

## NEWS FROM THE MEMBER ENGAGEMENT COMMITTEE

### Summary of Group Project or Activities – DECEMBER 2024

#### Requests for Board of Directors Approval

- Action / Request 1:  
In an effort to increase membership from an important and integral sister discipline, cardiovascular critical care, and in order to facilitate collaboration with the Society of Critical Care Anesthesiologists (SOCCA), we propose an SCA sponsored “mixer” event with invitations to the Society of Critical Care Medicine (SCCM), and SOCCA at the next annual meeting. The scope and framework of this event is at the discretion of the Board of Directors of the SCA. We are happy to work with whatever is approved.
- Action / Request 2:  
Consideration by the Board of Directors, for the development of an SCA Committee on Cardiovascular Critical Care. Evidence of Need: The practice of cardiovascular anesthesia is not limited to the confines of the operating room. The subspecialty of cardiovascular critical care in the United States encompasses two main areas: the cardiology dominated cardiac intensive care unit (CICU) and the anesthesiology/cardiovascular surgery dominated cardiovascular surgery intensive care unit (CVICU, CTICU, TCVICU). Historically, while there is an aspect of critical care to many of the presentations, workshops and PBLDs hosted by the SCA, there has not been a focus on cardiovascular critical care. As our population ages, this area of critical care is rapidly expanding and our sister organizations, such as the American College of Cardiology (ACC) and the Society of Thoracic Surgeons (STS), have taken the lead in establishing Critical Care Committees or Workforces on Critical Care, which has been active in reviewing current evidence and becoming involved in cardiac critical care practice guidelines and leading the field. Currently, many dual trained CV anesthesiologists and intensivists are active with the SCCM, SOCCA, the International Society for Heart Lung Transplantation (ISHLT), but not as much so at the SCA. We can and should change this. We should take the lead in the field perioperative cardiac critical care and foster collaboration between ACC and STS in this area.

#### Summary of Group Meeting 1 for 2024 (if applicable)

- Date: 01/16/2024
- Summary of Discussion: Discussion mainly focused on discussion on whether to continue or modify the existing, Distinguished Service Award, Presidential Lifetime Outstanding Service Award, and the John Hinckley Lifetime Outstanding Service Award as well as updates on WICTA and Social Media/SCA Website Redesign.
- With regard to the Hinckley award, discussions focused on the fact that no awardees were named for the past 3 years and that the family would like to continue to the award and how we can encourage nominations and participation.
- The following recommendations were proposed by the member engagement committee:
  - a. Distinguished Service award: The committee felt that this award should be given to an individual who has made a significant contribution to the specialty of cardiovascular anesthesiology through research, education, service, or some combination that produces a significant impact on our field. The committee noted that this award differs from the Presidential Lifetime Outstanding Service Award because it focuses on the field of cardiovascular anesthesiology, rather than on the society.
  - b. Presidential Lifetime Outstanding Service Award: This award is given to an anesthesiologist who has made outstanding long-term contribution to the SCA. We propose that the award is changed to “Presidential Outstanding Service Award” (without the descriptor “Lifetime”) which restricts certain candidates from consideration of this award. The committee noted that this award differs from the Distinguished Service award by its focus on a contribution to the SCA.
  - c. John Hinckley Lifetime Outstanding Service Award: This award was discussed with Heather Spiess, John Hinckley’s daughter, who requested that this award remain for a non-physician. Because this award has not been given for 7 years, the committee considered expanding criteria to non-physician individuals who have contributed to the field of cardiothoracic anesthesiology, rather than the SCA. Possible recipients of this award may include professionals, such as perfusionists or blood bank personnel, who have advanced the field of cardiovascular anesthesia through education, research, or innovative clinical contributions. Another suggested change is to change the title of this award to “John Hinckley Outstanding Service Award” (without the descriptor “Lifetime”). Any changes to the award criteria will be discussed with Heather.
  - d. New annual award(s) titled “Presidential citation” to be awarded at the discretion of the President (and/or Executive Committee) to an individual who has made an important contribution to the field of cardiovascular anesthesia through 1) an early career accomplishment; 2) research contribution; 3) education contribution; 4) DEI contribution through advancement of minority interests; and/or 5) service. This award would be given by the President at his/her discretion. This awardee receives a plaque to recognize their award.
  - e. The committee suggested that all current and former recipients of SCA awards are recognized at annual meetings in conjunction with the SCA History Timeline, on the SCA Website, at annual meetings, and/or in the SCA Program Book.

