

# feedback

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## From the President

My personal thanks go out to all who developed, participated and spoke at our annual meeting in Providence in June. As you will see in other articles in this issue it was an enlightening, informative and fun meeting. Perhaps because of its smaller size, this meeting really encouraged and provided networking opportunities. You could really get to know everyone that attended or spoke.

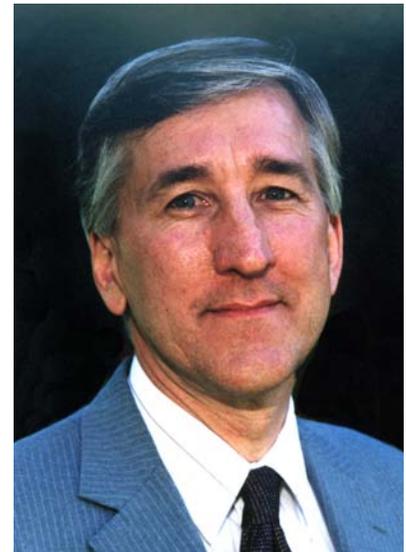
At the business meeting I presented a communication from the Board of Directors regarding the future direction for HeSCA which appears later in this issue. As a result of declining membership, less member participation and decreasing revenue over the last several years the Board decided that a major change in operation was absolutely necessary to preserve the Association. HeSCA will be transforming into a participant driven virtual group with LinkedIn as its primary venue for communication and networking. Its success will require all of our members to participate, so we encourage you to join the HeSCA LinkedIn group. Visit it as discussions come up and participate, or start a discussion of your own. Your comments and input are valuable and needed to make this group useful to yourself and others. Networking has always been the foundation of HeSCA and can continue to provide that foundation in a more virtual organization.

Finally thank you to all who voted to pass the revised Constitution and Bylaws. The revisions allowed the changes needed to set the new direction for HeSCA and will allow it to run more efficiently.

I look forward to networking with you in the new HeSCA – online in LinkedIn.



Jim Huff  
President, HeSCA



# Providence Wrap-up

by Mark Saba

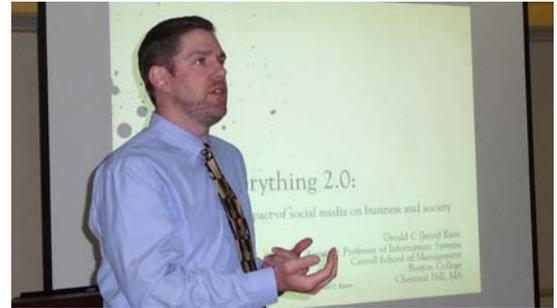
Our June meeting in Providence proved to be a moving experience for all who attended. In an intimate setting provided by the stately Biltmore Hotel, we were treated to some very interesting and enlightening keynotes. Jerry Kane of Boston College brought social media down to earth, armed with a charismatic presenting style and a host of carefully drawn statistics. Cathy Leamy of Massachusetts General Hospital highlighted the expanding use of comics to impart healthcare information, including a comprehensive review of the history of comics and their impact on our society. Martin Grant of Dartmouth College provided more insights to appropriate uses of social media in a rapidly changing virtual environment. Attendees were treated to numerous other outstanding presentations, keeping us riveted and engaged, as is the case in every HeSCA meeting.

Cathy Leamy's comics workshop and Simon Sikorski's Social Media ROI workshop provided opportunities to immerse in a stronger understanding of these topics. Both were well received.

On Thursday evening we carted off to Dave & Buster's, where we separated into groups for adrenaline-filled rounds of team-building competition in their gaming arena. Some of us could not be dragged away!

Our auction on Friday night, preceded by some delectable hors d'oeuvres, drew a healthy response and proved to be a welcoming ground for newcomers, many of whom commented on the warm camaraderie they found among HeSCANs.

The conference concluded with the media awards festival and a delightful dinner at the Biltmore (see Media Festival...) and then the magic of Waterfire, where we strolled through Providence and became part of the hushed crowds entranced by the line of small, crackling bonfires snaking along the canals. And lastly, drawn by the music on a wide platform erected in the center of the city, we danced in celebration of our HeSCA friends and another successful conference.



**Top:** Presenter Jerry Kane. **Middle:** HeSCANs bid at the silent auction. **Bottom:** IMI exchange award recipient Sandra Lunn holding prizes from Dave & Buster's.

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# HeSCA Transforms

by Jim Huff

*The following was read at the business luncheon at our meeting in Providence this past June.*

Those of you in this room know that HeSCA is an incredibly valuable organization that has played a huge role in the evolution of our profession and the professional development of our members. It was founded in 1959 as the Council on Medical Television by people focused on promoting better communication among biomedical scientists and health science practitioners. Over the years that focus has expanded. We've experienced tremendous growth and a vibrant, international membership. At one time our members numbered over 600 and we regularly attracted 200 or more to our conferences. Unfortunately, as you can see from the small turnout here – times have changed.

