



IACVTS Outreach Program

An Introduction



Presented by

• Outreach Committee

- Dr. Manoj Durairaj
- Dr. Gaurav Goel
- Dr. Siva Muthukumar
- Dr. Alok Mathur
- Dr. Bhupesh Shah

• Oversight Committee

- ❖ IACTS President
- ❖ IACTS Secretary
- ❖ IJTCVS Editor-in-Chief



Program Target Audience

- Cardiac surgeons in India and abroad
- All non-cardiac healthcare professionals (HCPs)
- Medical students
- General public



Program Goals

- Initiate outreach with the general public through social media networks
- Provide a platform for budding cardiac surgeons across India and abroad to engage with IACTS
- Design and develop interactive events to reach out to the public
- Increase the digital visibility of the Association
- Broadcast IACTS news and events via E-magazines
- Recognize IACTS members through interactive programs
- Direct viewership to the IACTS Journal
- Make available access to expert knowledge online through Q&A platforms like Quora
- Felicitate doctors who have contributed notably to the development of CTVS
- Generate revenue through sponsorships and advertisements



The Approach

- All social media channels activated under the IACTS banner; the legal responsibility lies with IACTS as per the Indian IT Act
- Social presence on Facebook, Twitter, Instagram, LinkedIn, and Snapchat
- Uniform use of IACTS name and logo across media and events
- Use content themes around the CTVS specialty
- Engage with other medical associations to broaden and strengthen the Association's reach
- Publish monthly news to disseminate knowledge of cardiac surgery



More on the monthly news bulletin

- Know Your Heart - a four-pager
- Published on the official IACTS website and sent via email
- Intended for circulation to members of IMA and other medical associations
- Covers four core areas of CTVS – Adult, Paediatric, Thoracic, and Vascular



The Launch

Thu, Sep 29, 2022

World Heart Day

USE ♥ FOR EVERY ♥

A coordinated effort across various Indian cities and towns to inaugurate the Outreach Program will include:

- the official social media launch,
- free cardiac camps,
- awareness programs,
- walkathons, and more.



Make Every Heartbeat Count

We warmly invite our General Body to join hands in reaching out and growing our cardiac surgery community.

We seek your support for the Outreach Program by way of:

- ✓ Following IACTS and IJTCVS on social media
- ✓ Articles to the news bulletin
- ✓ Blog posts
- ✓ Case videos
- ✓ Patient testimonials*
- ✓ Event participation
- ✓ Active feedback

...or your choice of other ways that propel IACTS forward

* To be restricted to the procedure, outcome, and quality of life. No references to the hospital/attending surgeon.



Some Guidelines for Submissions

- Original content only
- No personal, institute, or brand promotion
- Refer to the best practices in CTVS as per scientific data
- Due credit and recognition to be given to all the contributors
- Patient testimonials submitted to be accompanied by explicitly written & signed consent of the patient
- Blog posts: Conversational tone with a 150-word limit
- Video posts: 3-minute duration
- Case videos: As necessary
- All material submitted will be the property of IACTS. All rights reserved with IACTS.



If I Can Stop One Heart From Breaking by Emily Dickinson

If I can stop one heart from breaking,
I shall not live in vain;
If I can ease one life the aching,
Or cool one pain,
Or help one fainting robin
Unto his nest again,
I shall not live in vain.



Connect with Us

outreach@iacts.org

Find us soon on

