

— ACEP & EMF —

# Corporate Council

## How It's Made

**Christopher Baugh, MD, MBA, FACEP**  
**Ryan Stanton, MD, FACEP**  
**James Williams, MS, DO, FACEP**  
**Riane Gay, MPA, CAE, Corporate Development Director**



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## Convening an Expert Panel

**Christopher Baugh MD, MBA  
Department of Emergency Medicine  
Brigham and Women's Hospital**

 American College of  
Emergency Physicians®

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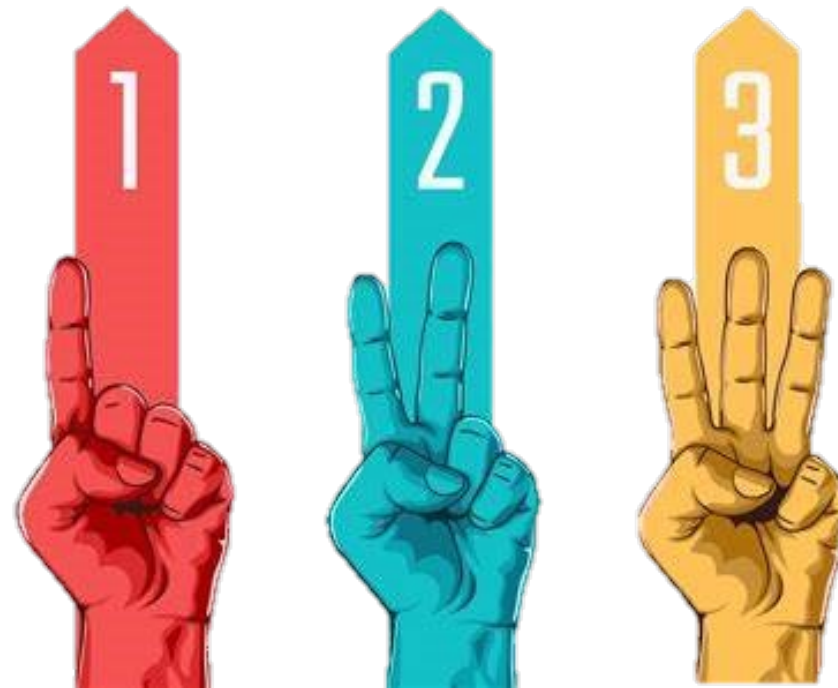
## My Expert Panel Experience

- Chair, Atrial Fibrillation Expert Panel (2017-2018)
- Co-Chair, Anticoagulation Reversal Expert Panel (2018-2019)
- Panelist, Hepatic Encephalopathy Expert Panel (2019-2021)



# 3 Steps:

- 1: Identify an Unmet Need
- 2: Draft a Proposal
- 3: Kick off Panel and Do the Work



## Step 1: Identify an Unmet Need

- Gap between what the evidence supports and common practice patterns
- Area of medicine with no clear consensus and lots of practice variability
- Underuse of clinical pathway, treatment or other tools that lead to inefficient or suboptimal care

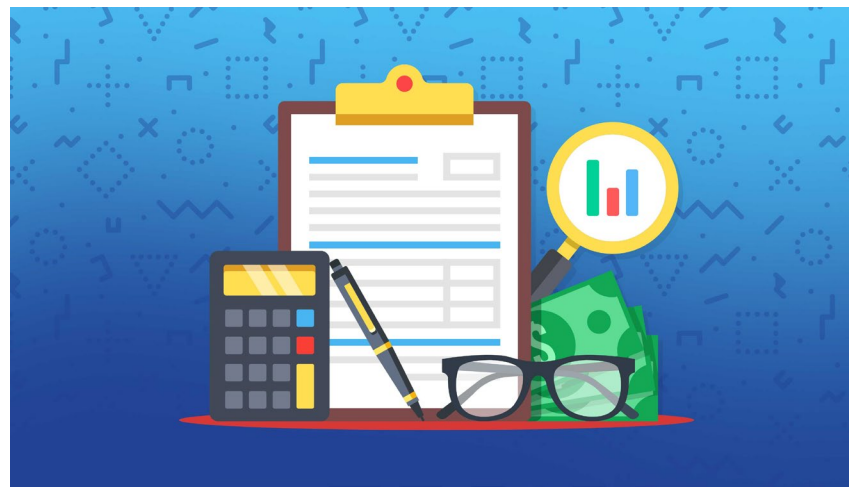


## Step 2: Draft a Proposal

- Industry partner(s) with an interest in addressing unmet need work with ACEP staff to draft a proposal; multiple industry partners with shared interests can collaborate on a single proposal
- Proposal typically includes scientific rationale for convening an expert panel
- The panel is led by a chair or co-chair who is a national thought leader with content expertise (e.g., publication/research history on the topic)
- The chair(s) work with ACEP to recruit the rest of the panel
- Panel size may vary, typically 8-15 panelists
- Set the timeline, typically 9-12 months