Even though HeSCA struggles as an organization, we have been able to meet the purposes as described in our constitution. We have written for the Journal, developed valuable and successful annual meetings, communicated association and member news through Feedback, conducted and judged outstanding media competitions, and provided an extraordinary forum for networking in our field. However, once our membership dropped below 150, we have not been financially viable, relying on reserve funds to maintain the association. Despite a dedicated core, participation in leadership and operations continues to decline. HeSCA no longer has the critical mass of members needed to continue as the organization it currently is. So the Board of Directors has decided that HeSCA needs to transform once again – this time into a participant driven, virtual group.

Although most of our member's dues are up for renewal at the end of this month, we will not be sending renewal notices out. Instead we are eliminating membership fees. We will honor and extend current membership obligations through the end of this year. If your membership was about to expire, you will still receive your normal membership benefits through the end of the 2012 – which effectively gives you 6-months free. This includes your subscription to the rest of volume 35 of the Journal, Constant Contact emails, access to the listserv (which will be transferred to LinkedIn), our newsletter Feedback, and membership access and listing on the webpage.

For the last 53 years Networking has always been the strength of HeSCA. This will continue through your free participation in the HeSCA LinkedIn group as well as in Facebook and Twitter. Instructions on joining LinkedIn and participating in our LinkedIn group are in your registration packet and on your table.

I know this turn of events is disappointing. HeSCA is an important and integral part of my life, as I know it is for you. But if you think about it – the HeSCA that we know and love is the people. And the people are not going away. We just need to find a new way to connect. If we do that, the network will grow again – possibly morphing back into a form that none of us can imagine today.

I encourage you all to continue to actively participate in the new HeSCA

*Please see "A Summary of Key Changes in HeSCA."*

## A Summary of Key Changes in HeSCA

In keeping with changing technologies and new ways of connecting through social media, HeSCA is transforming into a participant driven, virtual group. The change comes in response to declining membership, less participation by present members, and depleting financial resources.

In his presidential address at this year's annual meeting, Jim Huff discussed the state of the organization and the changes that will be implemented. You can read his full address elsewhere in this issue.

Here is a summary of the key changes:

- We will honor and extend current membership obligations through the end of 2012 including

- Subscription to the rest of volume 35 of the Journal of Visual Communication in Medicine

- Newsletter Feedback (online at [www.hesca.net/publications](http://www.hesca.net/publications))

- Access to our listserv (which is being transferred to LinkedIn)

- Email blasts (add [hesca@hesca.org](mailto:hesca@hesca.org) to your address book to ensure you receive them)

- Membership access on our website

- No dues - essentially giving members up to 6-months free

- LinkedIn will be our primary new home. Networking will be encouraged through our LinkedIn group. Join LinkedIn for free at [www.linkedin.com](http://www.linkedin.com) and search HeSCA.
- HeSCA will also maintain a presence on Facebook and Twitter (@hesca, #hesca)
- There are no current plans for an annual meeting or media festival in 2013. The future of annual meetings, the media festival and other HeSCA activities will depend on the participation and growth of the LinkedIn group

If you find this news disappointing, please reflect on what HeSCA has meant to you. Our greatest strength has always been the brilliant potpourri of individuals who make HeSCA what it is. Those individuals are still alive and kicking, with much more to share. So please join us online and actively participate. We will keep the conversation going together. And who knows what fruit that might bear for a future HeSCA?



## HeSCA Service Awards 2012

**Golden Raster:** As a “raster” provides stability and form to the electronic image, so the Golden Raster recognizes individuals who have provided stability and inspiration to HeSCA through imaginative leadership, unswerving service, and contributions of innovation to our field. The Golden Raster Award, HeSCA’s most prestigious honor, represents the culmination of distinguished service and distinguished achievement.

This year’s Golden Raster Award was presented lovingly to **Roger Hickinbotham** in recognition of the many years of selfless dedication and service he has provided to the HeSCA family. We congratulate and thank Roger whole-heartedly.

**Special Achievement:** This award recognizes individuals who have accomplished a significant goal or established a landmark in the field of biocommunications. This year HeSCA presented the award to honor **Craig Locaitis, PhD** of the National Library of Medicine.

**Literary Award:** Goes to the author of the best article by a HeSCA member published in our journal. This year the award was given to **Mark Saba** for his article, “Just in Time: Surviving Decades of Change at Yale.”



Roger Hickinbotham and the Golden Raster Award.

