Final Objectives 2022-23

Communications Committee

Chair: Muhammad (Hamad) N. Husainy, DO, FACEP
Board Liaison: Ryan A. Stanton, MD, FACEP
Staff Liaison: Maggie McGillick, MA and Nancy Calaway, CAE

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:
   - 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;
   - 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 and corporatization perceptions;
   - Explaining the business of emergency medicine, including contracts, reimbursement, practice models;
   - 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. Provide input into the implementation of the comprehensive communications and public relations plan, including internal and external messaging.

5. Increase ACEP’s social media presence and message consistency around priority issues through strategic platforms including Twitter, Facebook, You Tube, podcasts, etc.

6. Serve as part of ACEP’s Communications Ambassadors to increase the number of experts that can respond to concerns on various social media platforms, identify and engage with young physicians within each chapter that are active on social media, and monitor social media for slander and ad hominem attacks against the College and individual members.

7. Review and provide feedback on materials, messaging and resources aimed at patients to ensure correct tone, medical accuracy, etc.

8. Help to identify and amplify communication opportunities to promote elements of the strategic plan.

9. Help implement the Value of Emergency Medicine public awareness campaign to promote the unique and necessary role of emergency physicians with a focus on the unique expertise, education, and training of physicians vs. non-physician providers. Amended Resolution 18(19).

10. Investigate and develop a process to receive ongoing updates from ACEP’s committees, sections and chapters and provide strategy and perspective as new or updated work products are created.

11. 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 including being a leading source of unbiased, medically-vetted public education materials via our websites (www.acep.org and www.emergencyphysicians.org), our social media channels, and earned media coverage. Coordinate with other ACEP committees to align strategy and messaging around these priorities.