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EAST's Core Strategic Goals

- 1. LEADERSHIP**
Prepare young surgeons to become leaders
- 2. DEVELOPMENT**
Promote unique programs for the career development of young surgical leaders
- 3. SCHOLARSHIP**
Provide education and training across the continuum of acute surgical care
- 4. FELLOWSHIP**
Encourage a sense of community for personal professional growth
- 5. COLLABORATION**
Work with our stakeholders to advance patient care and trauma systems

Message from the President

Jeffrey P. Salomone, MD, FACS, NREMT-P



The Changing Face of Medical Education

EAST Committees are in the final stages of planning for the upcoming 26th Annual Scientific Assembly to be held in January. Abstracts have been selected for oral and poster presentation, discussants invited, sunrise session topics identified and workshops organized for what promises to be the best meeting yet. Preparing for this conference provided me with a chance to reflect on how medical education has evolved in recent years.

For its annual Scientific Assembly, EAST partners with the Wake Forest School of Medicine (WFSM) to provide CME to attendees. WFSM is accredited by the Accreditation Council for Continuing Medical Education (ACCME). In order to maintain its accreditation, WFSM and EAST must ensure, among other things, that CME content is both free from bias related to commercial or marketing interests and that it is based upon the needs of the learners.

In order to ensure unbiased content, WFSM requires full disclosure of conflicts of interest including, without limitation, "relevant financial relationships" from all individuals involved in the educational activity. Traditionally, all presenters at the Assembly must complete a disclosure form and, in recent years, this has expanded to include all members of the EAST Board of Directors, Program and Careers in Trauma committees (because of their roles in organizing the meeting) and all coauthors on the abstracts accepted for oral or poster presentation. Those individuals who decline to complete a disclosure are not allowed to participate in the educational activity. All reported relationships are provided to meeting participants, and speakers are now required to include a disclosure slide at the beginning of their presentations.

Conflicts of interest include evident conflicts as well as conflicts that may exist or may be perceived by others to exist regardless of whether the presenter (or any individual involved in the educational activity) believes them to exist. Accordingly,

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and to preserve the integrity of its educational programs and comply with ACCME standards, EAST mandates full disclosure of all conflicts of interest. Disclosure of a conflict does not automatically exclude one from presenting, but the conflict must be evaluated by meeting organizers and is considered “resolved” when it is deemed by EAST not to bias the program content. The emphasis is on transparency so that the participants are aware of all relationships that may impact program content. Evaluation forms also ask participants to comment on whether the program was free from commercial bias.

While commercial entities, such as device manufacturers and pharmaceutical companies, can provide financial support to a meeting’s host organization, such funding cannot influence the content of the program and their representatives may not participate in organizing the meeting. This requirement has led to the development of “satellite symposia” at meetings where a manufacturer will contribute funding to the host organization, in an effort to reach attendees, in return for meeting space. The content of these programs is controlled by the company and must be offered at a time when the host organization is not holding a CME activity.

The ACCME also requires that CME is based upon the needs of the learners. While several methods may be utilized to assess the focus and usefulness of educational content, one of the primary avenues are questions on the program evaluation that ask participants to comment how they will incorporate new knowledge into their practice. The goal is to ensure that the content is both relevant and valid. If WFSM and EAST fail to comply with the ACCME requirements their ability to award CME for the Assembly would be in jeopardy.

Other recent changes in CME include:

• **MAINTENANCE OF CERTIFICATION (MOC) REQUIREMENTS-**

In the last decade, the American Board of Surgery (ABS) has introduced MOC requirements to maintain Board certification. A significant component of MOC is lifelong learning and self-assessment. The Board requires surgeons to complete 90 hours of Category I CME over a three-year period and 60 of these hours must include self-assessment activities. EAST, like other organizations, is working diligently to increase the number of CME hours at the Assembly that meet self-assessment criteria.

- **ON-LINE EDUCATION-** Traditionally, physicians have acquired CME by attending lectures and conferences such as the Annual Assembly. As the Internet has developed, opportunities for physicians to obtain CME have evolved. Last year EAST established a partnership with CE Central at the University of Kentucky Healthcare to deliver programs that allow members to obtain CME on-line. At present, four CME presentations are available on the EAST website and each satisfies ABS MOC requirements.

- **PODCASTS-** Educational innovators found that iPods and similar devices could be used to deliver educational content while learners are engaged in other activities such as exercising and driving. The EAST website has more than 15 “EAST Traumacasts” available for listening or downloading to a hand-held device. Several of these Traumacasts will also be adapted to offer CME credit through the EAST Online Education Center.

CME continues to evolve as new technologies emerge. EAST hopes that you will find its CME beneficial. I look forward to seeing you in January at the JW Marriott Resort in Scottsdale, Ariz!

