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ACS Launches Multimedia Campaign to Attract Young Surgeons



The American College of Surgeons (ACS) has launched an initiative to increase its member base by drawing the next generation of young surgeons. The “Realize the Potential of Your Profession” campaign will promote the value of ACS fellowship throughout a surgeon’s career, from leadership support for surgical residents and continuing through retirement. The initiative, which begins this month, is specifically targeting surgeons under the age of 45.

“We have a legacy of excellence, and adding more young surgeons to our ranks and giving them access to a network of leaders and the array of resources we have will foster a future of excellence in surgical care,” said David B. Hoyt, MD, FACS, ACS Executive Director.

Peer-to-Peer Engagement

This month, in connection with the recent centennial anniversary of the ACS, the organisation released a two-minute video on its website entitled “100 Years, 100 Reasons to Join”. The video shows ACS fellows holding signs which explain some of the reasons why ACS membership might appeal to surgeons. Snapshot videos are also being distributed, highlighting some of the young surgeons seeking the prestigious Fellowship in the American College of Surgeons (FACS) credential.

The year-long campaign hopes to reach young surgeons through peer-to-peer influence and social events. There are networking activities planned throughout 2015, during which young surgeons can connect with each other as well as more experienced industry leaders. Current members of the College who are willing to promote the value of membership will play a significant role in the campaign’s success.

The ACS Legacy

“As the largest and most robust surgical organization in the world, we have so much to offer surgeons of all specialties, at any point in their careers,” said Patricia L. Turner, MD, FACS Director, ACS Division of Member Services. “From transition to practice support for those just starting out, to ongoing training and education, to advocacy and leadership, we help surgeons advance their careers and elevate the profession in a way that no other organization can.”

The American College of Surgeons is the largest affiliation of surgeons worldwide, with more than 80,000 members. It was founded in 1913 as an advocate for surgical patients, and is dedicated to raising the standards of surgical practice and care.

Source: www.facs.org

Image Credit: ACS

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