



World Glaucoma Association

The Global Glaucoma Network

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Neeru Gupta (CA)
President
Fabian Lerner (AR)
Immediate Past President
Keith Martin (AU)
Past Past President
Arthur Sit (US)
Treasurer
Shan Lin (US)
Executive Vice President
Kaweh Mansouri (CH)
Associate Executive Vice President
Ningli Wang (CN)
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Vijaya Lingam (IN)
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Robert Weinreb (US)
Roger Hitchings (UK)

Communication & Technology Committee Meeting Minutes – June 30, 2023

Date : Friday, June 30, 2023
Location : Board of Governors Room, La Nuvola Convention Center
Present : Lisandro Sakata, Eytan Blumenthal, James Brandt, Michael Girard, Marcelo Hatanaka, Esther Hoffmann, Ziad Khoueir, Monisha Nongpiur, Tarek Shaarawy, Ingeborg Stalmans, Jayme Vianna, Andrew White, Simon Bakker, Nishani, Olusola Olawoye, Keith Martin
Executive Office : Shan Lin, Liezl Botha, Fatima Azzahra (minute taker)

1. Welcome

2. Summary of current activities

a. WGA Newsletter, social media, and database

- i. The social media reach and followers have substantially increased over the last several years, and keep increasing.
- ii. Total reach during the World Glaucoma Week is over 4 million
- iii. A more pro-active approach in creating content for World Glaucoma Week, such as video from celebrities and engagement on social media; associated with improvement in Google ads investment for 2023; and MCI Marketing team strategic planning improvements.

b. WGA video library

- i. The WGA video library is up and running, and the search algorithm improvements represent a continuous work from Simon and the Communications team.
- ii. Currently working on the search keywords algorithm system as well as the synonyms that can link to each other.



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iii. Developing Netflix-oriented design, where people can go back and see the video where they left; most watched; new releases, ...

iv. Moving forward, Simon will ask Communication & Technology committee members to test the system and different pages – feedback from our Committee members and users will be most welcome.

3. Other ideas/comments

a. Improve WGA reach

- i. Integration among WGA committees is really important – i.e. for improving the reach of good quality educational content.
- ii. Tanuj Dada has proposed to develop a permanent WGA educational app that can be a useful tool.
- iii. Give people options for where to watch and learn the WGA educational content.
- iv. Boost Instagram approach to attract young people by creating sneak peak videos of the webinars and direct them to the WGA. One website.
- v. Use flashcards on social media with information of the content and a link to the website.
- vi. As previously discussed during the education committee meeting, to share some selected contents (or everything) to general public without firewall barriers. This topic will be further discussed at Executive Committee level.

b. About Africa

- i. Education materials should be able to reach people in Africa by having easy access.



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- ii. Translation materials and websites into several languages, mainly Portuguese, French.
- iii. Sola and Luiz Abegao agreed that print copies of edu materials would be useful in Africa . It seems like a doable project, but the logistics and partnerships should be further discussed.
 - c. WGA Podcast
 - i. Tanuj and Pradeep agree to propose a WGA podcast. There is a new project from the education committee, which is Question-based learning that can be implemented into WGA Podcast.
 - ii. The Communication & Technology committee can give support in terms of logistics and communication for this new project. Subho may help in this project, and it would be great to have at the next WGC or other main ophthalmic meeting a “Comm&Tech room” with all the audio visual equipment and team needed to record videos and podcasts (from Educational, Advocacy, Patients Committees and others)
 - d. Quarterly report of Technology
 - i. Tarek suggested having a quarterly report from the committee to be shared with the leadership and other WGA Committees on interesting Tech tools that may help us achieve our goals.
 - ii. Tarek and Marcelo will brainstorm more on the technology part of the committee.
 - e. Patient Website
 - i. Implement patient distinguished language.
 - ii. Using animation video to explain and reach out to societies for voice-over.



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4. Action Plans

- 1) Committee chairs will continue to work closely with Simon and MCI marketing team to keep improving “WGA Video Library” and our reach through our communication channels. Any committee member willing to participate or make suggestions, please let us know.
- 2) Subho and Marcelo Hatanaka could work closely with Education Committee to help develop podcast project.
- 3) Sola and Luiz Abegão could work closely to chairs and further discuss how we can improve our communication/reach with Africa.
- 4) Together with Patient Committee develop the logistics for a patient newsletter and social media publications on patient materials.
- 5) Tarek and Marcelo will take the lead on the Technology part of the committee.