Dear Editor,

It has been an enlightening experience, during my long and most interesting tenure in IMA as the Chief Editor in charge of compiling and releasing the Medi-Bulletin¹ which is a newsletter of the IMA Telangana and also the combined State of Andhra Pradesh. Prior to the age of the Internet it was the only way of disseminating information to the Members of the IMA. It was immensely popular and well appreciated by the Doctors since all important IMA Activities across the state were published therein and this news bulletin was circulated in large numbers which gained the appreciation of all members for being a key source of information.

The most prominent hurdle faced by me, was that often, there were lack of funds for printing the Bulletin in large numbers to reach each and every member. Only few sponsors came forward to ease this problem, by placing their advertisements in the Bulletins. However, we were able to print adequate number of copies on a regular basis despite the financial constraints.

In addition to this the task of posting and the costs involved also posed a serious problem. We have to procure permission from the postal departments for concessions.

The medical fraternity in Telangana comprising of around 16000 IMA Members, the information dissemination to them is of utmost importance. There are innumerable beneficial schemes² for the doctors, and the members of these schemes need to be updated regularly. Also the Information from the Bulletin helps in increasing the Membership and strengthening the IMA by leaps and bounds.

It is a common practice in IMA, to release a Souvenir on any landmark occasion like the Annual State Conferences and other such important Conferences and Meets. The Souvenir not only remains as a chronicle of the event but also provides detailed information to all participants and delegates about the IMA beneficiary schemes and other service oriented activities of IMA TS. The Souvenir also includes scientific articles contributed by eminent Specialists. It remains as a Souvenir in the true sense of the word, to be a reference guide at any point of time.

This is the age of technology. The main means of communication in these times is through email and WhatsApp, which have become a part of our lives at work and home. This platform of Social Media can become a powerful tool for information dissemination in Conferences of the future. Information through well targeted email messages and through WhatsApp could elicit an unprecedented response from all prospective participants and delegates. This medium has unlimited reach and scope hence this could prove to be invaluable in disseminating information on a state-wide and Nationwide scale.

As an individual with experience in promoting information and dissemination of the same, I look forward to the use of technology as well as conventional methods in making every issue of the Medi-Bulletin enriching and useful for our members.

**End Note**

**Author Information**

Dr. Sai Kumar  
Chairman – Medi bulletin & Journal Committee  
Consultant, Sai Clinic  
Flat no 102, Srinagar colony Hyderabad, 500073  

**Conflict of Interest**: None declared

**References**

2. IMA - APPA Family Security Scheme [Internet]. [cited 2021 Aug 2].