



Minutes

SAGES Lead Up Task Force

Monday, September 15, 2025/2-3:30pm PT/5-6:30pm ET

Chair: Ross Goldberg, MD

Co-Chairs: Leena Khaitan, MD and Paresh Shah, MD

Committee Staff: Sallie Matthews

1. Call to Order and Introductions

Dr. Goldberg called the meeting to order. Thanks to all. Announcements were made.

2. Approve Fall 2024 Minutes

Minutes reviewed and approved.

3. Review Task Force Goals – Goldberg

Empower SAGES members to advocate for their patients

Empower SAGES members to advocate for their profession

Educate SAGES members on interaction with internal and external healthcare professionals

Goals reviewed and deemed still accurate. (Sal review past – did we change?)

4. Review November Retreat Summary – Goldberg (attached)

Reviewed. Retreat was educational, informative and engaging. Presidential plenary session on Friday. 67 responses – engaged and thoughtful replies. Business plan, c-suite primer, VAC were supported.

5. Review Lead Up Survey Results – Goldberg (attached)

See above. People expressed their frustration, proving the necessity for this task force. We will show them strategies to employ. Recent discussion about AI use for documenting notes – we need to identify positive developments, not just address the negative. Although some people have problems getting their institution approve use of such tools. Cyber security issues – need to explain to members so they understand when they encounter barriers.

6. Discuss Season 1 “Walk in the Park” podcast with c-suite – Goldberg

Brainstorm subsequent seasons (department leadership, health system, industry, payors)

Season 1 underway. Will finish by end of March & release soon. We have 4 more seasons to make. 4 more to come – payors, health systems, departmental/med school leadership, industry.

Need game time for the rest of these and potentially additional hosts. For payors, consider

retired, medical directors, consumer arm, government affairs, business to business for self

insured entities. The goal of the podcasts are to give perspective of “the other side.” For

departmental and med school, include Deans, make sure to include private practice hospitals.

Suggested one season be on empowerment – how to speak up, advocate, negotiate – this will be great for year 2, after the first year of seasons. Build questions into current podcast interviews



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about this. Julia Amundson said to include candidate reps to the board (and maybe former ones). Another potential topic is unionized physicians. Should offer ability to review before it goes public – very important to do – tell Jason.

Payor – United, Aetna, (get names from Paresh & Brian), Humana, Optum, Kaiser Get 10 names for each in hopes of getting 5. (season 4)

Department leadership – One med school Dean, one department chair (Henri Ford, Barbara Bass, Julie Freishlag), community hospital chief or CMO or chief of staff. HCA or Tenant (season 2) -

Health System – Kaiser, HCA, university system, non-university system (Cedars, Methodist, Dignity, Providence), Inter Mountain (?), VAT process person, IT challenges (season 5)

Industry – Education, health economics, clinical science/trials, development of new instruments/tools, contracting?. (season 3)

Mercedeh, JB & Leena volunteered (everyone did). Kevin will put together podcast tip sheet. Get industry list from Nov. retreat.

Create google sheet for suggested names and questions. Consider getting good microphone. We can work on seasons 2-5 throughout the year, not just one per quarter.

****Discuss w/Jason – time \$ - coordinate with SAGES Stories?**

7. Review March 2025 Presidential Plenary Session – Schlachta
All of the above and below will be discussed.
8. Discuss Plans for Remainder of 2025 – Goldberg
Business Plan template – by September – downloadable PDF, keep it simple – Baghai, Shah, Bittner
Navigating VAC (Value Analysis Committee) – include how to develop a product – by November – Kevin, Brian, Gretchen, Tammy – see survey for interested people (Mercedeh has PPT on this)
C-Suite Primer – by March 2026 – Leena, Julia, Allan – how to interact with c-suite, use c-suite interviews, tips/guide for engaging and success interacting with c-suite

How to advocate to change policy – next year

Consider TikTok style videos for each

Need more people on task force and to volunteer for these things. Use residents/fellows.



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How to measure impact? Number of hits/downloads. Re-survey after a year. Ask for stories if any of this helped people.

Chris expressed appreciation for fulfilling his mission.

9. Finalize any Board motions / recommendations