

Then and now: A three-year progress report on *e-FACS.org*

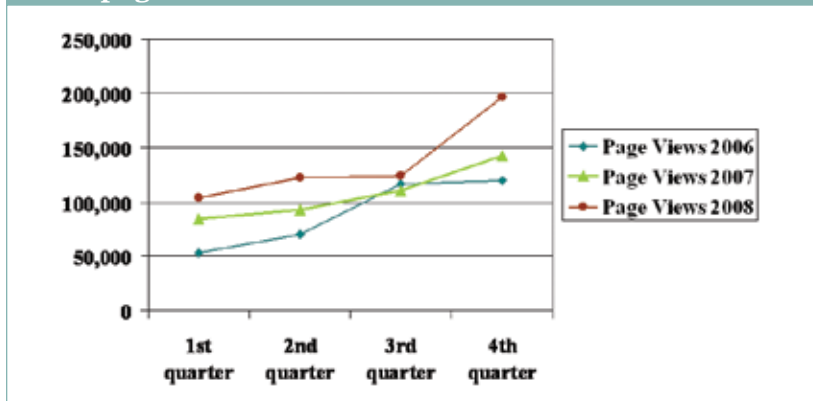
by George F. Sheldon, MD, FACS, and Jerry Schwartz, Managing Editor, ACS Web portal

This report encompasses the three-year anniversary of the launch of the College's members-only Web portal, which should be viewed as a continuous work-in-progress with rapid growth and proficiency of utility.

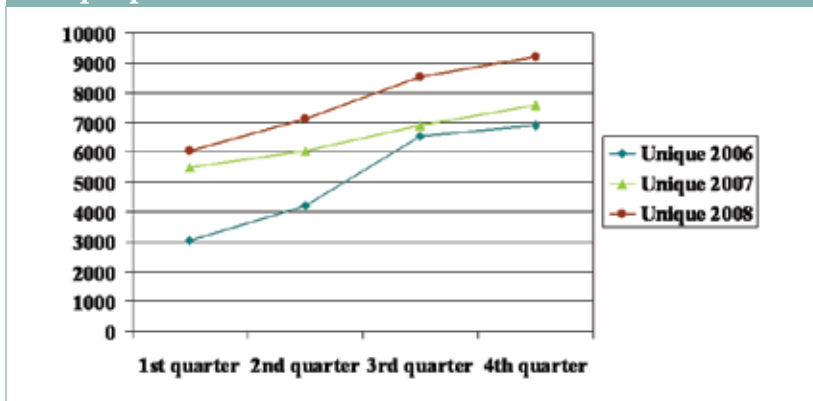
Since the 2008 Clinical Congress in San Francisco, CA, *e-FACS.org* has experienced unprecedented growth—during the fourth quarter of 2008, the Web portal enjoyed its largest single increase in visitors and usage since its launch three years ago. In the words of Don E. Detmer, MD, FACS, president and chief executive officer of the American Medical Informatics Association, “It is obvious why the site is being used more by surgeons and used by more surgeons. It is really an asset to the College at this point and has come a long way in a fairly short time” (personal communication, May 27, 2008).

The visitor statistics are revealing: Almost 197,000 page views were generated from October 2008 through December 2008—a 58 percent increase in page views from the previous quarter, and an approximate 38 percent increase over the same quarter in 2007. It should be noted that the fourth quarter has been the portal's busiest quarter in each of its first three years of existence, as members

Total page views



Unique portal visitors



update their continuing medical education (CME) records during and after the Clinical Congress each year by using the portal's "My CME" feature. To date, the portal has received a total of more than 1,365,000 page views.

With regard to one of the

portal's most telling statistics—the number of unique visitors—the portal achieved its record highest number of unique visitors during the fourth quarter of 2008. More than 9,200 individuals logged onto the portal during that time, compared with 3,025 who did so during

the first quarter of the portal's existence. There were 32,285 total visits to the portal in the last quarter of 2008 alone.

