

east news

EASTERN ASSOCIATION
FOR THE SURGERY
OF TRAUMA

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Strategic Goals

1 LEADERSHIP

Prepare young surgeon 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

2013 ISSUE TWO

Message from the President

Scott G. Segraves, MD, FACS



Dear Colleagues,

Greetings to all of the members of the Eastern Association for the Surgery of Trauma (EAST), it is with much sadness that I start this second presidential newsletter. As you know, a few months ago we lost two members of the EAST community. I would like all of you to keep in your thoughts Past-President, Eric Frykberg, and former Director-at-large, M. Gage Ochsner, Jr. They will both be missed at the Annual Scientific Assembly

and their contributions to EAST will always be remembered.

Our nation has also endured mass casualty events in the first part of 2013. The disaster in West, Texas, the reemergence of domestic terrorism in Boston, and the Oklahoma tornado. I want to commend all of the public safety personnel, as well as the medical personnel who responded to their community's call during these tragic events. The ability of these professionals to limit the loss of life was no less than a Herculean effort and evokes a true sense of pride.

Since the last newsletter, the Board of the Directors met in two forums conducting the business of EAST. First, the Board convened in March for the Strategic Planning Retreat. Here, the goal centered on developing strategic initiatives to support and refocus EAST to our **Mission Statement:**

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

Additionally we also want to reinforce **EAST's Core Strategic Goals: LEADERSHIP, DEVELOPMENT, SCHOLARSHIP, FELLOWSHIP, and COLLABORATION.** After much deliberation and effort, the participants of this retreat developed four strategic initiatives to help guide EAST in the coming years. Those four initiatives are the following in no particular order of importance:

- 1) Refine the focus of EAST through branding/marketing review and modification.
- 2) Develop an IT strategy to support the mission of EAST.

Continued on page 2

Message from the President (continued from page 1)

- 3) Evaluate the current Annual Scientific Assembly's relevance to determine if participant needs are being met.
- 4) Identify opportunities to enhance the efficiency of governance and adequacy of staff support in concordance with the mission of EAST to foster new leaders.

The Board approved these strategic initiatives at the Spring Board meeting in April, and I appointed a task force for each of these initiatives to further study and develop a plan to implement these proposals. The task force leaders are: Kim Davis, Bruce Crookes, Stan Kurek, and myself. These leaders have formed small task forces, populated from the membership of EAST. Each task force needs to embrace these initiatives and develop a tactical plan to implement these ideas, while being mindful of the potential financial ramifications to EAST necessary to successfully implement such a strategic plan.

I am excited about the opportunities for change within the organization that may occur from these strategic initiatives and I challenge every member to participate in this process as the task forces reach out to the membership. Remember, EAST is your organization, let us work together to continue to build an already strong organization into an even better Association.

Respectfully yours,



Scott G. Sagraves, MD, FACS
EAST President

**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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Task Force Chairs

Research – Bryan Cotton, MD, MPH, FACS

Outreach – Wendy Greene, MD, FACS

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



This is an exciting time for the EAST Foundation as we advance EAST's mission of providing leadership and development for you, the young surgeons, active in the care of the injured patient. The Foundation's historic 2011

Campaign for EAST raised more than \$1,000,000 in donations and multi-year pledges. EAST members pledged more than \$480,000 to the Campaign over the period of 2011 through 2015, with our corporate partners committing \$566,000 in support. In 2013 alone, due to your generous support, we have already received \$16,800 in new member donations and are on pace to exceed the 2011 historic amount of \$21,825. With your help we can make 2013 a new record-setting year for EAST and the EAST Foundation!

The success of the Campaign would not have been possible without the participation of the EAST membership. The funding received helps EAST achieve its goals in improving trauma care and supporting young trauma surgeons and trauma healthcare providers. Members can still support the EAST Foundation by making a multi-year pledge to support EAST member initiatives. If you have not yet donated for 2013 or would like to make a multi-year pledge, this can be done on the Foundation website at www.east.org or with a check by mail. Please contact the Foundation office at eastfoundation@east.org for more details on how to get involved. As the Foundation is a 501(c) 3 organization, all financial support is fully tax-deductible.

I would like to extend my sincere thanks to all of you in our continued fundraising efforts. Your contributions aid in supporting and promoting the key missions of EAST, including the care, investigation, and prevention of injury, trauma education, and encouraging the development of the young trauma practitioner and investigator. If you have any questions or comments regarding our efforts please contact the EAST Foundation at eastfoundation@east.org. I look forward to building on our continued success and wish you all a safe and pleasant summer!

Sincerely,

A handwritten signature in black ink that reads "Fred A. Luchette". The signature is written in a cursive, flowing style.

