



MINUTES

Spring Committee Meeting

March 11, 2025

Chair: Kellie McFarlin, MD

Co-Chairs: Erin Gilbert, MD

Committee Staff: Jason Levine, Julie Miller

In attendance: Drs. Bittner, Gerardo, Gilbert, Chang, Davis, Earle, Kowalski, McFarlin, Dolman, Rodriguez, Baumgartner, Popowich, Herron

- I. Approve Prior Meeting Minutes – Fall 2024 (approved)
- II. Review Committee Goals (No changes)
 - Foster communication between members and to members in a variety of ways
 - Enhance membership marketing to increase membership
 - Increase functionality to make SAGES media resources the go-to resources in MIS for trainees, practicing surgeons, public and the media
 - Create and execute a PR strategy to generate positive coverage of SAGES in both industry press and general media
 - Enlighten and educate patients and the public of their minimally invasive options if they are to undergo surgery
- III. PI Brochure Update
 - Opioid—waiting for edits from the Opioid task force
 - Mild Diverticulitis—still in process with Colorectal committee
 - Colon—Melissa Chang finding a graphic
 - Patient Engagement Portal (PPN) going live and each committee will get directions on how to enlist patients. Going forward, all brochures will include patient input.
 - Video brochures—no updates with plans to still create brochures focused on top three specialties—gall bladder, appendix and ERCP—along with general pre op video. Rodrigo would like to expand recordings to residents/fellows to serve as a template for other videos that could be produced by subject experts.
 - Discussed patient information card with QR code that links to brochures on the website
- IV. SAGES Stories Podcast Update
 - Sallie the most recent podcast, with discussion about an upcoming point/counterpoint joint interview with subjects TBD
- V. Monetization (Eblasts, MESSAGES, Website)
 - Looking into additional revenue sources (eg. ARP to check whether the increase in podcast listenership is attractive to advertisers)
- VI. Social Media



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- Need to approve latest Ergonomic task force videos
- SAGES social accounts—actively promoting on all: Instagram, Facebook, Threads, BlueSky and SAGES LinkedIn (when appropriate)
- Facebook groups—check in with FB group administrators (do you still want to be on FB, or need anything?)
- SurgeOn—are SAGES members now more interested in this platform?

VII. Website Redesign

- New website--soon ready post SAGES 2025 with several committee members offering to review content: Drs. Baumgartner, Gerardo, Gilbert, Barbosa, Rodriguez, Dyon
- Google ads—we don't purchase because they're expensive and bidding on terms to place #2 or #3 would mean thousands of dollars
- Search engine update and AI—concern about AI delivering incorrect information, but committee consensus that SAGES be a part of AI and remain an educational resource for patients.

VIII. New Business/Next Steps

- Move forward with the patient cards
- Schedule point/counterpoint podcast
- Continue SurgeOn use discussion

Meeting concluded.