

**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 their various 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.
  - 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

**Recent Accomplishments 2022**

**UrologyHealth extra® (UHe)**

- Quarterly issues sent in 2022 - Fully digital issues were created on the topics of Caregiving for Urologic Patients (Spring), Travel and Exercise (Summer), Prostate Cancer and Breast Cancer Connection (Fall) and Self-Care (Winter)
- UrologyHealth.org web page for UHe was redesigned to better the user experience
- Decision was made to eliminate the digitally designed version of UHe in 2023 due to analytics and moving forward it will solely live on the UHe landing page of UrologyHealth.org

**Podcasts: 16 podcasts were developed and launched in 2022 (total of 205 podcasts)**

- Podcasts are available on iTunes, Sound Cloud, Spotify and Urologyhealth.org
- Podcasts have been played over 34,000 times in 2022, with an all-time play count at about 212,000 listens on SoundCloud
- New formats have been developed for podcasts to encourage engagement
- Podcast on Early Detection for Prostate Cancer with Dr. McNeil and Dr. Maroni continues to rank as the #2 podcast of all time on SoundCloud with over 3,000 listens

**Social Media and Website Statistics**

- Social Media followers maintained at nearly 140,000
- Nearly 52,000 patient education materials downloaded online
- Developed, reviewed and updated 200+ pieces
- Maintained weekly development of Care Blog posts
- Welcomed over 8 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