

**ISHLT Pediatric Council Communications Workforce Conference Call**  
**Oct 12, 2011**  
**9am EST**

**Minutes**

1. Attendees on call:

Marc Richmond, Juan Alejos, Kimberly Gandy, Melanie Everitt, Anne Dipchand, Beth Kaufman

2. Background/Recent history of Communications Workforce- Anne Dipchand

- a. Previously there was only a council-wide Communications Committee that had representatives from each council. Anne Dipchand had been the Pediatric Council's representative. The mission was to develop and write the ISHLT LINKS newsletter that was formed in 2009. In 2010, the ISHLT Board assigned a dedicated editor to the LINKS Newsletter and assumed oversight of the newsletter as well as facilitation of communication between councils. They disbanded the Council-wide Communications Committee in April 2010.
- b. Initiative to form our own Pediatric Communications Workforce developed in April 2010 with 1) Beth Kaufman's interest in developing a web based forum to discuss ethical issues in pediatric transplant 2) Learning about the ISHLT Adult Heart Failure Google Group discussion forum developed by David Baran 3) The need to identify a new pediatric representative to the LINKS newsletter by Anne Dipchand stepping down
- c. Email solicitation of entire Pediatric Membership for interest and formation of Pediatric Communications Workforce with those who responded. Kim Gandy, Workforce Chair

3. Mission: All agreed that development of a web-based system to disseminate new information and create a discussion forum on different topics was our essential mission.

- a. Proposed topics for discussions: Mechanical Circulatory Support, Ethical Dilemmas, Role of Information Technology in patient care
- b. Important aspects of the web- based forum would be:
  - i. HIPPA compliant
  - ii. Transparent, i.e. all could be able to read ongoing conversation/blog rather than sending an email response to just one person.
  - iii. Email notification of new topic, or discussion of interest – perhaps pre-selected/register

- iv. Access provided to ongoing membership enrollment (i.e. how does a new member get access to discussion)
- v. Access to discussion from hand held devices/multi platform access
- vi. Simple access – i.e. email with a single link to logon (rather than multiple steps to view discussion)
- vii. Moderators of site that continue to stimulate/initiate discussions, invite “cyber guests’ for particularly topics, invite members of other councils (ID, mechanical support, nursing)

c. Potential formats

- i. Pre-existing ISHLT website – Members-only Pediatric Transplant Discussion Forum
  - 1. Access = ISHLT Members Directory logon page -> Scientific Council -> Council on Pediatric Transplant -> Pediatric Transplant Discussion Forum
  - 2. Need to find out full capabilities of this site, i.e. ability to notify membership of new postings, potential to simplify log on, HIPPA compliance, sortability, etc...
- ii. Google Groups – based on model of Adult Heart Failure Transplant Council group. Past Chair Dr David Baran initiated/coordinates this effort
  - 1. Need to find out how new members are “invited” to the group on an ongoing basis
  - 2. What is current activity of group, how is interest in discussion maintained?
- iii. Electronic Newsletter with potential to have a simple logon and ability to select topics or to add to discussion. Example: Medscape and Sermo (physician online network - <http://www.sermo.com/>)

4. Action items

- a. Find out details of potential different formats to assess which best fits our needs (as outlined in 3b) and write brief proposal summarizing pros/cons of format
  - i. Kim to discuss capabilities of ISHLT website with Susie Newton ISHLT webmaster ([susie.newton@ishlt.org](mailto:susie.newton@ishlt.org) Phone: 972-490-9495)
  - ii. Marc to discuss ISHLT Heart Failure Google Group and the electronic newsletter format with David Baran ([dbaran@sbhcs.com](mailto:dbaran@sbhcs.com) )

1. Beth will send introductory email to David to initiate
  - b. Will circulate summaries of each format to all Communications Workforce members for review and discuss/decide on which to implement (online)
  - c. Beth to present finalized proposal, after reviewed by Workforce and Pediatric Council Leadership to get approval/support for the ISHLT Board.
5. Proposed Timeline
  - a. Prepare summaries of potential formats for Workforce review by Dec 1, 2011
  - b. Summary of new communications initiatives in ISHLT LINKS newsletter April 2012
  - c. Presentation at Pediatric Council Meeting April 2012
6. Future agenda items
  - a. Writing of ISHLT LINKS article (due March 2012)
  - b. Assigning moderators of discussion topics

Minutes prepared by Beth Kaufman, 10/12/11