## Step 2: Draft a Proposal (continued)

- A moderator/project manager is a helpful addition to the team to assist the chair and keep the project on schedule
- The process is usually a modified Delphi rounds; a series of moderated meetings (usually pre-work virtually, then an all-day in person session followed by a series of virtual meetings)
- A budget to support the costs of the project; ACEP staff time, honoraria for the panelists, travel/meeting expenses if an in-person meeting is part of the proposal, IS development for online/app tools, open access fees for publications, marketing expenses for awareness of panel recommendations, etc.



## Step 2: Draft a Proposal (continued)

- Set the deliverables, typically a set of recommendations that can be translated into an online or point of care app tool, perhaps also a peer-reviewed paper and podcast describing the panel's process and recommendations (authorship order and target journal set early in project)
- Diversity of practice settings and relevant specialties/disciplines is important to construct a panel that will produce generalizable content
- Panelists could be identified via literature search, conference speaker history, committee service, ACEP section recruitment, personal connections/recommendations, etc.





## Step 3: Kick off Panel and Do the Work

- Once funding is approved, ACEP staff identify chair(s) and collaborate to identify potential panel members
- Potential panel members receive a recruitment letter from the chair explaining the scope/timeline/deliverables/honorarium for the project
- Once panelists have affirmed participation, chair and project manager kick off pre-work to share straw man recommendations, initial thoughts on a framework/deliverables and collect panelist feedback
- Literature review conducted to define current best available evidence and highlight areas where expert consensus may be needed for clarity



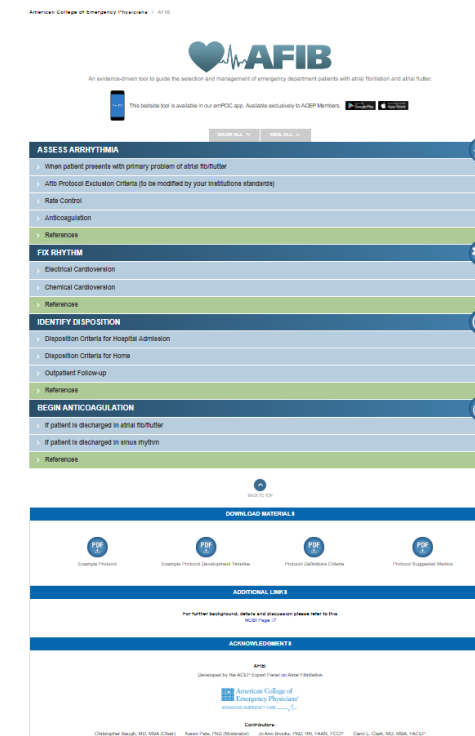
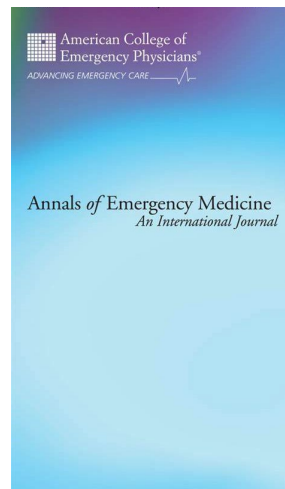
## Step 3: Kick off Panel and Do the Work (continued)

- In-person meeting follows about 1-2 months of pre-work (may be replaced with virtual session depending on pandemic travel and meeting considerations)
- Following intensive group session, chair and moderator curate notes/feedback and redistribute to panelists, highlighting key areas of disagreement for clarification
- Several more rounds of virtual meetings occur over the following 4-6 months to gain consensus on recommendations



## Step 3: Kick off Panel and Do the Work (continued)

- If applicable, chair is typically first author on peer-reviewed publication and has been working on drafting a manuscript in parallel with the panel work
- Final panel recommendations integrated into manuscript and circulated for panelist comment; panelists are all co-authors on paper
- ACEP IS team creates online tool and app with panel recommendations
- Paper is submitted for publication and ACEP IS tools are launched
- ACEP/sponsor markets the panel's recommendations






# Putting it All Together

- 1: Identify an Unmet Need
- 2: Draft a Proposal
- 3: Kick off Panel and Do the Work







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 @DrChrisBaugh



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## Frontline Podcast

**Ryan Stanton, MD, FACEP**

EMS Medical Director for Lexington Fayette  
Urban County Government Public Safety  
Medical Director for Bluegrass Airport  
and Florida Medical Director for AirMed  
International  
AMR/NASCAR Safety Team

 American College of  
Emergency Physicians®

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A close-up photograph of a man with a full beard and mustache, smiling. He is wearing large black Sony headphones and speaking into a professional microphone. The background is dark and out of focus.