Sincerely,



Jeffrey P. Salomone, MD, FACS, NREMT-P, EAST President

EAST.ORG, Have You Visited Lately?

By Bruce Crookes, MD, Chair, EAST Information Management and Technology Committee

The EAST website continues to be a popular resource among members and non-members alike. As we continue to augment the site, we review our web statistics to see how often site visitors are accessing our site, what parts of the site are being visited, and how often they return. These statistics will help to shape our enhancements to the website, as well as providing us with a snapshot of the traffic which our site receives.

Interestingly, EAST is receiving three times as many new visitors to our site as our contemporaries, indicating that our site has value for both members and non-members. Our Professional Development pages continue to be the leading destination on www.east.org, followed by the Practice Management Guidelines. We will continue to expand our social media presence, and have been working hard to enhance our communication through Facebook, Twitter and YouTube.

Are you a fan yet? Be sure to visit the EAST Facebook page and become a fan!



EASTERN ASSOCIATION
FOR THE SURGERY OF TRAUMA

2012 EAST Board of Directors

Jeffrey P. Salomone, MD, President
Scott G. Sagraves, MD, President-Elect
Erik S. Barquist, MD, Past President
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2012 Committee & Ad Hoc Committee Chairs

Committee Chairs

Bylaws Committee – Herb Phelan, MD
Careers in Trauma Committee – Nicole Stassen, MD
Information Management & Technology Committee – Bruce Crookes, MD
Injury Control & Violence Prevention Committee – A. Britton Christmas, MD
Membership Committee – Tarek Razek, MD
Nominating Committee – Erik Barquist, MD
Program Committee – Stanley Kurek, Jr., DO
Publications Committee – Juan Duchesne, MD
Scholarship Committee – Shahid Shafi, MD, MPH
Seniors Committee – Carl Valenziano, MD, MPA

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Acute Care Surgery Ad Hoc Committee – Therese Duane, MD
Advanced Practitioners Ad Hoc Committee – William Hoff, MD
Advocacy & Outreach Ad Hoc Committee – Bryan Cotton, MD
Military Ad Hoc Committee – Joseph DuBose, MD & Carlos Rodriguez, DO
Online Education Ad Hoc Committee – Andrew Bernard, MD
Pediatric Trauma Ad Hoc Committee – Richard Falcone, Jr., MD, MPH
Practice Management Guidelines Ad Hoc Committee – Elliott Haut, MD
Research Ad Hoc Committee – Vicente Gracias, MD
Rural Trauma Ad Hoc Committee – Rajan Gupta, MD

A listing of Committee and Ad Hoc Committee Members may be found on the ‘info on EAST’ section of the EAST Website, www.east.org.

Committee & Ad Hoc Committee appointments are made annually by the EAST President. A Call for Volunteers is also conducted annually in the fall. Information is available on the EAST website and the call is announced via email and electronic communication. Please contact the EAST administrative offices at 312.202.5508 or by email at managementoffice@east.org if you are interested in serving on a committee or ad hoc committee.

EAST Foundation Update

By Fred A. Luchette, MD, President, EAST Foundation



The Board of Trustees continues with an ambitious Capital Campaign for EAST. Since the onset of the first ever multi-year fundraising Campaign in 2011, many members of EAST have made generous contributions, setting a wonderful example in support of the mission of EAST. We have also been forming partnerships with companies who are investing in EAST's mission – and they are supporting EAST at unprecedented levels.

It is that time of year where I am writing to ask for your support of the work of the EAST Foundation. As you know, the EAST Foundation is committed to supporting the Eastern Association for the Surgery of Trauma and its members in achieving their goals as young Trauma Surgeons.

The Foundation supports the following outstanding activities:

- *Scott B. Frame, MD Memorial Lecture*
- *Raymond H. Alexander, MD Resident Paper Competition*
- *Cox-Templeton Injury Prevention Paper Competition*
- *John M. Templeton, Jr., MD Injury Prevention Research Scholarship*
- *EAST Foundation Trauma Research Scholarship*
- *Traveling Scholarships for Fellows to EAST Annual Scientific Assembly*
- *EAST Education Center*
- *EAST Leadership Development Workshop*
- *Brandeis University Leadership Conference in Health Policy and Management*
- *Society of Trauma Nurses-EAST Foundation Nurse Fellow Program*

- *EAST Foundation Annual Team Competition Fundraising Event*
- *EAST's Community Outreach Program*
- *EAST's Practice Management Guidelines Supplement*

I invite you to join us in making the most generous gift you can to the EAST Foundation for without your support we cannot realize all of our mutual goals on behalf of EAST. If you have already pledged or given for 2012, on behalf of the Foundation Board of Trustees, THANK YOU for your generosity and visionary support. Because the EAST Foundation is a 501c (3) organization, there is an end-of-year tax benefit and all contributions by December 31, are tax-deductible to the fullest extent of the law.