One of the reasons for this latest success is the portal's redesign, which was undertaken and completed last year. Dr. Sheldon credits Mr. Schwartz for the redesign, which took

most of the year and was beta tested. Howard Tanzman, Director of Information Technology, and staff addressed technical and design details. Linn Meyer, Director of the Division of Integrated Communications, continues to provide a range of useful analysis and input.

Last fall, reviews of the re-

design (received via the portal's feedback mechanism) indicated that it was having a positive impact on the portal's usefulness. The innovative features on *e-FACS.org* are also becoming increasingly popular, as evidenced by the increased number of visits to the Minimally Invasive Surgery

ACS Web portal editorial board

Editor-in-Chief: George F. Sheldon, MD, FACS

Associate Editor: Lazar J. Greenfield, MD, FACS

Managing Editor: Jerry Schwartz

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Co-Community Editor, Pediatric Surgery

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At-Large Member

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Lazar J. Greenfield, MD, FACS

Community Editor, Senior Surgeons

To be determined

Community Editor, Ophthalmic Surgery

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Community Editor, Cardiothoracic Surgery

Mary A. Hooks, MD, FACS

Community Editor, Career Mentoring

Karen D. Horvath, MD, FACS

At-Large Member

Tyler G. Hughes, MD, FACS

Co-Community Editor, Rural Surgeons

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*Names of Associate Community Editors are listed in their respective communities in the portal.

community's "Image of the Month." The constant addition of new content, resources, and tools like "My CME" as well as the link to the ACS Case Log system and changes made to the portal as the direct result of user feedback are ongoing. It is expected that these additions and improvements will continue to draw more people into using the portal during the coming year.

The editorial board for *e-FACS.org* continues to ex-

pand. There are now 18 at-large board members in addition to George F. Sheldon, MD, FACS, Editor-in-Chief; Lazar J. Greenfield, MD, FACS, Associate Editor; 51 community editors, and 234 associate community editors. The portal now contains 43 communities, of which 12 are specialty communities; nine are subspecialty communities under the larger General Surgery category. The remainder of the communities focus on areas of special interest

—for example, minimally invasive surgery, rural surgeons, international surgery, and surgical patient safety, to name a few. Many of the communities include robust information that is of great educational value to Fellows, Associate Fellows, Resident Members, and Medical Student Members in all specialties.

In addition to new features and content, the portal continues to help the College maximize usage of its print

ACS Web portal editorial board (continued)

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| John G. Hunter, MD, FACS Community Editor, Surgical Journal Editors | Walter J. Pories, MD, FACS Community Editor, Bariatric Surgery |
| Danny O. Jacobs, MD, FACS Community Editor, Career Mentoring | Joe B. Putnam, Jr., MD, FACS Community Editor, Cardiothoracic Surgery |
| Daniel B. Jones, MD, FACS Community Editor, Minimally Invasive Surgery | Layton F. Rikkers, MD, FACS At-Large Member |
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| Blair A. Keagy, MD, FACS Community Editor, Vascular Surgery | Ronnie A. Rosenthal, MD, FACS Community Editor, Geriatric Surgery |
| M. Margaret Kemeny, MD, FACS Community Editor, Surgical Oncology | Grace S. Rozycki, MD, FACS At-Large Member |
| Ira J. Kodner, MD, FACS Community Editor, Ethical Issues in Surgery | Ajit K. Sachdeva, MD, FACS, FRCS, Director, Division of Education At-Large Member |
| Rosemary A. Kozar, MD, FACS Community Editor, Women Surgeons | Heena P. Santry, MD Community Editor, Residents and Associate Fellows |
| Douglas A. Levine, MD, FACS Co-Community Editor, Gynecology and Obstetrics | Marshall Z. Schwartz, MD, FACS Co-Community Editor, Pediatric Surgery |
| Mary H. McGrath, MD, FACS Community Editor, Plastic Surgery | M. Michael Shabot, MD, FACS Community Editor, Surgical Informatics |
| Robin S. McLeod, MD, FACS At-Large Member | Robert L. Sheridan, MD, FACS Community Editor, Burn Medicine and Surgery |
| Anthony A. Meyer, MD, PhD, FACS Community Editor, Career Mentoring | Wiley W. Souba, MD, ScD, FACS At-Large Member |
| Linn Meyer, Director, Division of Integrated Commu- nications At-Large Member | Howard Tanzman, Director, Information Technology At-Large Member |
| Lena M. Napolitano, MD, FACS Community Editor, Surgical Critical Care | Courtney M. Townsend, Jr., MD, FACS At-Large Member |
| Paul F. Nora, MD, FACS Community Editor, Surgical Patient Safety | Donald D. Trunkey, MD, FACS Community Editor, Terrorism |
| Sherwin B. Nuland, MD, FACS Community Editor, History and Philosophy | W. Lynn Weaver, MD, FACS Community Editor, Diversity |
| Juan C. Paramo, MD, FACS Community Editor, Young Surgeons | Randall S. Zuckerman, MD, FACS Co-Community Editor, Rural Surgeons |
| John H. Pemberton, MD, FACS At-Large Member | |