#### Summary of Group Meeting 2

- Date: 4/28/2024 at SCA Annual Meeting - Toronto
- Summary of Discussion: Discussed feasibility of surveys to gauge member sentiment on cost of membership, discussed strategies to engage current fellows including discount or free membership, discussed ways in which to increase private practice CV anesthesiologist membership, discussed partnering with sister committees to engage the base and ways in which we can retain members. Topics suggested included improving educational content, professional development workshops such as contract negotiation, expansion to engage the cardiac critical care members. Discussed DocMatter involvement as well as website development. Lengthy discussion on MEC contribution to social media via the Social Media Subcommittee and areas in which we can expand our Social Media footprint. Continued concerns regarding need for Veritas to oversee and/or sensor content to be posted remain as this can slow down social media engagement which occurs in real time. Board Liaison to discuss with Board.

#### Agenda of Group Meeting 3 (if applicable) Scheduled for ASA Annual Meeting, 10/20/2024

- Date: 10/20/2024 at ASA Annual Meeting - Philadelphia
- Topics to be Discussed:
  - Advancing the push to engage members of the cardiac critical care community, specifically, dual trained physicians in cardiovascular anesthesia and critical care medicine for the purpose of increased collaboration, membership interest and leadership.
  - Social Media Update – where we stand on Veritas, Social Media engagement and posts and requirements prior to posting.
    - The plan previously was to assist with 3-4 social media posts per year which will be focused on spotlighting a current SCA member and their contributions/achievements etc. Update on this.
  - Newsletter Update
  - Online Education Update
    - Discuss “MOCA minute” style short 10-15 min highly informational educational content geared toward the private practice CV anesthesiologist.

#### COLLABORATION

- We have and will be collaborating with WICTA, Online Education Sub-committee, Social Media Sub-committee, ACTA Program Director’s Council, and the Mobile App Sub-committee on a variety of projects from DocMatter Echo Corner which our committee spearheaded and initiated to partnering on webinars with WICTA and social media engagement with the Social Media Sub-committee. Additionally, we will be working with the Board and the Website Developers to assist in the overhaul of the SCA website.
- We will be working with the Social Media Sub-committee to assist with 3-4 social media posts per year which will be focused on spotlighting a current SCA member and their contributions/achievements etc.
- Planned collaboration with SOCCA and SCCM with respect to engagement of cardiac critical care physicians and increasing engagement and membership from this cohort.

#### FUTURE PROJECTS

- Development of a Social Media/Podcast focused on Cardiothoracic Anesthesia
- Courting cardiac critical care physicians who attend SCA, focusing on dual trained members to assess further professional needs with Inaugural 2025 SCA Annual Meeting Mixer Hour for Cardiac Critical Care Physicians.
- Development of a research real time white board where collaboration can occur outside of national meetings.

### Summary of Group Project or Activities – June 2024

Name of Project or Activity	Description	Project Status (New, Ongoing, Complete, Near Completion, Long Term, Abandoned)
Activity 1: Assistance with SCA Website Upgrade	Providing guidance and feedback through our sub-committee on the development of the new SCA Website	Complete with regard to rollout, ongoing with respect to bi-annual review of content
Activity 2: Review of the SCA Annual Awards as requested by Dr. Glas	Review of the current awards: Distinguished Service Award, Presidential Lifetime Outstanding Service Award, John Hinckley Lifetime Outstanding Service Award	Complete. Recommendations made to the President, which included modification of the Hinckley Award as well as the introduction of a new award, the “Presidential Citation.”
Activity 3 Assistance with SCA “Member Spotlight” on Social Media	Assisting our Social Media sub-committee with development of a “Member Spotlight.”	Ongoing
Activity 4 MEC Engagement on DocMatter, Newsletter and Mobile App	Continued engagement by MEC on DocMatter, Newsletter, and Mobile App content	Ongoing

### Summary of Group Meetings – June 2024

Date	Action Items from Meeting
January 16, 2024	<ol style="list-style-type: none"> <li>1. Awards Update – completed during meeting</li> <li>2. Website Liaisons named and goals stated</li> <li>3. WICTA, MEC Webinar goals</li> <li>4. Social Media Subcommittee Assistance – Liaisons named and needs addressed</li> </ol>

### BOARD ACTION REQUESTS *(if any)*

#### For Board of Directors Consideration – Posted June 2024

Support for a Mixer/Meeting with Dual Trained Cardiothoracic/Critical Care Anesthesiologists at the 2025 Annual Meeting. Purpose would be to: 1. Enhance Engagement of this highly trained group 2. Encourage Membership in the SCA 3. Establish a foundation/outline which can provide guidance in ways the SCA can establish a footprint and eventually, become a leader, in the field of Cardiac Critical Care. This enhances our overall society footprint and national reputation. There is tremendous support from dual trained faculty at our nation’s leading institutions for this proposal.