The Foundation will be recognizing and promoting your commitment in the following ways:

- *Spring Newsletter recognition of participation*
- *Recognition in Program Book and signage at the Annual Scientific Assembly*
- *Website acknowledgement*
- *Scientific Assembly Ribbon*
- *Invitation to Donor Reception at the Annual Scientific Assembly*

We gratefully acknowledge our member contributors for their generous support! The Member Donor Honor Roll is posted on the Foundation's web page. We look forward to your continued support!

If you have not already made a multi-year pledge to the Foundation or a single year contribution for 2012, simply head to the EAST Foundation's website www.east.org/foundation, and open the "Campaign Contribution Form" on the right. You may also contribute online by clicking



on the "Donate" button on EAST's home page. A contribution/pledge form will also arrive with your dues renewal notice in October/November.

We also want to thank our Corporate Partners for their support of EAST and the EAST Foundation during the 2012/2013 year:



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Pack Your Bags for Sunny Scottsdale: EAST 26th Scientific Assembly Preview

By Stanley J. Kurek, Jr., DO, FACS, EAST Program Committee Chair

EAST's Program Committee has been hard at work crafting an exceptional meeting for attendees for the 26th Annual Scientific Assembly. This year's sessions will prove to be engaging and educational. Keep updated on all the sessions and plan your perfect conference schedule while on-site with the EAST mobile meeting site set to launch just prior to the conference. EAST will again collaborate with the Society of Trauma Nurses (STN) and welcomes STN's sponsorship of several sessions. EAST has also collaborated with the Pediatric Trauma Society (PTS) on several Pediatric Trauma focused sessions.

Highlights of the Scientific Assembly include:

- 32 oral presentations of original scientific work chosen from 317 submissions. The Raymond H. Alexander, MD Residents Paper Competition will feature abstracts submitted by residents and fellows in training that were highly scored by the Program Committee. The Cox- Templeton Paper Competition will include the top ranked papers involving injury and violence prevention.
- Moderated Poster Presentations showcasing 36 posters of original scientific work.
- Presidential Address delivered by Jeffrey P. Salomone, MD, FACS, NREMT-P
- Scott B. Frame, MD Memorial Lecture delivered by Norman McSwain, MD FACS, NREMT-P
- Five Plenary Sessions have been scheduled:
 - WEDNESDAY – 1:30-2:30PM:**
 - Old Dogs vs. Young Bucks (Vascular Trauma and Treatment of Empyema)
 - WEDNESDAY – 4:00-5:30PM PARALLEL SESSIONS**
 - Scientific Papers That Should Have Changed Your Practice, Part 3
 - Advocacy 2013: Getting In, Staying Involved and Being Prepared in the PostAffordable Care Act Era
 - The Burden of Urban Youth Violence: A Plea for Prevention
 - THURSDAY 11:00AM-12:00PM**
 - Teach and Learn/Learn and Teach – Mentorship and the Young Professional Development
- Annual Awards Ceremony
- Annual Business Meeting – The business of EAST is conducted here and participation by EAST members is essential to carrying on the initiatives and activities of EAST.

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Career Opportunities Await on www.east.org!

FELLOWSHIPS – EAST has more than 95 fellowships listed on its website. **Have you reviewed your institution’s fellowship listing recently?** Contact the EAST Administrative Office by email to managementoffice@east.org if you have any changes or additions to an existing fellowship listing. If you have not yet listed your institution’s fellowship on the EAST website, it’s easy (and free). From the homepage, click on the “Professional Development” tab and then click on “fellowships”. The “post a

fellowship” button will direct you to the page where you may post the details on your institution’s fellowship.

EAST JOB BOARD – 53+ positions are posted on the EAST website. The EAST Job Board is the place to visit for the most up-to-date listing of open positions in Trauma and Acute Care Surgery. EAST members in good standing may post positions on behalf of their institution at no charge.



Foundation Update (continued from page 4)

The following volunteers will be supporting the Foundation in cultivating corporate relationships:

2012 DEVELOPMENT COMMITTEE

Co-Chairs:

Andrew C. Bernard, MD
Vicente H. Gracias, MD

Members:

Suresh Agarwal MD
Stephen L. Barnes, MD
Mark D. Cipolle, MD, PhD
Bryan A. Cotton, MD
David Kashmer, MD, MBA,
Sidney F. Miller, MD
Babak Sarani, MD

IT’S NOT DODGEBALL BUT YOU’LL BE DUCKING AND DIVING!

