



# World Glaucoma Association

## The Global Glaucoma Network

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*President*  
K. Martin (UK)  
*Immediate Past President*  
T. Aung (SG)  
*Past Past President*  
N. Gupta (CA)  
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Irene Koomans  
Marije de Graaf  
Carlien Turkstra

**Meeting** : Communication & Technology Committee  
**Date** : Thursday, March 18, 2021  
**Time** : 2:00-3:00 PM CET  
**Location** : Online via Zoom  
**Present** : Eytan Blumental, James Brandt, Subho Chakrabarti (co-chair), Ronnie George, Michael Girard, Marcelo Hatanaka, Ziad Khoueir, Monisha Nongpiur, Lisandro Sakata (co-chair), Ingeborg Stalmans, Jayme Vianna  
*Executive Office:* Irene Koomans (minute taker and vote counter)

### Minutes

#### 1. Welcome

- a. Subho and Lisandro welcome the new committee members: Luis Abegao Pinto, Ronnie George, Michael Girard, Monisha Nongpiur and Jayme Vianna.

#### 2. Video assessment parameters and the gradings by the members

- a. Lisandro and Subho present the Excel sheet with the current list of categories, and keywords. This will eventually serve to get a Netflix-like user experience, with recommendations based on AI. Comments by various committee members:
  - i. the monthly intros can serve as input for the correct category and/or keyword(s).
  - ii. work together with the Education Committee in labeling the videos.
  - iii. Recycle the scores & comments of the Film Festival.
  - iv. Part of the work is already done with the intros (by Education Committee) and scores of the Film Festival.
  - v. How to engage viewers? Can people score/grade? Need to involve Simon Bakker for possibilities.
  - vi. However, is grading really necessary? Would a thumbs up or down be sufficient?
  - vii. Indicating basic/moderate/advanced videos.
  - viii. Classifying/Keywords: the backlog will be a lot of work, but for future videos we can ask speakers to do it already when uploading.
  - ix. Would the video platform be open to patients? If so, we need to be mindful of (spam) comments.
  - x. YouTube is discussed as an alternative to WGA video platform: if the videos are public, we can also monetize this content. Committee members agree that an open access, public platform is not preferred: data/privacy concerns, certain congress sessions are only meant for colleagues, others might use the content out of context.



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- x. Ultimately, the Executive Committee may consider industry support, perhaps, as part of the benefits of determined level of WGA support, ... – as this project will attract the attention of a high interested target population for industry – worldwide eye professionals involved in glaucoma care.
  - xii. An updated disclaimer is needed for the new platform, that these are the views/opinions of a speaker and not the WGA.
  - xiii. Ideally all captured content from previous congresses is available to watch, as is currently the case. A selection is also possible, for instance with videos that are only of a certain quality.
  - xiv. Instead of starting from scratch, there is already an exciting list of keywords we could use: SNOMED. A smaller group of committee members will look into this.
  - xv. We can also ask people that have created the videos/presented for keywords.
3. Social media updates
  - a. The most recent report is attached. Our engagement on our 3 channels remains strong and follower-count continues to grow.
4. Progresses made with regards to the upcoming WGC and our roles
  - a. Ingeborg is happy with the marketing and communication so far. The visuals are strong. We are currently waiting for the decision on the platform for the e-congress, to make further plans.
  - b. Irene comments that the sponsor opportunities for sponsors are focused on content (company showcases, symposia, etc.) and less on virtual booths. This has been well received by our industry partners.
  - c. We know from the WGA Global Webinar statistics that the majority joins the webinar from their mobile device. This will be taken into consideration with the platform decision.
  - d. There will also be a replay of the most important sessions to accommodate multiple time zones.
5. WGA podcasts
  - a. Suhbo gives an update on the WGA podcasts, still in the developmental stage. Simon Bakker and Dr Weinreb are working on IGR podcasts, we can add 'Life of a glaucoma expert' or Life of a glaucoma Fellow' to this. To be continued.
6. Roles within the committee
  - a. Ingeborg is liaison for the WGC-2021
  - b. Smaller group for video platform to be created.
7. Regular communication channel through WhatsApp
  - a. The WhatsApp group is live.



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8. Any other items

9. Closure