### POSTED NOVEMBER 2023

#### Summary of Group Meeting 1 - Date: 5/7/2023 at SCA Annual Meeting - Portland

- Discussed feasibility of surveys to gauge member sentiment on cost of membership, discussed strategies to engage current fellows including discount or free membership, discussed ways in which to increase private practice CV anesthesiologist membership, discussed partnering with sister committees to engage the base and ways in which we can retain members. Topics suggested included improving educational content, professional development workshops such as contract negotiation, expansion to engage the cardiac critical care members. Discussed DocMatter involvement and transition to.

#### Summary of Group Meeting 2 - Date: 8/22/2023

- Discussion amongst the committee with Board Liaison Dr. Duncan present, on the direction and involvement of the MEC with the new SCA website. Overwhelming support for proceeding with an overhaul of the SCA

website. Volunteers elicited from the MEC to spearhead different areas of outreach; Further discussion on short video segments on “why CV anesthesia” and webinar development in partnership with WICTA.

#### **COLLABORATION**

- We have and will be collaborating with WICTA, Online Education Sub-committee, Social Media Sub-committee, ACTA Program Director’s Council, and the Mobile App Sub-committee on a variety of projects from DocMatter Echo Corner which our committee spearheaded and initiated to partnering on webinars with WICTA and social media engagement with the Social Media Sub-committee. Additionally, we will be working with the Board and the Website Developers to assist in the overhaul of the SCA website.

#### **FUTURE PROJECTS**

- Development of a Social Media/Podcast focused on Cardiothoracic Anesthesia.
- Courting cardiac critical care physicians who attend SCA, focusing on dual trained members to assess further professional needs.
- Continued work with the Board and Website Developers to assist in website re-development.

#### **POSTED JUNE 2023**

##### **Summary of Group Meeting 1 - Date: 8/4/22**

Partnership with WICTA to plan webinars that would appeal to youngest members. We discussed the frequency, coordination with OESC, and WICTA. WE also discussed echo corner and how to improve that to enhance member engagement.

##### **Summary of Group Meeting 2 - Date: 01/23/23**

Discussion of events and upcoming annual meeting. This included, but was not limited to: Bingo card, head shot station, echo jeopardy, med student council.

#### **COLLABORATION**

- Online education subcommittee
- ACTA PD council
- International committee
- Scientific program committee
- Mobile app subcommittee
- Social media committee
- Newsletter committee

#### **FUTURE PROJECTS**

We plan to continue to work with WICTA and OESC and plan webinars targeting fellows and young faculty. We plan on welcoming and supporting (however the board sees fit) the medical student council. We will continue to recruit new members to the MEC who are within 5 years of fellowship graduation. Our target audience for next year will be private practice physicians, and making the SCA more valuable to them.

#### **POSTED NOVEMBER 2022**

##### **Summary of Group Meeting 1: 8/4/22**

- Discussion of partnership with WITCA for an ongoing webinar series. Potential topics were discussed, as well as frequency and timing of the series. It was decided that we would partner with WICTA in the series. We would also reach out to OESC to obtain funding.
- Echo Corner- discussion of working in parallel with SCA University v. partnering with SCA University. Coordinate with DocMatter to promote discussion of Echo Corner on DocMatter.

## DESCRIPTION & GOALS

- All items included in committee description

## COLLABORATION

- WICTA
- Online education subcommittee
- ACTA PD council
- International committee
- Mobile app subcommittee
- Social media committee

## FUTURE PROJECTS

- Work with WICTA to develop webinar series directed towards fellows and junior trainees
- Develop of Echo Corner in coordination with SCA University

## POSTED JUNE 2022

### Summary of Group Meeting 1: 4/21/22

- Retention of graduating fellows as target of MEC
  - Highlighting all of the educational content of the SCA (DocMatter, LMS, WICTA)
- Ways to make the mobile app more engaging on a daily basis (echo images or QOD)
- Bingo Card at the AM
- Social media subcommittee and potential absorption of app

