



Audible Bleeding now flows through SVS

Audible Bleeding now flows through SVS

By Beth Bales

The Society for Vascular Surgery would like to welcome the popular Audible Bleeding podcast into its communications family.

SVS has reached and executed an agreement with Audible Bleeding that will navigate the popular podcast series to the Society.

The podcasts, currently presented biweekly, are intended as a resource for trainees and practicing vascular surgeons, especially early-career surgeons. The initiative serves as a resource for the vascular surgery community and launched in November 2018.

The Audible Bleeding team started with the 2019–2020 co-fellows in the vascular surgery fellowship program at New York Presbyterian Hospital—Adam Johnson, MD, Kevin Kniery, MD, Matthew Smith, MD, and Nicole Rich, MD—under the mentorship of program director Sharif Ellozy, MD.

“The podcasts have been a labor of love for us and it’s grown organically,” said Johnson, currently a second-year vascular surgery fellow.

The group brought on the newest fellows, Jacob Schwarzman, MD, and Adham Elmously, MD, and increased the types of episodes to include interviews with leaders in the field; board reviews and collaborations with the SVS Young Surgeons Committee; “Editor’s Choice” from the Journal of Vascular Surgery publications; and another podcast, Behind the Knife.

Episodes also have included Frank Veith, MD, on the past, present and future of vascular surgery; Gilbert Upchurch, MD, on mentorship, millennials and modern vascular surgery; Ronald L. Dalman, MD, on implicit bias in the workplace; and many other SVS members and leaders (see vsweb.org/AudibleEpisodes).

“The Society for Vascular Surgery has always been involved in terms of members being interviewed,” said Ellozy, associate professor of surgery at Weill Cornell Medicine in New York. With a formal commitment and partnership in place, he and the team hope even more members will not only become listeners but also share their specialty’s stories. SVS staff will help with production, marketing and coordination to help bring the podcasts to a larger audience.

“There’s a role for anyone at any point in their career,” said Johnson. More seasoned surgeons are sought as topic experts, and trainees are needed to develop questions and perform interviews. “We want people engaged. We want to

Audible Bleeding now flows through SVS

Published on Society for Vascular Surgery (<https://vascular.org>)

build on the already vibrant vascular surgery community.”

That includes broadening the scope to include sessions geared toward those members in community practice and those emphasizing the history of vascular surgery. In fact, Audible Bleeding soon will feature podcasts of the videos created by the SVS History Work Group covering the three eras of vascular surgery.

Topics frequently emerge from current events or remarks made on Twitter or *SVSConnect*, and suggestions from listeners are also welcome.

Look out for updates on how to become engaged with the podcast in SVS' weekly e-newsletter *Pulse*, in *Vascular Specialist* and on the SVS website.

“We're excited to bring Audible Bleeding within the SVS family,” said Ellozy. “It opens the podcast up to more people, generating not only new excitement but also helping to create new topics and potentially new participants. This is a winwin for everyone, especially our listeners.”

“I couldn't agree more,” noted Kenneth M. Slaw, PhD, SVS executive director. “The principals at Audible Bleeding should be very proud of what they have accomplished, and as SVS seeks to expand its communications enterprise and infrastructure, adding the talent and reach of Audible Bleeding podcasts is a perfect fit. We are delighted to help Audible Bleeding continue to flourish.”

Article Date: Tuesday, December 1, 2020

Author: Re-posted from the December 2020 issue of *Vascular Specialist*

Tags: Vascular Specialist Tags

Article Type: Article