

# From my perspective

**B**y now, surgeons in this country should have received the first two editions of the College's newest communications vehicle—*Surgery News*, a tabloid-sized newspaper for surgeons in all of the surgical specialties. Our goal in developing this new publication in cooperation with the International Medical News Group (IMNG), a subsidiary of Elsevier, Inc., is to provide you and your colleagues with timely and concise information about advances in clinical practice, socioeconomic issues and related events in Washington, DC, and at the state level, College activities, and practice management trends. Because of cost constraints, a paper version of the newspaper is being mailed only to surgeons in the U.S. However, every month, the current issue will be posted on the College's Web site at <http://www.facs.org/surgerynews/index.html>, making the newspaper available to surgeons around the world.

## *Why a newspaper from the College?*

So many amazing advances and significant changes are taking place in the practice of medicine and surgery today that surgeons often find it difficult to stay as informed as they would like to be—and should be—about current trends and developments. Part of the College's mission is to do all it can to help its members stay abreast of progress in these areas. Our educational programs, such as the Clinical Congress and the Spring Meeting, workshops, and practice management courses, have been a primary means of providing surgeons with such information. Moreover, our printed and electronic communications vehicles, including the *Bulletin*, *ACS NewsScope*, the *Journal of the American College of Surgeons*, and the ACS Web site, have provided our members with much useful information.

However, we believe that the addition of this newspaper will provide today's time-pressed surgeons with current and concise information in a portable and easily readable format. We also believe the newspaper will be yet one more forum where surgeons can familiarize themselves with the advances and issues affecting colleagues in other surgical disciplines, as well as those that affect surgeons across the board.



“We believe that *Surgery News* will provide today's time-pressed surgeons with current and concise information in a portable and easily readable format.”

## *Read all about it*

*Surgery News* is being published through a cooperative arrangement between the College and the IMNG. Lazar J. Greenfield, MD, FACS, is the Medical Editor of *Surgery News*, and, at press time, he was in the process of developing an editorial board of surgeons who will be vetted and approved by the College to work with him on the clinical and technical content of the newspaper. Dr. Greenfield is also the Associate Editor of *e-FACS.org*, the College's soon-to-be-launched Web portal. His dual roles will create a synergistic relationship between these two important communications vehicles.

The College's Director of Communications, Linn Meyer, is responsible for working with the Washington Office and Chicago staffs to provide content on socioeconomic issues, College news, and ACS programs and services. Dr. Greenfield and Ms. Meyer are in regular contact with each other and with the managing editor of *Surgery News* at the IMNG to ensure that all of the copy that goes into

---

the newspaper meets the College's standards for quality and accuracy.

Science writers from IMNG's news service are responsible for submitting articles on clinical and technical issues. These individuals attend selected surgical meetings and prepare reports based on the information they gather by attending sessions and press conferences. Because the College maintains total control over the editorial content of the newspaper, Dr. Greenfield and the other members of the editorial board screen and review topics to be covered for each issue of the newspaper, as well as the written reports themselves, to make certain we are providing surgeons with appropriate information.

Some of the topics that have been featured in *Surgery News* so far include safety and efficiency in the operating room, Medicare coverage for bariatric surgery, cancer treatment, the introduction of new surgical procedures, robotic surgical assistance, and transplant surgery, among many others. The newspaper identifies pages that are dedicated to topics of interest to specific specialties so that readers can quickly find the articles of most relevance to them. Again, our goal is to make sure that surgeons in all specialties are getting timely information in an efficient way.

Additionally, the College has two full pages devoted solely to reports from our Washington Office and to other ACS programs and initiatives. When important developments occur in the legislative or regulatory arenas that affect any or all surgical specialties, that information will be published in the "News From the College" section of *Surgery News*. In this section, readers also will find updates on clinical practice issues the College is addressing, announcements of new services and programs, and information about member benefits.

All of the articles in *Surgery News* emphasize brevity over detail, but the articles identify the sources of information so that individuals who are interested in learning more about certain topics know where to turn. We anticipate that many surgeons will find this publication to be a handy guide to the issues that affect them and their practices each month.

### **What it means for you**

I am very enthusiastic about the College's ongoing efforts to promptly provide surgeons with the information they need and in the format they want

during this exciting period in the evolution of surgery and our health care system. With our now totally comprehensive publications program, I believe the College has only reinforced its role as a leader in providing relevant and up-to-date information to surgeons.

It is gratifying to report that the response to *Surgery News* to date has been uniformly positive. Typical comments we received from members of the College after mailing the first edition included the following:

"*Surgery News* came today, and it looks fabulous! It reads well."

"It is well written and differs from the other newsletters in that there was a broader focus to include surgical subspecialties."

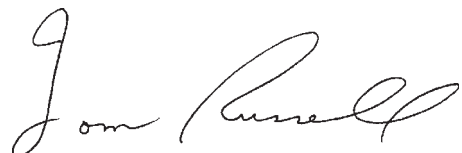
"Congratulations on *Surgery News*. The first issue arrived today in my mail—interesting and concise."

"Have just read the first issue of *Surgery News*. It would appear to be a useful, well thought-through effort at improved communication among surgeons. Best wishes for success."

"The first issue arrived. I was a bit surprised to see it and almost passed it over as another 'throw away!' Well thought out and interesting. I think it will be in competition with one or another tabloid freebies; but, the College has the resources and the credibility."

"I appreciate your work on the first issue of *Surgery News*. I believe it will be both very readable and valuable."

To ensure our continued success with this publication, I encourage you to contact Dr. Greenfield, Ms. Meyer, or myself at [surgerynews@facs.org](mailto:surgerynews@facs.org) to offer any suggestions you might have. As always, your input is key to our vitality as an organization representing all surgeons and the patients they serve.



Thomas R. Russell, MD, FACS

---

If you have comments or suggestions about this or other issues, please send them to Dr. Russell at [fmp@facs.org](mailto:fmp@facs.org).