



DIGESTIVE HEALTH  
PHYSICIANS ASSOCIATION®

# Report from the DEI Committee & Communications Committee

September 17, 2022

Nadeem Baig, DHPA Chair of Communications  
Allied Digestive Health (NJ)

# Supporting Career Development for Women in GI



**Dr. Aja McCutchen**  
Atlanta Gastroenterology  
Associates



**Dr. Tonya Adams**  
Gastro Health Fairfax



**Dr. Michelle Clermont**  
Atlanta Gastroenterology  
Associates

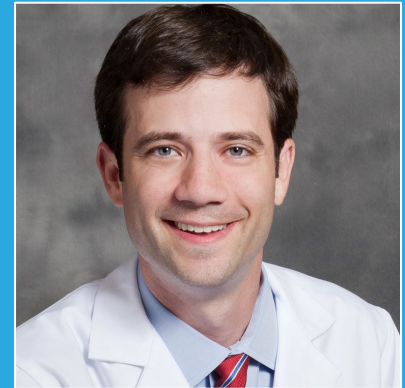
- First in the DHPA Leadership Webinar Series
- More than 40 attendees
- Provided overview of the Gastro Health Women's Network
- Available on the DHPA website under "resources"



# Formal Mentorship Programs for Independent GI Practices



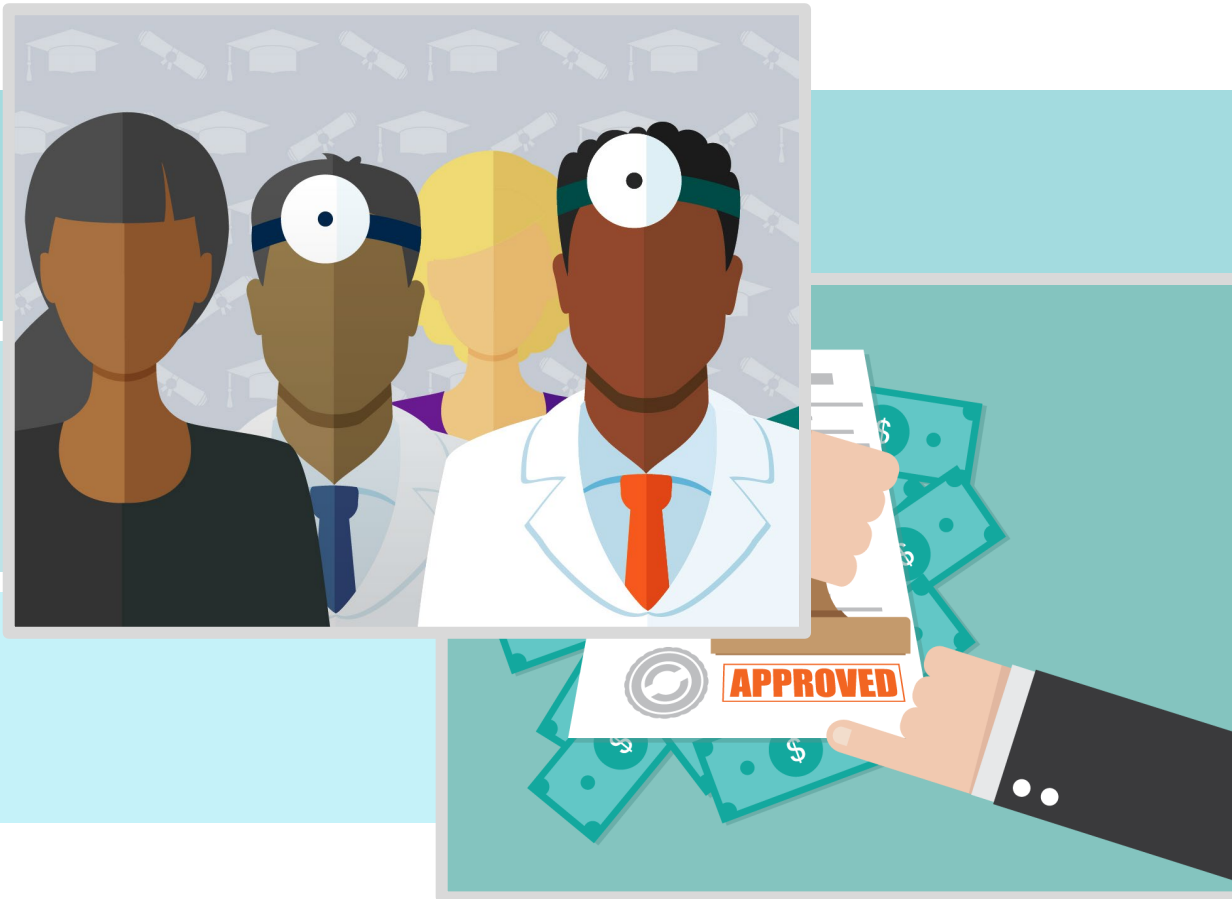
**Dr. Esther Connor**  
MNGI Digestive Health