# Podcast Perks

- Quick and easy way to offer companies a venue to communicate key clinical updates or topics to key emergency medicine influencers
- A great alternative to the significant strain of screen time by providing another alternative to consume information
- A great way to consume information on the go!
- Podcasts allow listeners to hear cutting-edge information directly from the source

# Industry-Funded Podcast Examples

## Genentech Podcast

Posted April 11<sup>th</sup> with 4,383 listens



26 min

PLAY ▶

### Posterior Circulation Strokes

ACEP Frontline - Emergency Medicine

Science

[Listen on Apple Podcasts ↗](#)

Posterior circulation stroke was one of the "can't-miss" topics mentioned in our episode with Dr. Chuck Pilcher a few weeks ago about malpractice lawsuits. This week, Dr. Edward Jauch shares the low-down and some tips to help differentiate the symptoms of stroke from other similar presentations.

This podcast is supported by Genentech.

[Episode Website ↗](#)

[More Episodes](#)

## Fisher & Paykel healthcare Podcast

Posted March 7<sup>th</sup> with 4,741 listens



23 min

PLAY ▶

### High Flow Nasal Cannula Update with Dr. Casey Bryant

ACEP Frontline - Emergency Medicine

Science

[Listen on Apple Podcasts ↗](#)

On this week's episode of ACEP Frontline, we speak with Dr. Casey Bryant about airway management options as well as some of the research and data from Europe about those options. In particular, Dr. Bryant will speak about the European Society of Intensive Care Medicine Guidelines. These guidelines primarily focus on high flow nasal cannula use, which has changed over the past 18 months, and recommend its use moving forward into this year's fall/winter respiratory season.

This podcast is sponsored by Fisher & Paykel Healthcare.



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# The Method To Our Madness

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- Why I picked the length I did and what that means for message dissemination.
- Why I don't focus on your product...what?!?





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 [@EverydayMed](https://twitter.com/EverydayMed)



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## Point of Care and MicroEducation Tools

**Riane Gay, MPA, CAE**  
**Director of Corporate Development,**  
**ACEP**

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1<sup>st</sup>  
Industry  
Supported  
Tool



An evidence-driven tool to guide the selection and management of emergency department patients with atrial fibrillation and atrial flutter.



This bedside tool is available in our emPOC app. Available exclusively to ACEP Members.



SHOW ALL

HIDE ALL

#### ASSESS ARRHYTHMIA

- > When patient presents with primary problem of atrial fib/flutter
- > Afib Protocol Exclusion Criteria (to be modified by your institutions standards)
- > Rate Control
- > Anticoagulation
- > References

#### FIX RHYTHM

- > Electrical Cardioversion
- > Chemical Cardioversion
- > References

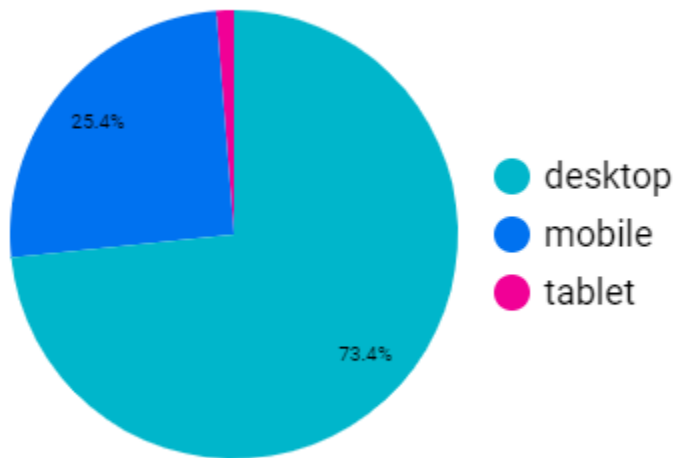
#### IDENTIFY DISPOSITION

- > Disposition Criteria for Hospital Admission
- > Disposition Criteria for Home
- > Outpatient Follow-up



