

Election

2025 Elections – Social Media and Digital Content Committee – Chairperson Elect

User

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Date inscription

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Previous positions as ESICM officer

Type	Country	Function	Section	From	To
N/A	United Kingdom	National Representative			
N/A		Deputy Chairperson	Neurointensive Care Section		
N/A		Chairperson	NEXT Committee		

Specialisation

Speciality	Diploma	Year of qualification	Type speciality
Primary speciality	Anaesthetics, Intensive Care, and Hyperbaric Medicine	2012	Joint Specialty
Additional speciality	Master in Public Health	2024	
Additional speciality	MSc in Clinical Trials	2025	
Additional speciality	MSc in Paediatric Intensive Care Medicine	2015	

Positions

Institution	Department	Function	From	To
University of Oxford	Nuffield Division of Anaesthetics, Nuffield Department of Clinical Neurosciences	Senior Clinical Research Fellow		

Oxford University Hospitals NHS Foundation Trust	Anaesthetics and Neurosciences Intensive Care Unit	Consultant Anaesthetists and Intensivist		
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## Professional Bodies Appointments

Society	Status	From	to
NeuroAnaesthesia and Critical Care Society (NACCS) of the UK	Council Member (Education and Events lead)		
NeuroAnaesthesia and Critical Care Society (NACCS) of the UK	Council Member (Social Media and Digital Content lead)		

## Comments

Alongside my clinical leadership roles, I have an active academic portfolio. I am a Senior Clinical Research Fellow at the University of Oxford with >£1M in research funding as PI/Co-PI, and my work spans multicentre trials, systematic reviews, and digital health innovation. I have produced a well-established body of over seventy peer-reviewed articles, complemented by ongoing collaborative projects, and I serve as supervisor and mentor to graduate-entry medical students and trainees.

Teaching is a core part of my practice: I lecture regularly at national and international meetings, lead workshops in neurocritical care and digital health, and develop e-learning resources for clinicians at different stages of training. These activities reflect my commitment to translating complex science into accessible formats — a skill directly relevant to creating digital content pipelines for ESICM members.

## Details on your candidature

Statement – Candidate for Chairperson-Elect, ESICM Social Media & Digital Content

I am an academic intensive care clinician with university affiliation and long-standing service to ESICM and allied societies. Within ESICM I have served as Founding Chair of the NEXT Committee, Deputy Chair of the Neuro-Intensive Care Section, and UK National Representative. Externally, as Social Media Lead for the Neuro Anaesthesia & Critical Care Society (NACCS, UK), I oversaw a full website redesign, introduced scheduled content pipelines, and delivered coherent digital strategies that improved reach, consistency, and engagement. These experiences align with the Committee's remit to steward ESICM's web presence, coordinate with Sections, and ensure digital communications are accurate, timely, and clinically relevant.

Fit for the role

I bring: (i) senior ICU clinical experience with university-based academic output; (ii)

practical expertise in medical communication across web, video, and social formats; (iii) experience chairing cross-functional groups within governance frameworks; and (iv) a collaborative, service-oriented style suited to partnering with the ESICM Office, Executive Committee, Sections, and Council.

#### Vision: from broadcast to workflows

ESICM already benefits from an established, section-anchored social presence. With the current Chair in post, I anticipate a one-year overlap to ensure a smooth, progressive handover—maintaining continuity of tone, standards, and relationships. My objective is to evolve our digital ecosystem from primarily broadcast posts to durable workflows that clinicians and trainees can use in the flow of practice and learning. This means creating modular, practice-facing assets—defined in partnership with the Executive Committee and Brussels Office—that connect ESICM science to bedside decision-making, education, and collaboration.

#### Near-term priorities

- i) Member utility first: Prioritise formats clinicians actually use—concise practice summaries, bedside micro-guides (QR-linked), and structured discussion spaces—so social posts become gateways rather than endpoints.
- ii) One pipeline, many surfaces: Create a light editorial intake so Section outputs (webinars, statements, congress sessions) feed into adaptable assets (web articles, email/newsletters, short videos, micro-polls) distributed consistently across platforms.
- iii) Regular cadence: Move to predictable schedules (e.g., weekly slots), drawing on successful models to foster habit-forming engagement.
- iv) Evidence integrity and safety: Embed sourcing and approvals in every asset; align with ESICM codes, conflicts policies, and patient-safety guardrails.
- v) Accessibility & inclusivity: Design for multilingual reach and variable bandwidth; favour clear visuals, captions, and structured summaries.

#### Illustrative project themes

- i) Practice-facing micro-learning: Turn ESICM outputs into concise, reusable learning objects for web and LMS, amplified on social channels.
- ii) Discussion where it matters: Moderated, time-boxed discussions tied to Section topics and congress sessions.
- iii) Signals to consensus: Micro-polling to surface practice variation, boost survey recruitment, and inform future consensus or research.
- iv) National and partner society links: Highlight selected partner events and facilitate cross-society visibility and coordination.

#### Responsible use of AI

Where appropriate, employ AI cautiously and only under clinician oversight—e.g., for captions or translation to improve accessibility—while keeping all clinical messaging human-checked and evidence-based.

## Stewardship

I will work transparently with the Executive Committee, Council, Sections, and the Brussels Office; report regularly; and propose iterative updates as the digital landscape evolves. My aim is to strengthen a coherent, professional voice for ESICM and to create workflow-oriented digital assets that support members at the bedside, in training, and at congress.

## Financial interests

### Description

I have no financial conflict of interest to declare

### Source

## Academic interests

### Description

I am currently active in research and education in intensive care medicine, with a particular focus on neurocritical care, sedation, delirium, and EEG monitoring. I hold competitive research funding (> £1M as PI/Co-PI) and supervise students and trainees at the University of Oxford. While these projects align with the scientific mission of ESICM, they do not create any financial or institutional conflict. I will manage any potential overlap transparently and in accordance with ESICM governance.

### Declare no conflict of interest

Yes

**I hereby certify that I have read and understood the Statutes of ESICM.**

Yes

**I hereby certify that I have read and understood the job description for the position I am applying to.**

Yes

**I am able to dedicate enough time to perform the job and attend the regular meetings necessary for this position.**

Yes

**I hereby certify that I agree on all the tasks described in the job description and agree to undertake them.**

Yes

**I confirm that the information given in this form is to the best of my knowledge and belief, true and accurate.**

Yes