Fred A. Luchette, MD, President, EAST Foundation

2014 STN - EAST Nurse Fellow Applications Now Accepted Submission Deadline: August 1, 2013

The EAST Foundation in collaboration with the Society of Trauma Nurses (STN) has established a Nurse Fellow program. Applications for the STN - EAST Nurse Fellow are now being accepted.

The purpose of the program is to provide exposure of trauma nurses to the EAST Annual Scientific Assembly and gain access to key leaders in trauma care. The Nurse Fellow will be supported for travel, hotel, and registration fees made possible by donations to the EAST Foundation Nurse Fellow program. The successful candidate(s) will

be assigned a mentor who will assist the fellow with designing a plan for sessions to attend and interviews with leaders. The Nurse Fellow will write a daily "news brief" that will be sent out electronically and feature daily program and event highlights. The Fellow will also author an editorial that will run in the Journal of Trauma Nursing following the meeting. The editorial will summarize their experience and feature a call for future Nurse Fellows. Mentoring from the JTN Editorial Review Board will be provided. The Nurse Fellow will

be introduced during the EAST 27th Annual Scientific Assembly at both

the STN Networking Reception and the EAST Business Meeting.

Interested candidates should **apply now**. The call for nominations will close on August 1, 2013 and selected candidate(s) will be notified and announced in September 2013. Information about the Nurse Fellow program can be found on the **EAST Foundation's website**.

The 2014 EAST Annual Scientific Assembly is scheduled for January 14-18, 2014 at the Waldorf Astoria Naples in Naples, Florida.

2013 EAST Foundation Scholarship Recipients

Congratulations to this year's EAST Foundation scholarship recipients!

EAST Foundation/ACS Brandeis University Health Policy Scholarship

Marie Crandall, MD, MPH

EAST Foundation Trauma Research Scholarship

Mayur B. Patel, MD, MPH

EAST Foundation - STN Nurse Fellow

Amanda Elikofer, BSN, RN, NE-BC

EAST Foundation John M. Templeton, Jr., MD Injury Prevention Research Scholarship

James D. Stowe, MS, PhD

EAST Foundation Raymond H. Alexander, MD Resident Paper Competition Winner

Tim H. Lee, MD

EAST Foundation Raymond H. Alexander, MD Resident Paper Competition Honorable Mention

Robert Van Haren, MD

EAST Foundation Cox-Templeton Injury Prevention Paper Competition

Brian L. Brewer, MD

EAST Awards — Applications and Nominations Now Being Accepted

The John P. Pryor, MD Distinguished Service Award in Military Casualty Care is an annual award presented at the EAST Annual Scientific Assembly. The award recognizes EAST members who have distinguished themselves in the field of military casualty care. All members of EAST (civilian and military) are eligible for this award. EAST members, who either through a singular advancement or a body of work in the field of military casualty care and who have demonstrated a commitment to improving outcomes for those who sustain injury in modern military theaters of conflict will be considered for this award. **Click here** for more details and/or to nominate someone. The nomination deadline is October 31, 2013.

EAST Oriens Award – *This is Why I Want a Career in Trauma*
The “EAST Oriens Award for Careers in Trauma” is open to Fellows and Residents who are currently in Fellowship or Residency not to be completed before June 2014. All applicants must submit a personal statement (one page maximum) on “This is Why I Want a Career in Trauma.” **Click here** for more details and to apply. The application deadline is October 31, 2013.



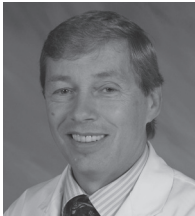
Letters of Intent Due August 23, 2013

Both the **Trauma Research Scholarship** and the **John M. Templeton, Jr., MD Injury Prevention Research Scholarship of the EAST Foundation** Letters of Intent are due August 23, 2013. Following receipt of the Letters of Intent, the Research-Scholarship Committee will judge the applicants on the basis of the merit of their research proposals, the potential of the applicant of future contributions to their field. The top applicants will be invited to submit full proposals by October 31, 2013. The Research-Scholarship Committee will review full proposals in November 2013 and select the final awardees.

Housing for the 27th Annual Scientific Assembly is Open

Make plans now to join your colleagues and friends for the 27th Annual Scientific Assembly January 14-18, 2014 in Naples, Florida. Housing is now open, book your room today at the Waldorf Astoria Naples— a perfect blend of modern luxury and eco-friendly design. Visit the **Annual Scientific Assembly** page on our website for more details.

In Memoriam



As many of you have heard EAST lost a dear friend, Dr. Eric Frykberg, FACS. He served as our President in 2001 and the EAST Foundation President 2004-2006. He was a great leader and ambassador for this organization. His accomplishments are numerous and we are very fortunate to have had him lead our association.