Get your teams together for the EAST Foundation’s Laser Tag Competition! Due

to space constraints, we’ve had to make a few adjustments to the popular Friday team competition event. Enjoy a ramped up version of tag and just like Dodgeball, you’ll be ducking and diving and showing your friends and colleagues your athletic skills. Visit the EAST Foundation page on the EAST website, www.east.org, for team registration details. Register your team by December 15, 2012.

DONOR RAFFLE

The EAST Foundation will again hold its annual raffle during the 2013 EAST Annual Scientific Assembly. Contributions up to \$100 are eligible for items from EAST’s Online Store with contributions of \$100 and over being eligible for other donated prizes.

To qualify for the raffle:
Donations up to \$100 will receive

One Entry into the raffle

\$100 - \$250: One Entry
\$250 - \$500: Two Entries
\$500 - \$750: Three Entries
\$750 - \$1,000: Four Entries
Over \$1,000: Five Entries

RAFFLE PRIZES TO INCLUDE:

- EAST Gift Store items
- One registration to EAST’s 2014 Annual Scientific Assembly in Waldorf Astoria Naples, Naples, FL
- One Sunrise Session Package: one session per day for 3 days during EAST’s 2014 Annual Scientific Assembly in Waldorf Astoria Naples, Naples, FL

The Foundation welcomes raffle prize donations – if you would like to donate

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- Fifteen Sunrise Sessions that offer something for everyone:

Military/Trauma Track:

- Transfusion Medicine
- The Year in Combat Surgery
- Civilian Adaptation from Military Experience: Hemostatic Adjuncts

Acute Care Surgery Track:

- Peptic Ulcer Disease: Updates in Management
- Billing and Coding the Complex Acute Care Surgical Cases
- In an ERA of DCR...Best Time to Close the Abdomen?

Pediatric Track (in collaboration with the Pediatric Trauma Society):

- Pediatric Massive Transfusion Protocols
- Pediatric Trauma Jeopardy
- Special Issues in Pediatric Trauma

Issues of the Day:

- Successful Billing for Advanced Practitioners
- How to Create, Understand and Use Practice Management Guidelines
- Distracted Driving: How Do We Wreck This Deadly Habit?

STN Track

- Recognizing and Caring for the Victim of Domestic Violence
- Medications and Trauma: How Do You Combine Them to Make Them Work?
- Practical Collaborative Trauma Research

Registration and meeting information available on www.east.org.

Foundation Update (continued from page 6)

a prize to the raffle, please contact the EAST Foundation. Continue to watch the Foundation's web page for more information about the raffle.

**BRANDEIS UNIVERSITY'S LEADERSHIP PROGRAM
IN HEALTH POLICY AND MANAGEMENT SCHOLARSHIP**

We are pleased to announce that funding has been secured for the 2013 Leadership Program in Health Policy and Management at Brandeis University in Waltham, MA. The course will be held June 9-15, 2013. The Dorothy K. Commanday Foundation in conjunction with Mr. Edward Yelon and EAST member Dr. Jay Yelon most generously provided the funding for the scholarship. This is a collaborative program with the American College of Surgeons and allows surgeons who are interested in health policy issues and their effects on surgical practice to participate. We are excited to offer this scholarship opportunity again to an EAST member. More details about the scholarship and how to apply will be announced towards the latter part of the year.

We hope you and your family had an enjoyable summer and we look forward to seeing you in January in Scottsdale. Please contact the EAST Foundation at eastfoundation@east.org with any questions or feedback you may have.

Dates to Remember:

Visit the News and Events section of the EAST website for the most up-to-date news and listing of upcoming events.

December 21, 2012 –

EAST 26th Annual Scientific Assembly Housing Reservation Deadline. The special EAST rate is guaranteed through December 21, 2012 and is based on availability. Visit the Annual Scientific Assembly page on the EAST website for details.

January 15-19, 2013 –

26th EAST Annual Scientific Assembly. Registration is Open on www.east.org.

EAST Mission Statement

EAST is a scientific organization providing leadership and development for young surgeons active in the care of the injured patient through interdisciplinary collaboration, scholarship, and fellowship.

EAST Vision Statement

EAST seeks to improve care of the injured by providing a forum for the exchange of knowledge in the practice of trauma surgery; to promote trauma prevention, research, and improved trauma systems design; to encourage investigation and teaching of the methods of preventing and treating trauma; and to stimulate future generations of surgeons to meet the challenge.

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www.east.org

INDICIA HERE

Registration is open for the 26th EAST Annual Scientific Assembly!
Details available on www.east.org.

Visit the EAST website and update your member profile today!

VISIT EAST'S ONLINE STORE!

*EAST's online store is where you can purchase a variety of items all with the EAST logo.
Go to www.east.org, click on "EAST Apparel and Merchandise" from the homepage and start shopping!*

