since my last review, we improved the search function on MACPAC’s web site, making it easier for users to find the information they are looking for. In the first few months of 2022, MACPAC’s site has had an average of 31,500 visitors per month, up from an average of 23,966 visitors per month in 2021.
* **Adding additional publications to our schedule**: After a hiatus prior to my time at MACPAC, we added back into the rotation the publication of a reference guide and a joint data book with MedPAC on beneficiaries who are dually eligible for Medicaid and Medicare. Because we were able to hire a graphic designer in house, MACPAC was able to take over design of the publication, as well as ensuring it was compliant with 508 rules around accessibility.

I would also note that I am a key contributor to the overall culture at MACPAC, serve as a member of the Creating Connections team, and was instrumental in planning farewell activities for the outgoing executive director. I also created a tool for professional development that can be used across the agency.

Some of the areas I would like to focus on in the coming year include:

* **Improving MACPAC’s website**. Although improvements were made to the website’s search function in 2021, the website last received a comprehensive overhaul in 2015 under previous leadership. Key areas for review include improving the user experience and the updating the look of the site.
* **Exploring new ways to communicate with stakeholders**. MACPAC sends emails to our subscriber list around meetings, major new publications, and during the summer to help inform our readership about new products that MACPAC has published post-June report. An opportunity exists for us to create an opt-in system for people to receive publications of specific interest (e.g., financing issues, health equity) for our readership. This could be tied in with a larger overhaul of the web site. In addition, I would like to explore ways to continue strategically targeting our content on social media platforms.
* **Streamlining processes**. While this work is already underway, we are implementing an approach to MACPAC’s physical mailing list that will save time and money.