**Dr. Marc Sonenshine**  
Atlanta Gastroenterology  
Associates




# DHPA DEI Resource Repository



- Resources on Diversity, Equity & Inclusion
- Grant opportunities to support DEI initiatives and pipeline development
- Please send any resources your practice has developed to DHPA comms consultant, Andrew Sousa at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)

# Pipeline Development: Independent GI Careers Page

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## Independent GI Careers

There are many things to consider when choosing a career path. Independent practice in gastroenterology continues to be a vitally important component of care delivery and offers many benefits.

Below you'll find access to the career pages of DHPA member practices. If you are considering a career in private practice, feel free to view their job openings.

If you don't find an available position in the state you're considering, rest assured that most practices are always recruiting. Reach out to the practice you're interested in and inquire about joining.

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### Alabama

[Birmingham Gastroenterology Associates](#)  
[Digestive Health Specialists of the Southeast \(Homepage\)](#)  
[Gastro Health – Alabama](#)  
[GI Associates of West Alabama \(LinkedIn\)](#)

### Arizona

[Arizona Centers for Digestive Health](#)  
[Arizona Digestive Health \(GI Alliance\)](#)  
[Arizona Gastrointestinal Associates \(Homepage\)](#)  
[East Valley Gastroenterology & Hepatology Associates \(GI Alliance\)](#)  
[Southeast Valley Gastroenterology Consultants](#)

### Considering a Career in Private Practice?

Contact us if you'd like to speak with an independent GI leader about the benefits of independent practice.

Name (required)


Email (required)

Talk to us

1+5=?

Submit

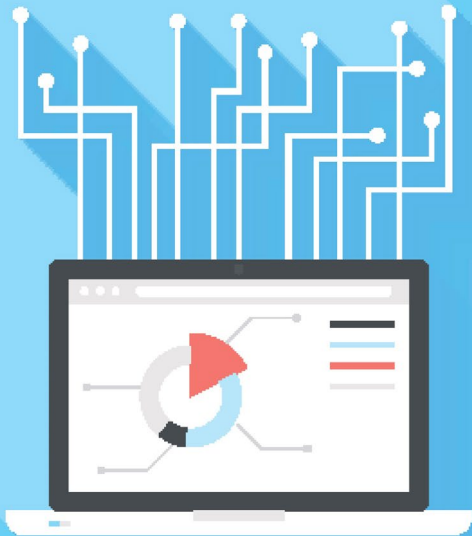
### Member Spotlight



- Provide early-career physicians with information about independent GI
- links to DHPA member practice job pages or LinkedIn, organized by state
- Provide information to Andrew Sousa, comms consultant at [andrewsousa@steadfastpr.com](mailto:andrewsousa@steadfastpr.com)



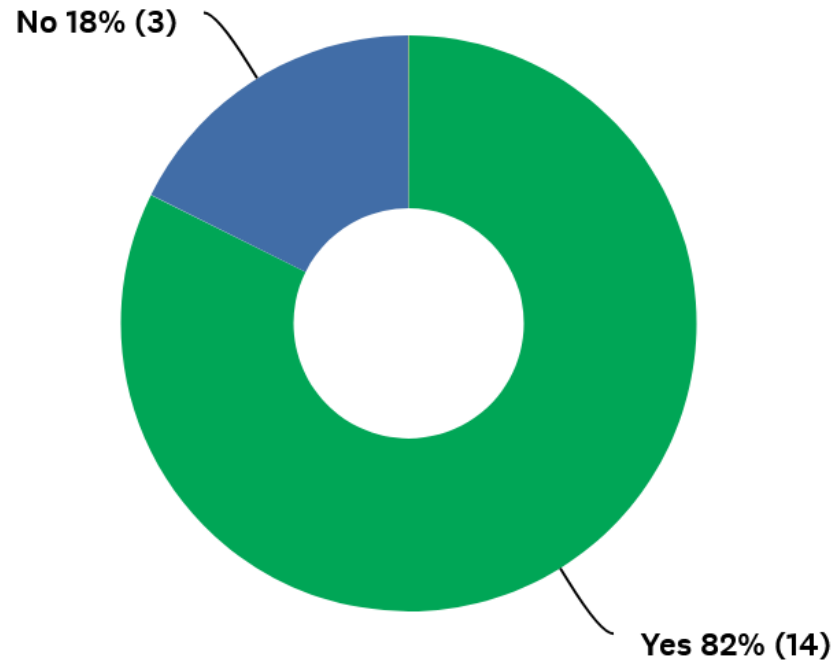
# Growing Our Reach: Communications Capacity Survey



