Communications Committee

Chair: Jennifer L. Stankus, MD, FACEP
Board Liaison: Ryan Stanton, MD, FACEP
Staff Liaison: Maggie McGillick

1. Provide subject matter guidance to public relations staff on promoting the specialty of emergency medicine to external audiences, including health care consumers and policymakers, via the media on priority issues including, but not limited to:
   - Surprising billing and related issues such as balance billing, bundling payments, out-of-network payment, etc.
   - Opioids and acute pain management;
   - Violence in the emergency department;
   - Correcting mischaracterizations around the high cost of emergency care;
   - Mental Health and reducing ED boarding; and
   - Other relevant emergency care issues as they arise.

2. Provide subject matter guidance to communications and marketing staff on promoting the specialty of emergency medicine to internal audiences, including ACEP members, chapters, and leaders in the emergency medicine field on priority issues including, but not limited to:
   - Workforce issues, including scope of practice of NPs and PAs;
   - Ways to reduce the burden of Electronic Health Records systems and administrative regulations/paperwork;
   - Physician well-being – through both personal and systemic adjustments;
   - ACEP’s benefit to all practice settings and models; and
   - Other relevant emergency physician issues as they arise.


4. Unify and amplify the ACEP’s Spokesperson Network to deliver effective messages at the local level.

5. Increase ACEP’s social media presence through platforms including Twitter, Facebook, You Tube, podcasts, etc.

6. Provide input into the implementation of the comprehensive communications and public relations plan, including internal and external messaging.

7. Implement a Value of Emergency Medicine public awareness campaign to promote the unique and necessary role of emergency physicians to advance public education and federal advocacy objectives as directed in Amended Resolution 18(19) Promoting Emergency Physicians.

8. Respond to internet challenges and viral social media posts encouraging hazardous behaviors or self-harm as directed in Amended Resolution 47(19) Prevention of Self-Harm & Accidental Injury by Internet Challenges & Social Media Posts.

9. Position ACEP as a premier medical expert amidst the COVID-19 pandemic and a leading advocate for improved health equity among the public and policy members to ensure being a leading source of unbiased, medically-vetted public education materials via our websites (www.emergencyphysicians.org and www.acep.org), our social media channels, and earned media coverage. Coordinate with other ACEP committees to align strategy and messaging around these priorities.

10. Develop a process to receive ongoing updates from committees and sections about new or updated work products to include in communications to all members.

11. Promote the emergency department as a safe place to receive care.

12. Provide input to the National/Chapter Relations Committee to explore ways to facilitate and improve communications between the chapters and national ACEP. (National/Chapter Relations is the lead committee.)

13. Provide input to the Membership Committee to identify social media champions and develop training for these volunteers on priority issues and how to use social media as a platform. (Membership is the lead committee.)