vehicles. As an example, at the recommendation of the College's Advisory Council chairs, the annual reports that are submitted by the boards of the 10 surgical specialties recognized by the American Board of Medical Specialties are posted within the portal's specialty communities rather than published in the *Bulletin*.

The authors made a special effort during the past year to encourage increased usage by the Resident and Associate Society (RAS) and the Committee on Young Surgeons. Under the leadership of Heena P. Santry, MD, Residents and Associate Fellows Community Editor, and Juan C. Paramo, MD, FACS, Young Surgeons Community Editor, great progress has been and will continue to be made via conference calls with those groups. Dr. Santry was invited to be a guest speaker at the annual meeting of the portal's editorial board and to present her community's goals in an effort to assist other community editors with planning and implementing goals

Top 20 most visited communities on the Web portal

| | |
|---------------------------------|--------------------------|
| Minimally Invasive Surgery | Gastrointestinal Surgery |
| General Surgery | International Surgery |
| Residents and Associate Fellows | Rural Surgeons |
| Breast Cancer Surgery | Endocrine Surgery |
| Ethical Issues in Surgery | Cardiothoracic Surgery |
| Trauma Surgery | Surgical Critical Care |
| Colon and Rectal Surgery | Medical Students |
| Bariatric Surgery | Surgical Outcomes |
| Surgical Oncology | Vascular Surgery |
| Surgical Patient Safety | Career Mentoring |

within the portal's framework. That format was so successful that it will be used for future meetings.

During the coming year, portal content and features will be further expanded even as portal staff explores the full capabilities of the latest version of the College's portal software. The portal is now entering its second phase of development, and it still has many advancements to offer members of the College. In addition, recruitment of new editors will help to strengthen

some of the communities.

The confidence of the ACS Board of Regents in the mission of the Web portal is most appreciated, as is the useful input regularly received from the members of the College's Committee on Informatics.

Dr. Sheldon is Editor-in-Chief of e-FACS.org, the College's Web portal. He is professor of surgery and social medicine and former chair of surgery, University of North Carolina-Chapel Hill. He is a former Regent and Past-President of the College.

Trauma meetings calendar

The following continuing medical education courses in trauma are cosponsored by the American College of Surgeons Committee on Trauma and Regional Committees:

- **Medical Disaster Response 2009**, April 5, Caesars Palace, Las Vegas, NV.
- **Practical Methods &**

Techniques: Bedside ICU Skills Workshop, April 5, Caesars Palace, Las Vegas, NV.

- **Trauma, Critical Care, & Acute Care Surgery-2009**, April 5-8, 2009, Las Vegas, NV.

- **Trauma, Critical Care, & Acute Care Surgery 2009-Point/Counterpoint XXVIII**, June 8-10, 2009, Baltimore, MD.

Complete course information can be viewed online (as it becomes available) through the American College of Surgeons' Web site at <http://www.facs.org/trauma/cme/traumtgs.html>, or contact the Trauma Office at 312/202-5342.