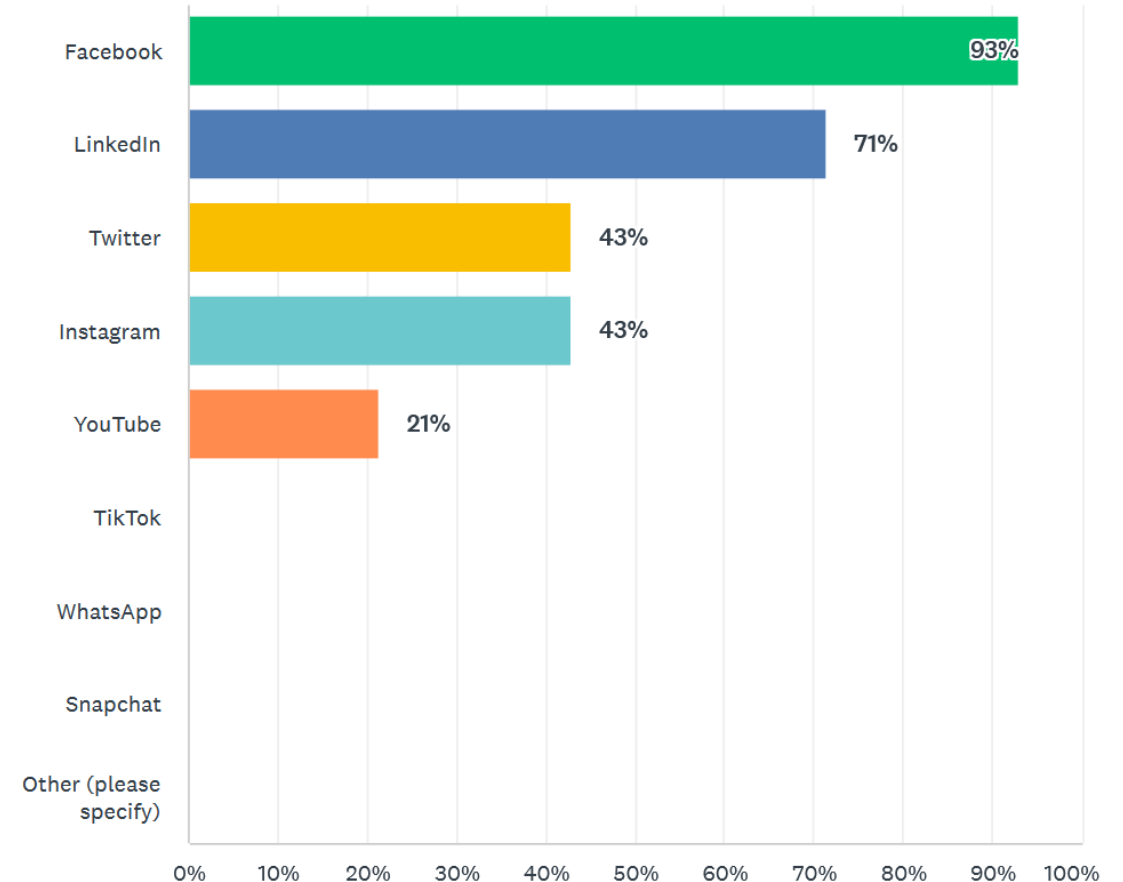
- Understand the communication capacity within member practices
- Gain insight into what tools practices use to communicate internally and externally
- Identify contacts to further improve educational content distribution
- We have early insights from 17 practices that have responded

# Key Insight: Social Media

Does your practice use social media for external communications?