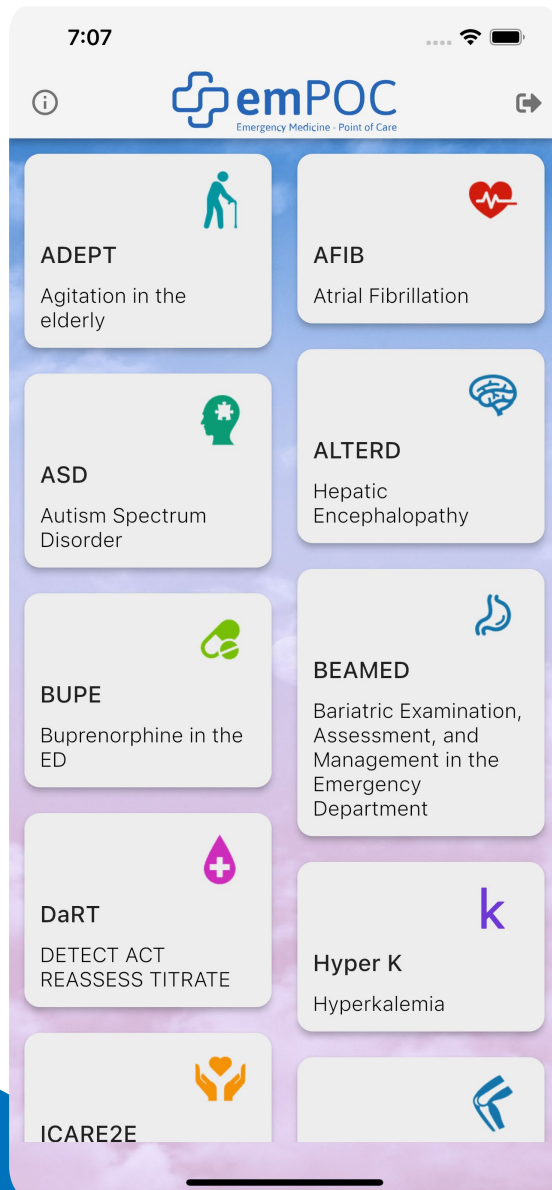
# Where We Are

- 15 Point of Care Tools
- 2 in queue to be released
- Over 230,000 Visitors



 **emPOC**  
Emergency Medicine - Point of Care

[GET STARTED](#)



# Top Five Tools

- BUPE (2018)
- DART (2015) -First Tool Created
- AFIB (2018)
- ADEPT (2018)
- Sickle Cell (2021)

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# MicroED

**QUICK FACTS FOR BIG ISSUES**

Videos that will bring you up to speed without slowing you down. Usually only 60-90 minutes in length and quickly help fill knowledge gaps and reinforce core treatment principles.



# MicroED

**QUICK FACTS FOR BIG ISSUES**

CREATED BY





[rgay@acep.org](mailto:rgay@acep.org)



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## Access Influence Integrate

**James Williams, MS, DO, FACEP**

**Clinical Professor, Emergency Medicine,  
Texas Tech HSC  
Chair Research Council,  
Meritus Medical Center,  
EMF Exec board**

 American College of  
Emergency Physicians®

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## Access, Influence, Integrate

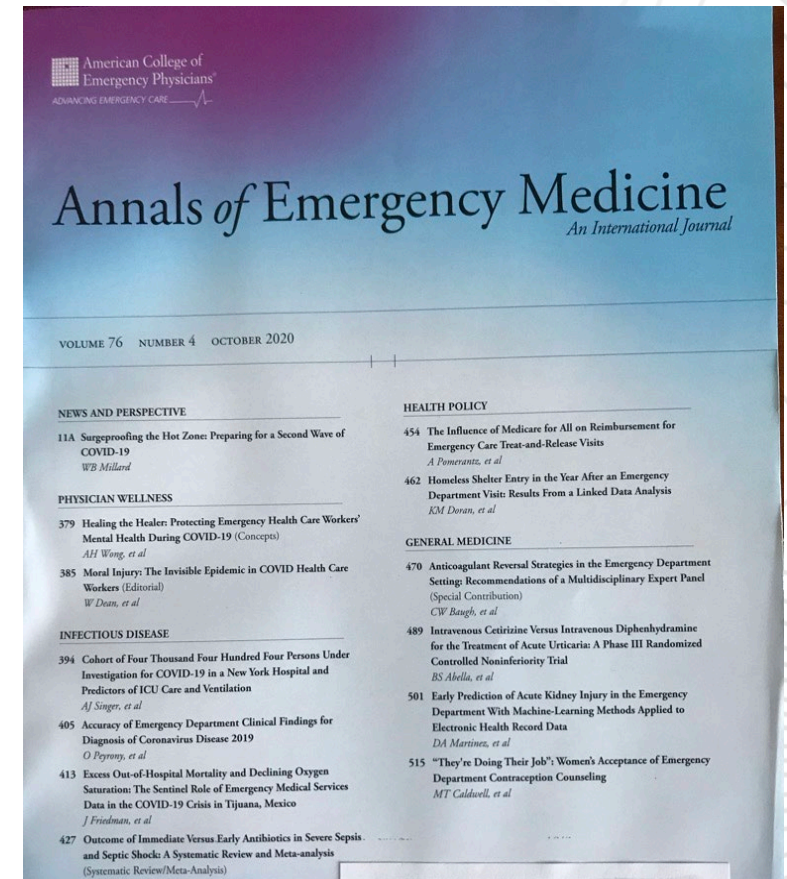
- Unmet need – medication, device, process tool
- Proof of Success or Engage in Research (EMF)
- Need Champion and Subject Expert
- Form group reflective & knowledgeable of audience
- Develop strategy of integration in daily practice