### Retention of Graduation fellows

- Can we offer graduating fellows a discount? SCA full membership is \$190/yr
  - We could send an email in September (once fellows have settled into their job) about staying members and mention the discount
- Are the finances what prevents people from staying in the society?
  - Likely multifactorial; Can potentially send survey to recent grads asking why they are not members, but this would likely have a very low response rate; Is the discount that people get from being a member worth the cost?
  - We will need to showcase the educational content of the society
    - WICTA ; DocMatter and the new LMS
- Need to figure out what people in private practice want, though this may be hard to do as SCA likely self-selects for members

### Mobile App

- Need to figure out why push notifications aren't going through; Suggestions for echo corner or question of the day/week. This would be a feature that would drive people to the app

### Current engagement

- About 800/3400 members serve on committees or task forces; Will track data going forward

### Meeting App- WHOVA

- Can we have a link to download the SCA mobile app from the meeting app?

### TAS & AM

- 1030 registrants thus far; 9:1 in person: virtual; Will likely have more virtual signups closer to meeting date

### Bingo card at AM

- Email committee heads to get input for bingo cards; Stamp from exhibitors?; Highlight networking reception; Will need to be printed by May 12

### Social Meeting Subcommittee

- Discuss absorption of app; Need to post things about the meeting and during the meeting

**COLLABORATION**

- Online education subcommittee; ACTA PD council; International committee; Scientific program committee; Mobile app subcommittee; Social media committee

**FUTURE PROJECTS**

- Plan of action to maintain graduating fellows as members; Rollout of the LMS in conjunction with social media; Plan of action for the additional content for the mobile app (including implementation)

## Summary of Group Meeting 1: Date: April 14, 2021

1. International Members:
  - a. There was an increase in momentum to reach out to international anesthesiologists to promote membership in the SCA. We asked members of the committee to reach out to their personal contacts abroad to understand the limitations of why someone would not join. A survey was created, and we reached out to the international committee.
  - b. In the following months, we had a meeting with Dr. Mittnacht, chair of the international study to help guide and promote the survey. After speaking with the chair of the International Committee, we learned that they are already working on a collaboration with several international societies to allow for a working relationship where each society could promote and offer educational content from other societies. As they are already in negotiations with other international societies, the chair asked us to hold off on any survey for the time being and wait for these talks to play out.
  - c. At this time, we will hold off any attempts to contact international members until the International Committee finalizes their work
2. Doc Matter:
  - a. Currently, we are still in the process of implementing DocMatter and trying to integrate it with the SCA website and app.
3. SCA App:
  - a. The App has been created and with Dr. Gina Linganna spearheading the launch, we are slowly increasing the content. The app contained guidelines and education videos and now with permission from ASC, echo values have been included. We will slowly expand the app to hopefully contain more interactive features. The App Subcommittee has been created to focus more on just the app and its content.
4. Social Media
  - a. This is an area which, compared to other subspecialties, is really lacking for the SCA. Social Media was first brought up by the Member Engagement Committee but has now garnered enough traction to where it has its own subcommittee. However, as it is still in its infancy, much of the logistics and platforms must be worked out. Dr. Nikhil Kumar has been tasked to Chair this subcommittee.

### DESCRIPTION & GOALS

Many of the ideas that were born from the Member Engagement Committee (ex. Social Media, App) have gained enough traction where they now have their own subcommittee and each are working on those specific areas of interest or have already been included on the SCA website (ex. jobs board). Currently, we are during getting DocMatter up and running and hopefully, this can work in conjunction with social media to get started.

### COLLABORATION

Collaboration with the International Committee will be required following their meetings with the other international anesthesia societies. After which, we will again revisit the idea of international anesthesiologists joining our society. There is already integrated collaboration with the Social Media and App sub committees.

### FUTURE PROJECTS

With Social Media and App ideas gaining their own subcommittee, we are now tasks with coming up with new ideas to garner interest in the society. I believe there are 4 separate groups of physicians that we need to account for:

Fellows / Recent Graduates

Academic CT anesthesiologists

Private Practice CT anesthesiologists

General anesthesiologists interested in thoracic / cardiac cases / TTE (POCUS)

**POSTED JUNE 2021**

DOCMATTER: The MEC discussed and recommended that the SCA adopt a discussion forum for members from DocMatter. This has been approved and work on implementation is underway. The product includes expanded and refined professional profiles for all members, highlighting their individual achievements and interests. DocMatter will be integrated with the web site and the mobile app.