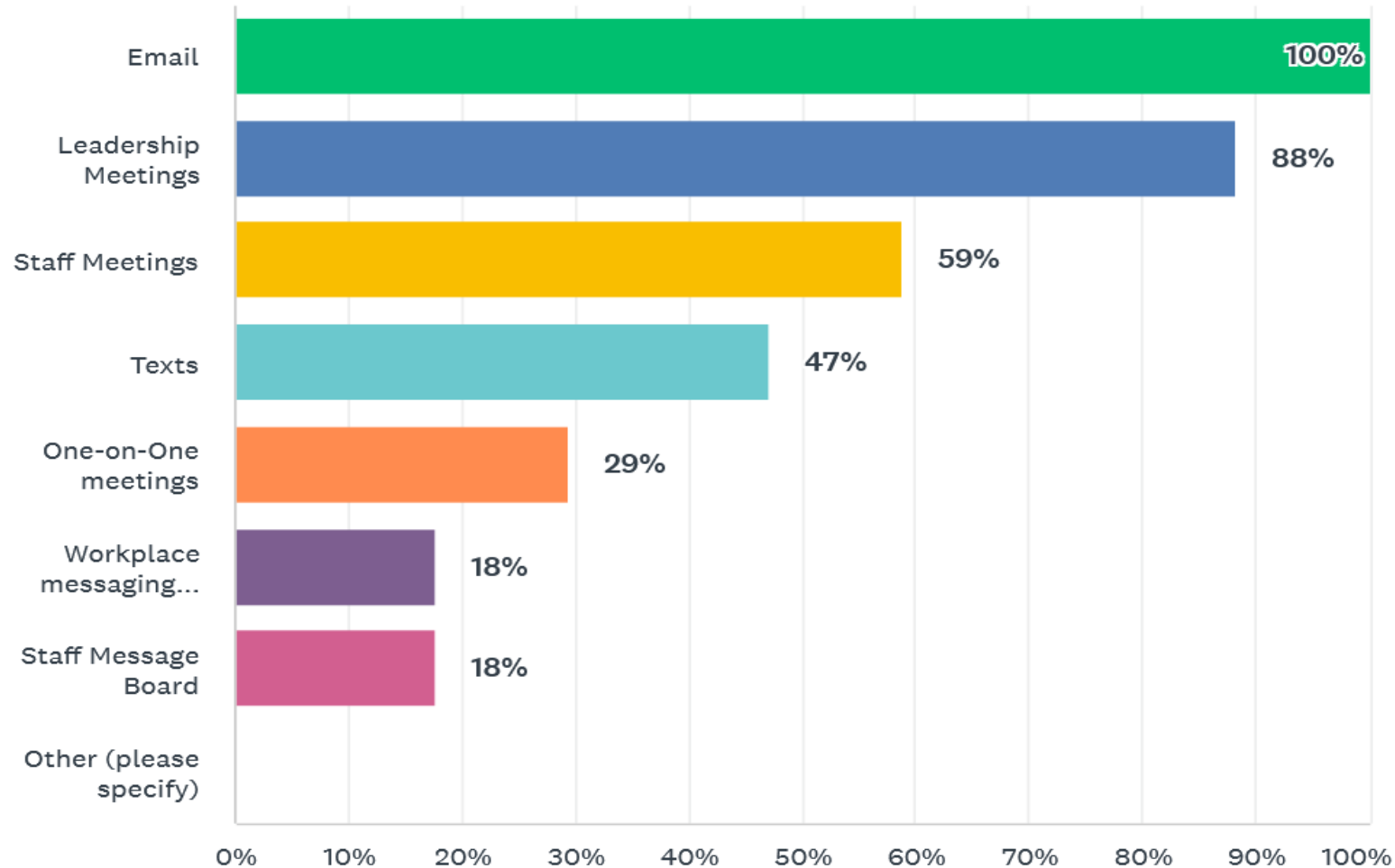
What social media or messaging platforms does your practice use? (choose all that apply)



Note: 86 percent of responding practices that use social media manage their social media internally