A memorial fund in Dr. Frykberg's name has been established by the University of Florida

**College of Medicine-
Jacksonville. Donations
may be sent to:**

Eric R. Frykberg, MD Memorial
Fund University of Florida
COM- Jacksonville
Department of Surgery
Attn: Michael Nussbaum, MD
653 West 8th Street
Jacksonville, FL 32209



**The M. Gage
Ochsner, M.D.
Institute for
Injury Re-
search and
Prevention**

has been established in honor of Dr. Mims Gage Ochsner. To continue his legacy and his vision for an institute with multidisciplinary team of healthcare professionals working together to research, identify, and educate the community on the leading causes of preventable injury had an original goal of \$ 1 million dollars, and we have raised nearly half of that thus far. Included in the Institute's goal to advance injury research is the M. Gage Ochsner, M.D. Annual Lectureship in Trauma and Critical Care Surgery. To make a donation, please visit, www.memorialhealth.com/foundation.

Stay Connected

EAST now has more than 600 likes, are YOU one of them? **"LIKE" us on Facebook** and see some of the association's breaking news, reminders, important deadlines and links to articles and issues facing your colleagues. You can also follow us on Twitter, **@EAST_TRAUMA**.

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.

August 1, 2013

ACS - Women in Surgery Mentoring Program - Application Deadline. Visit www.east.org for application.

August 1, 2013

2014 STN/EAST Nurse Fellowship - Application Deadline. Visit www.east.org for details.

August 23, 2013

Letter of Intent Submission Deadline - John M. Templeton, Jr., MD Injury Prevention Research Scholarship of the EAST Foundation. For more information and the electronic Letter of Intent form, visit the EAST website, www.east.org/news-and-events.

August 23, 2013

Letter of Intent Submission Deadline - Trauma Research Scholarship of the EAST Foundation. For more information and the electronic Letter of Intent form, visit www.east.org/news-and-events.

September 18-21, 2013

AAST 72nd Annual Meeting and Clinical Congress of Acute Care Surgery. Visit the AAST website at www.aast.org for details.

Campaign & Appeal Member Donors

We gratefully acknowledge our contributors for their generous support during the Campaign and Appeal for EAST and during the 2013 EAST Annual Scientific Assembly. Thank you so much for your continued support!

Individual Contributors: (As of May 31, 2013)

Suresh Agarwal, Jr.	Therese Duane	Oscar Guillamondegui	Norman McSwain *	Elizabeth Seislove
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* Denotes Leadership Level - Members who have contributed \$5,000 or more over a multi-year period.

** Denotes Elite Level - Members who have contributed \$10,000 or more over a multi-year period.

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Pioneer Donor:

The Dorothy K. Commanday Foundation and Edward Yelon

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Raffle Prize Contributors:

Eastern Association for the Surgery of Trauma (EAST)

Fred Luchette

Peter Rhee

UBS Financial Services

Other Contributors:

Eastern Association for the Surgery of Trauma (EAST)

2013 Campaign Corporate Partners:

We would like to express our sincere gratitude for the support of our Corporate Partners, your contributions are truly valued and we are excited about continuing our relationship in the future, thank you!

Leadership Level (\$200,000+)

Z-MEDICA

Leadership Level (\$100,000+)



Platinum Level (\$75,000+)



Silver Level (\$25,000+)



Bronze Level (\$10,000+)



Bronze Level (\$2,500+)



Visit the EAST website and
update your member profile today!

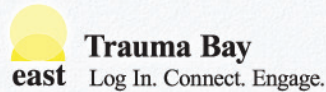


VISIT EAST's ONLINE STORE!

EAST's online store is where you can purchase a variety of items all with the EAST logo.

[Click Here](#) to start shopping!

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Log in

to join the community and share information.



Connect

with members to network, learn, and teach.



Engage

with others to collaborate and innovate.

Welcome to the EAST Trauma Bay!

Trauma Bay is a private social network for members of the Eastern Association for the Surgery of Trauma. In a members-only, password protected area, you can share interests and information and network with members regardless of geographic location. Share documents, events, and news-worthy updates with other EAST members.

EAST Trauma Bay: Login. Connect. Engage.

Trauma Bay is a private social network for members of the Eastern Association for the Surgery of Trauma. In a members-only, password protected area, you can share interests and information and network with members regardless of geographic location. Share documents, events, and news-worthy updates with other EAST members.

Have you posted yet? Commented on a colleague's question? Share your thoughts today. Some of the most popular threads so far...

- **Splenic salvage in adult blunt trauma**
- **High dose steroids in penetrating spinal cord injury**
- **Global surgery**
- **Duplex ultrasound screening for deep vein thrombosis**

Log in

and connect with other members.