Staff Liaison    Simone Gauthier

Chair        Suzette Sutherland, MD, MS, FPMRS

Terms of Office  Chair:  2 years (renewable once)  
                 Members:  3 years (renewable once)

Committee Makeup  
The Committee is comprised of the Chair and 5 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, as well as the Public Education Council and Committees as it relates to using various 
technology platforms 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.

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 Public Education Council (PEC) and advises the Council on technology 
  and publication matters
• Assists in developing a Technology and Publications Committee action plan
• Works with Foundation staff to ensure all action items related to said Committee are completed by designated deadlines
• Reports to Council, progress on initiatives and projects

**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
• One member is identified as chair-elect with the following additional responsibilities.
  o Serves ex-officio on the PEC and advises the Council on matters of technology and publications when Chair is unavailable
  o Supports the Chair to ensure all action items are completed in a timely manner
  o Reports to Council, progress on initiatives and projects when the Chair is unavailable

**Recent Accomplishments 2021**

**UrologyHealthextra® (UHe)**

• Quarterly issues sent in 2021 (Winter, Fall, Summer, Spring)
  – Fully digital issues were revamped to include a new Survivor Story section and add more podcast and related links within article pages
• One Special Edition Issue Released on Bladder Cancer
  – Both print and digital versions created

**Podcasts:** 24 podcasts were developed and launched in 2021 (total of 189 podcasts)

• Podcasts are available on iTunes, Sound Cloud, YouTube and Urologyhealth.org
• Podcasts have been played over 175,000 times in 2021
• New formats have been developed for podcasts to encourage engagement
• Podcast on Early Detection for Prostate Cancer with Dr. McNeil and Dr. Maroni now ranks #2 podcast of all time on SoundCloud

**Social Media and Website Statistics**

• Social Media followers maintained at nearly 140,000
• Increased Facebook followers to **118,000**
• Maintained Twitter followers at 20,000
• Increased Instagram and Pinterest followers to 2,400 combined
• Nearly 64,000 patient education materials downloaded online
• Retired 50 pieces of patient education and developed, reviewed and updated 200+ pieces
• Developed 48 new CareBlogs
• Welcomed over 11 million visits to UH.org

**Reaching Patients Everywhere by Supported Ability to Reach Patients:**

• At Home: UrologyHealth.org website, UHe, Educational Videos, CareBlogs and Emails
• On the Go: Podcasts, Facebook, Twitter, Instagram and Pinterest