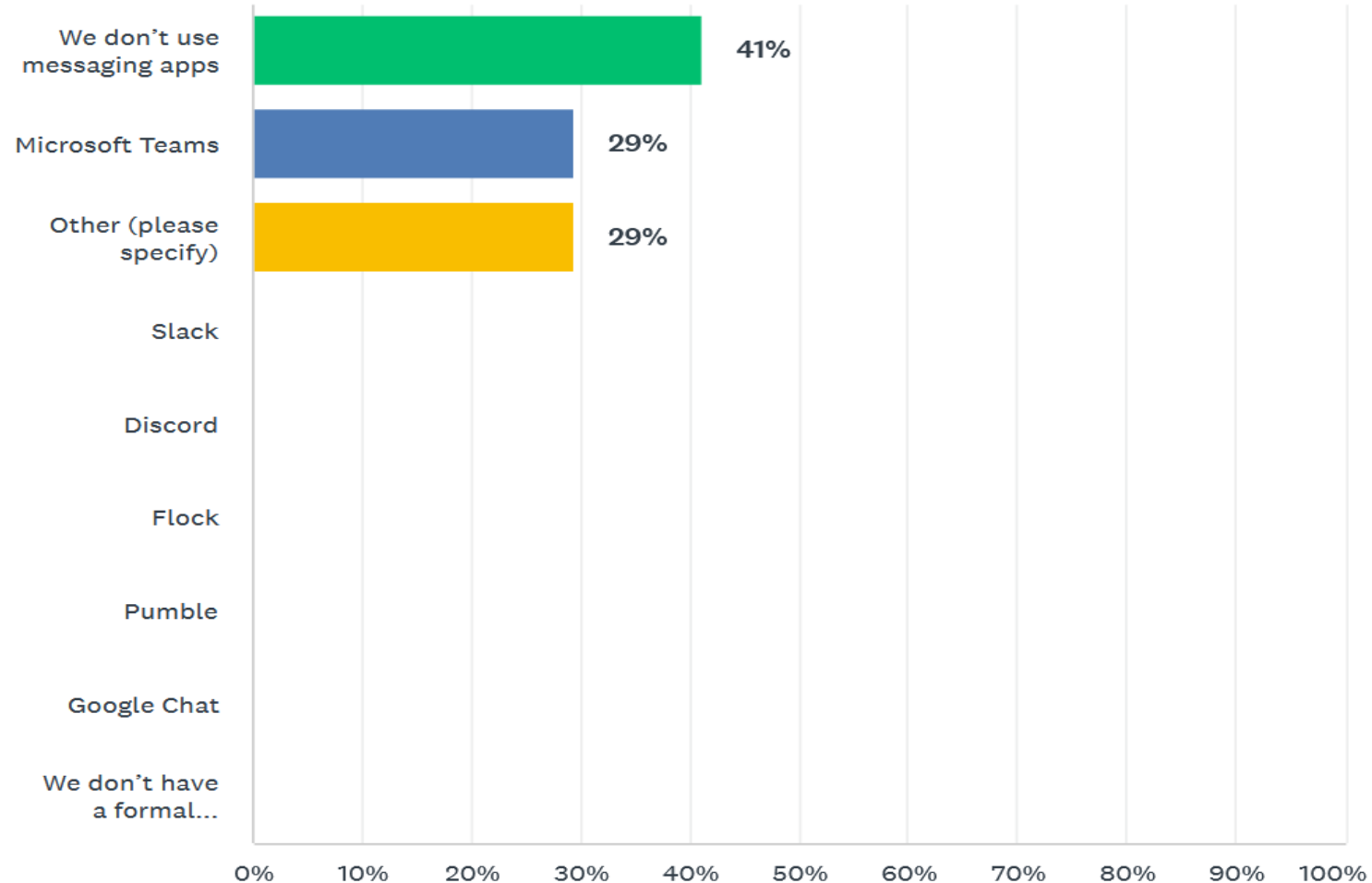
# Key Insight: Email is King

How is practice-level information distributed internally through your group?  
(choose all that apply)



# Key Insight: Messaging Apps Aren't Popular

How is practice-level information distributed internally through your group?  
(choose all that apply)

