



World Glaucoma Association

The Global Glaucoma Network

World Glaucoma Association

Officers

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

Governors

Nkiru Kizor-Akaraiwe (NG)
Vijaya Lingam (IN)
Pradeep Ramulu (IN)
Lisandro Sakata (BR)
Ingeborg Stalmans (BE)
Makoto Aihara (JP)
Xinghuai Sun (CN)
Fotis Topouzis (GR)
Anja Tuulonen (FI)
Winifred Nolan (UK)

Past Presidents

Fabian Lerner (AR)
Keith Martin (AU)
Tin Aung (SG)
Jeffrey Liebmman (US)
Franz Grehn (GE)
Makoto Araie (JP)
Remo Susanna Jr. (BR)
Ivan Goldberg (AU)
Robert Weinreb (US)
Roger Hitchings (UK)

Patient Committee Meeting Minutes – June 29, 2023

Date : Thursday, June 29, 2023
Location : Board of Governors Room, La Nuvola Convention Center
Present : Ziad Khoueir, Lisandro Sakata, Ki Ho Park, Simon Bakker, Nishani Amerasinghe, Ana Maria Vasquez, Paul Healey, Tutul Chakravarti
Executive Office : Liezl Botha, Fatima Azzahra (minute taker)

1. Welcome

2. Introductions

3. Summary of current activities

a. WGA Patient Website

- i. The goal of the Patient Website is to provide good quality, useful and unbiased information for patients, and links to connect patients to good sources of information within the WGA or other patient organizations.
- ii. Questions were raised about the utility of another patient website, as there are some very good existing sites already out there; and also, about the level of information that we shall provide. These comments were absorbed by all, and this will help us guide this Committee in future actions. One point raised during the meeting that it is likely that there is no single ideal level of information/language, and perhaps it should vary, as there is considerable diversity regarding our target populations, with different expectations and cultural levels.
- iii. The Patient Website that was created by Stuart has not been launched yet and was under review by the Education Committee. The website will need some changes in terms of the design and the flow of the content.

The MCI marketing team will assist in handling the design/flow/content of the website, and the Patient and Education Committees will assist in this task.

b. World Glaucoma Week

- i. In addition to the traditional WGW actions, a more proactive approach for World Glaucoma Week has been adopted since 2021. With the help of some Committee members and the MCI marketing team, this additional approach



World Glaucoma Association

The Global Glaucoma Network

World Glaucoma Association

Officers

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

Governors

Nkiru Kizor-Akaraiwe (NG)
Vijaya Lingam (IN)
Pradeep Ramulu (IN)
Lisandro Sakata (BR)
Ingeborg Stalmans (BE)
Makoto Aihara (JP)
Xinghuai Sun (CN)
Fotis Topouzis (GR)
Anja Tuulonen (FI)
Winifred Nolan (UK)

Past Presidents

Fabian Lerner (AR)
Keith Martin (AU)
Tin Aung (SG)
Jeffrey Liebmann (US)
Franz Grehn (GE)
Makoto Araie (JP)
Remo Susanna Jr. (BR)
Ivan Goldberg (AU)
Robert Weinreb (US)
Roger Hitchings (UK)

has been considerably and continuously improving our digital reach (see below). This is an ongoing project, and many ideas came out during the meeting, particularly regarding some specific regions of the world (i.e. there is a need for an informative campaign in India about “Congenital Glaucoma – there are effective treatments for this condition, seek help - the sooner the better, ...”).

c. Celebrities’ engagement

- i. Celebrities’ engagement has proven to be one of the most effective ways to reach broad audiences and raise awareness about Glaucoma.
- ii. In 2022, Dr. Ki Ho Park was able to get 2 Korean celebrities to engage in the World Glaucoma Week campaign. And, in 2023, Dr. Park was able to get another Korean celebrity, Rain, and the video became the number 1 viewed WGW video.
- iii. Dr. Park commented that one effective way to engage famous Korean celebrities to voluntarily participate in WGW campaigns was through networking and connections.

4. New Projects

- i. A new project will create some animated educational videos (1–2-minute videos) to convey information through social medias for individuals with glaucoma disease, and also to general audiences; geotargeting according to its content.
- ii. World Glaucoma Week website flow may be further improved by translating its content to other languages.

5. Open floor to other ideas / comments

- i. WGA Executive Office will start planning the 2024 World Glaucoma Week soon after WGC.
- ii. Dr. Khoueir mentioned that it is an idea to involve AAB members for the World Glaucoma Week.