## Media Festival 2012 Awards

### Bronze Awards

#### *Print Media*

The Royal Children’s Hospital, Melbourne / *Quality of Care Report 2010--11*  
Christine Goerner, Robert Reitmaier & Hannah Burns, Producers

#### *Video – Continuing Education*

Media Studio, Cambridge University Hospitals / *NHSFT Central Venous Catheter Insertion*  
Jeremy Nayler, Producer

Johns Hopkins University, School of Medicine / *Halsted*  
Ralph Hruban & Norman Barker, Producers

#### *Video – Curriculum Based Education*

St. Boniface Hospital Research / *Health and Physics CT|Linac|PET|MRI|X--Ray|Ultrasound*  
Bill Peters, Producer

Select Media, Inc. / *Tanisha & Shay*  
Beth Wachter, Producer

#### *Video – General Health Information*

ERC/Royal Children’s Hospital Melbourne / *Glen’s Story*  
Rob Grant, Producer

### ***Video – Marketing***

ERC/Royal Children’s Hospital Melbourne / *Dreams*  
Sam Ira, Producer

The University of Texas, M. D. Anderson Cancer Center / *MD Anderson Educates*  
Glenn Challenger & Sunni Hoseman, Producers

M. D. Anderson Cancer Center, Department of Volunteer Services  
*Volunteers: Making a Difference, Making Cancer History*  
Gail Goodwin & Tom Eschbacher, Producers

### ***Video – Patient Education***

The University of Texas, M. D. Anderson Cancer Center  
*Kid to Kid: Learning to Cope When Your Parent has Cancer*  
Glenn Challenger, Frank Castillo, Jo LaCour, Producers

### **Silver Awards**

#### ***Print Media***

The Royal Children’s Hospital, Melbourne  
*Royal District Nursing Service 2011 Annual Report: “Trusted. Respected. Growing”*  
Jacqui Glenister, Producer

### ***Video – Marketing***

ERC/Royal Children’s Hospital, Melbourne / *RCH Neonatal Unit Fundraiser 2011*  
Rob Grant, Producer

#### ***Website***

Hyperactive Multimedia  
*Imaging 2.0: Sharing your vision. Advancing the science. (www.philips.com/irsna)*  
Arlyn Bonfield & Doug Young, Producers

### **Gold Awards**

#### ***Video – Curriculum Based Education***

Select Media, Inc. / *The Subject Is: Puberty*  
Beth Wachter, Producer

Select Media, Inc. / *Wrap It Up*  
Beth Wachter, Producer

#### ***Video – Patient Education***

Vida Health Communications, Inc.  
*All Babies Cry: Tried and true tips for comforting your newborn and yourself*  
Lisa McElaney, Producer

#### ***Print Media***

The Royal Children’s Hospital, Melbourne  
*Research on the Royal Children’s Hospital Campus 2010*  
Christine Goerner & Bill Reid, Producers

## Holly Harrington–Lux Creative Design Award

Rick Martin, Philips Digital Manager  
Jonathan Jackson and Maria Backus, Designer  
Arlyn Bonfield and Doug Young, Producers

*Imaging 2.0: Sharing your vision. Advancing the science.* ([www.philips.com/lrsna](http://www.philips.com/lrsna))  
Hyperactive Multimedia

## Elmer Friman Best of Show Award

Lisa McElaney, Producer

*All Babies Cry: Tried and true tips for comforting your newborn and yourself*  
Vida Health Communications, Inc.



Arlyn Bonfield accepts the Holly Harrington–Lux Creative Design Award.



The Producers of “All Babies Cry” from Vida Health Communications accept the Elmer Friman Best of Show Award.

## HeSCA Board of Directors

### Executive Committee

#### **Jim Huff, President**

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#### **Mark Saba**

Yale University  
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#### **Ray Aldrete**

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#### **Chuck Lenosky, Chief Fiscal Officer**

Creighton University  
clenosky@creighton.ed

### Board Members

#### **Lori Klein**

National Library of Medicine  
kashalk@verizon.net

#### **Bill Peters**

St. Boniface Gen. Hosp. Research Centre  
billp@sbrc.ca

#### **Arlyn Bonfield** (rolling)

Biomedical Media  
abonfield@biomedicalmedia.com

## HeSCA Moves Online!

**LinkedIn:** The recent member survey showed that our members want HeSCA's primary social media presence to be on LinkedIn. In response, we are moving our listserv discussions to LinkedIn. Please join us there.



LinkedIn has some features that make it ideal for professional discussions. You can choose how often you want to hear from us: every time someone starts a new discussion, once a week summary of activities, or only when you seek us out. Based on your settings, LinkedIn will send you emails with links that will take you directly to discussion threads. Here are instructions on how to set it up:

- 1) Join LinkedIn: ([www.linkedin.com](http://www.linkedin.com)) and sign in.
- 2) Join our Group: In the search box, select "Groups" from the drop down menu, then search for "HeSCA". Click "Join Group."
- 3) Settings: To select your setting, go to the HeSCA group page. Select "More" and then "Your settings" from the drop-down menu.
- 4) Check the settings you would like to use. We recommend:
  - a. Display the group logo on your profile.
  - b. Send me an email for each new discussion
  - c. Send me a digest of all activity in this group (and select a delivery frequency)
  - d. Allow the group manager to send me an email.
  - e. Allow members of this group to send me messages via LinkedIn,
- 5) Now go ahead and use it. Ask a question, post a response, or just browse through ongoing discussions. You'll hear from us as much or as little as you wish.

**Facebook and Twitter:** HeSCA also has a presence on Facebook and Twitter (@hesca). Please "like" our Facebook page. Follow our tweets @hesca and use #hesca in your tweets.



We look forward to seeing you online!