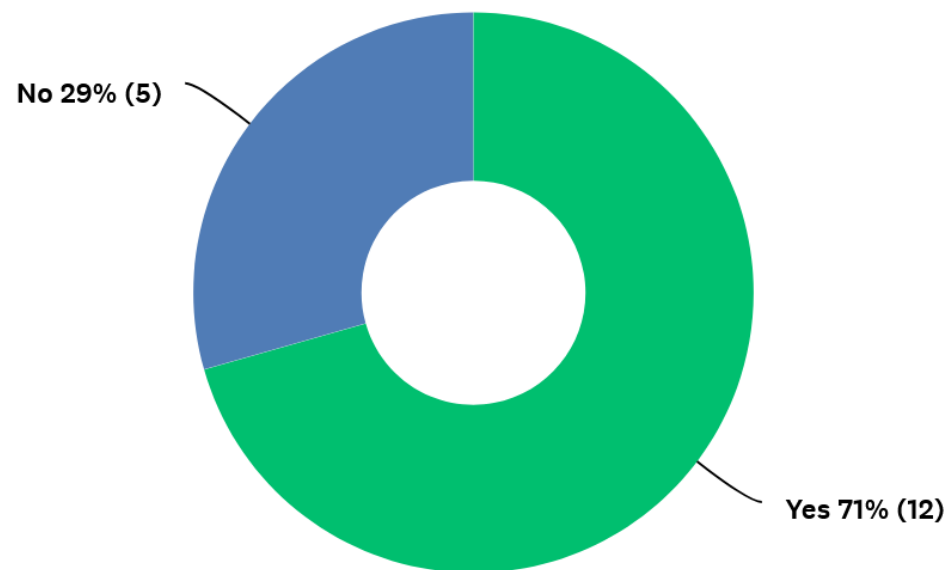


Note: Other messaging apps mentioned include Tiger Text, pMD, and Jostle

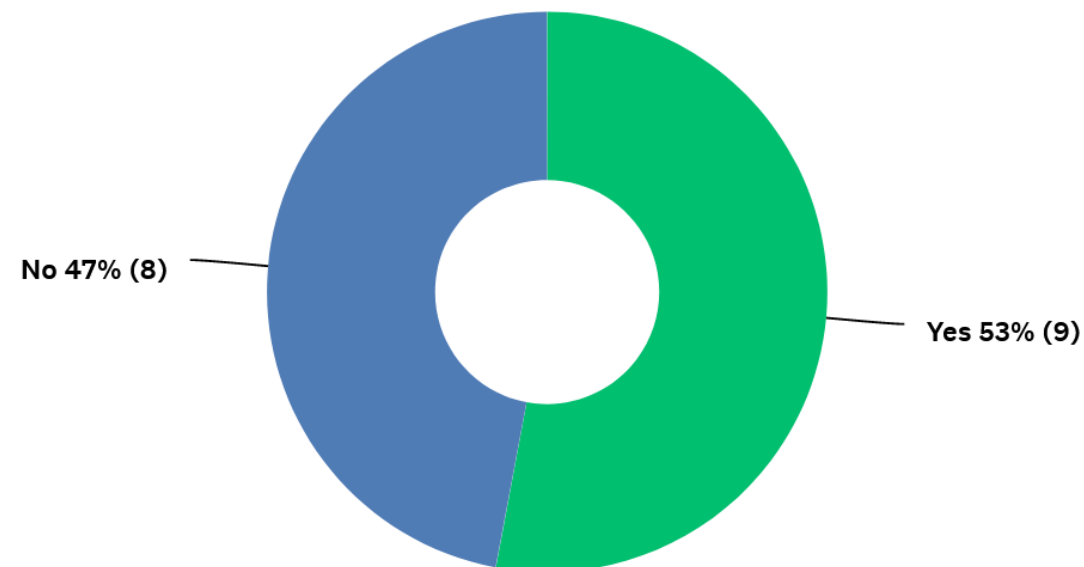


# Key Insight: Internal vs. External Comms

Does your practice have an internal communications team (or individual) who is responsible for external public relations, marketing, and advertising?



Does your practice have an external communications firm that it works with for external public relations, marketing, and advertising?



# Take the Communications Survey!

The below link is included in the online agenda for the Board Meeting under the Board Business Section. The survey should not take more than 5-7 minutes to complete.

**[www.surveymonkey.com/r/DHPA-Comms-Survey](https://www.surveymonkey.com/r/DHPA-Comms-Survey)**



# Ongoing and Future Projects

- DHPA Quarterly Leadership Webinar Series (DEI)
- Crohn's & Colitis Week in December (DEI & Comms)
- Finalized Results from Communications Survey (Comms)
- New tools and methods to distribute DHPA materials and messages to membership and patients (Comms)





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