Technology & Publications Committee
A Public Education Council Subcommittee

Staff Liaison
Christine Frey

Chair
Brian Stork, MD

Terms of Office
Chair 2-year term (renewable once)
Members 2-year term (renewable once)

Committee Makeup
The Committee is comprised of the Chair, Chair-elect and 4 other members.

Mission Statement:
The mission of the Public Education Health Committees is to serve as consultative bodies, working with the Foundation patient education team, to help guide strategic direction for patient education development and outreach as well as serve as a resource for the development, review and oversight of the Foundation patient education materials.

Committee Purpose:
The purpose of the Technology and Publications Committee is to inform the direction and work of the Foundation and Public Education Council Committees as it relates to using various forms technology and publications to communicate and/or share patient education materials with patients, caregivers, health care providers, researchers and the general public.

Committee Meetings:
At least two meetings annually via a teleconference or web conferencing system. Email correspondence as required on specific projects.

Time Commitment
Depending on the priorities set for the year, time commitments can vary significantly. Developing materials can take longer than reviewing and updating, so note that the below numbers are averages.

Chairs: 5 to 10 hours a month
Members: 1 to 3 hours a month

Qualifications
Members have a unique skill set related to the dissemination of education information via media platforms. Members should be collegial, vibrant, deadline dependable, efficient, knowledgeable about various their respective health topic. They should have a willingness to make meetings and conference calls a priority, and promptly produce a requested project.

Responsibilities
Chair:
• Serves ex-officio on the PEC and advises the Council on technology and publication matters
• Assist in developing a Technology and Publications Committee action plan
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- Works with the Foundation staff to ensure all action items related to said Committee are completed by designated deadlines
- Reports to Council, progress on initiatives and projects

Chair-elect
- Serves ex-officio on the PEC and advises the Council on matters of technology and publications when Chair is unavailable
- Supports the Chair to ensure all action items are completed in a timely manner
- Reports to Council, progress on initiatives and projects when the Chair is unavailable

Members:
- Set priorities for the development of initiatives and products
- Serve as a resource for the development, review and oversight of public educational information
- Research emerging technologies (e.g., web resources, apps, social media platforms) to expand reach and audience of public education information
- Assist in the development, accuracy, expansion and growth of UrologyHealth extra® magazine

2018 Accomplishments
UrologyHealthextra® (UHe)
- Quarterly issues sent in 2018 (Winter, Fall, Summer, Spring)
- Our 2018 UHe circulation was more than 353,772
- This represents a 10 percent increase over 2017
- Print circulation was about 250,000
- Online/Digital circulation was more than 104,000

Podcasts: More than 40 podcasts were developed and launched in 2018
- Nearly four podcasts were released per month (unless for special health awareness months like PCa month, when we released more)
- Introduced the ability to convert audio podcasts into online text and online text into podcasts so anyone, anywhere at anytime can read, listen and learn about various urologic conditions
- Podcasts are available on iTunes, Sound Cloud, Stitcher and Urologyhealth.org
- Podcasts have been played more than 20,000 times

Social Media and Website Statistics
- Social Media followers approached nearly 130,000
- Increased Facebook followed to 110,000; up 10,000 from 2017
- Increased Twitter followers to nearly 20,000; up 4,000 from 2017
- Shared nearly 188,000 patient education materials online
- Developed 28 new CareBlogs
- Garnered nearly three million visits to UH.org

Reaching Patients Everywhere by Supported Ability to Reach Patients:
- At Home: UrologyHealth.org website, CareBlogs and Emails
- On the Go: Podcasts, Facebook, Twitter, Instagram, and Pinterest
- In Doctor Offices: UHe, Educational Videos, and Printed Brochures