World Glaucoma Association

The Global Glaucoma Network

World Glaucoma Association Officers

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

Governors

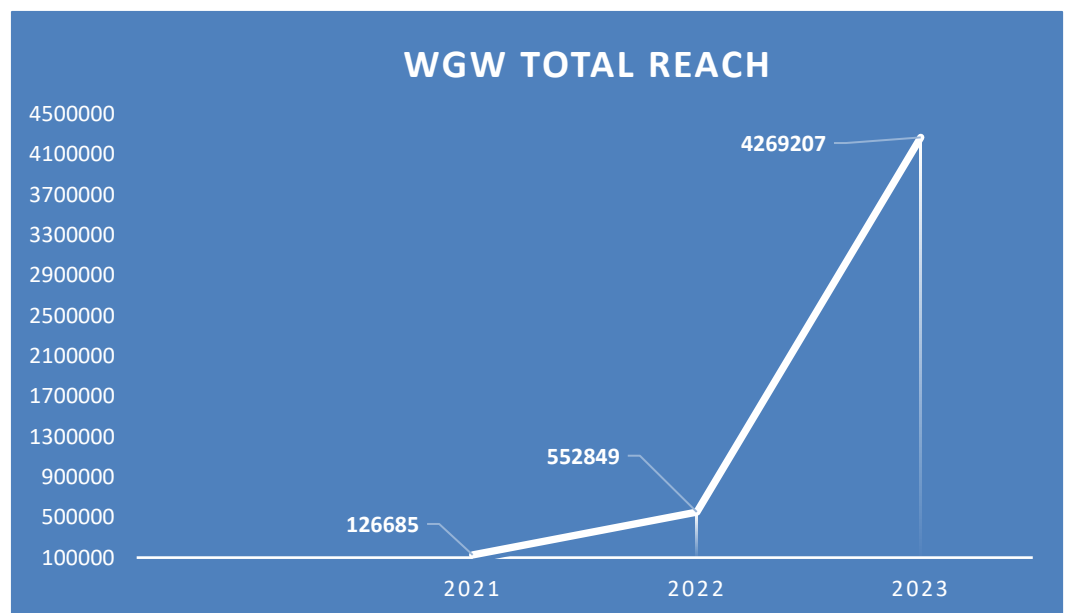
Nkiru Kizor-Akaraiwe (NG)
Vijaya Lingam (IN)
Pradeep Ramulu (IN)
Lisandro Sakata (BR)
Ingeborg Stalmans (BE)
Makoto Aihara (JP)
Xinghuai Sun (CN)
Fotis Topouzis (GR)
Anja Tuulonen (FI)
Winifred Nolan (UK)

Past Presidents

Fabian Lerner (AR)
Keith Martin (AU)
Tin Aung (SG)
Jeffrey Liebmann (US)
Franz Grehn (GE)
Makoto Araie (JP)
Remo Susanna Jr. (BR)
Ivan Goldberg (AU)
Robert Weinreb (US)
Roger Hitchings (UK)

6. Action

- 1) WGA Executive Office to look into website translation for the World Glaucoma Week.
- 2) WGA Executive Office with Patient committee chair will discuss the theme and planning of 2024 World Glaucoma Week early before the end of the year.
- 3) Review Patient website
- 4) Get AAB more involved in the project of World Glaucoma Week
- 5) Aiming for a highly respectful, good energy and productive environment focusing on our selfless, unbiased, and noble mission:
 - Patient Committee members are encouraged to suggest new ideas or relevant patient educational topics, not necessarily restricted to WGW actions.
 - Also encouraged to provide additional comments/suggestions about how to best implement Patient website.
- 6) Plan a recording room at WGC-2025 - for World Glaucoma Week campaigns and other WGA projects.





World Glaucoma Association

The Global Glaucoma Network

World Glaucoma Association

Officers

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

Governors

Nkiru Kizor-Akaraiwe (NG)
Vijaya Lingam (IN)
Pradeep Ramulu (IN)
Lisandro Sakata (BR)
Ingeborg Stalmans (BE)
Makoto Aihara (JP)
Xinghuai Sun (CN)
Fotis Topouzis (GR)
Anja Tuulonen (FI)
Winifred Nolan (UK)

Past Presidents

Fabian Lerner (AR)
Keith Martin (AU)
Tin Aung (SG)
Jeffrey Liebmann (US)
Franz Grehn (GE)
Makoto Araie (JP)
Remo Susanna Jr. (BR)
Ivan Goldberg (AU)
Robert Weinreb (US)
Roger Hitchings (UK)

WGW YEAR	TOTAL REACH
2021	126,685
2022	552,849
2023	4,269,207

WGW YEAR	WGW WEBSITE OVERVIEW
2020	42,807
2021	94,389
2022	155,682
2023	166,291