## Access, Influence, Integrate

- 10/2015 Praxbind, 5/2018 Andexxa approved
- 10/2017 ACEP DC met with Portola and BI
- 2/2018 grant assessment, 5/2018 approved by Portola & BI
- 6/2018 Literature Search, panel review
- 7/2018 Formed expert panel
- 9/2018 in person meeting ACEP Dallas
- 5/2019 submitted Annals Emergency Medicine
- 11/13/2019 published electronic Annals, 5/2020 print publication



## Access, Influence, Integrate

- Chairs: Jim Williams, Chris Baugh
- EP: academic (many community based) – Jason Wilson, Frank Peacock, TJ Milling (Andexa trial), John McManus (Army, Annals reviewer, ACEP Council Speaker), Charles Pollack (Praxbind trial), David Cornutt (rural)
- Cardiology: Todd Villines
- Pathology: Ravi Sarode (Kcentra trial)
- Hem/Onc: Rachel Rasovsky
- IM/Neuro/Crit Care: Alex Spyropoulos
- Surgery/Traum: Tim Woods (Praxbind trial)
- Toxicology: Mike Levine
- ACEP Practice Management: Richard Kwun
- PharmD: Kurt Mahon





# Access, Influence, Integrate

- ACEP
  - ▶ Lori Vega
  - ▶ Riane Gay
  - ▶ Sandy Schneider
- Industry
  - ▶ BI
  - ▶ Portola/ AstraZeneca
- Expert Panel





# Access, Influence, Integrate



## Anticoagulant Reversal Strategies in the Emergency Department Setting: Recommendations of a Multidisciplinary Expert Panel

Christopher W Baugh<sup>1</sup>, Michael Levine<sup>2</sup>, David Cornutt<sup>3</sup>, Jason W Wilson<sup>4</sup>,  
Richard Kwun<sup>5</sup>, Charles E Mahan<sup>6</sup>, Charles V Pollack Jr<sup>7</sup>, Evie G Marcolini<sup>8</sup>,  
Truman J Milling Jr<sup>9</sup>, W Frank Peacock<sup>10</sup>, Rachel P Rosovsky<sup>11</sup>, Fred Wu<sup>12</sup>, Ravi Sarode<sup>13</sup>,  
Alex C Spyropoulos<sup>14</sup>, Todd C Villines<sup>15</sup>, Timothy D Woods<sup>16</sup>, John McManus<sup>17</sup>,  
James Williams<sup>18</sup>

## 2022 Guideline for the Management of Patients With Spontaneous Intracerebral Hemorrhage: A Guideline From the American Heart Association/American Stroke Association

Steven M. Greenberg, Wendy C. Ziai, Charlotte Cordonnier, Dar Dowlatshahi, Brandon Francis, Joshua N. Goldstein,  
J. Claude Hemphill III, Ronda Johnson, Kiffon M. Keigher, William J. Mack, J. Mocco, Eileena J. Newton, Ilana M. Ruff, Lauren H. Sansing,  
Sam Schulman, Magdy H. Selim, Kevin N. Sheth, Nikola Sprigg, Katharina S. Sunnerhagen and ... [See all authors](#) ✓

Originally published 17 May 2022 | <https://doi.org/10.1161/STR.0000000000000407> | Stroke. 2022;53:e282–e361

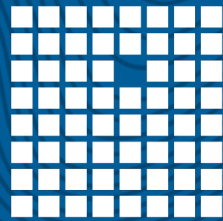
[Other version\(s\) of this article](#) ✓





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