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FOR IMMEDIATE RELEASE

SAGES Launches “Get Well Sooner” Health Education Campaign To Raise Awareness and Adoption of Minimally Invasive Surgery

Los Angeles, CA, December 1, 2014 – No one wants an operation, but if you have to have one, the less invasive the surgery, the better. For patients suffering from any number of conditions, minimally invasive surgery, or MIS, can provide the best choice for a wide range of procedures such as laparoscopic colon and hernia surgery as well as weight-loss related surgeries. The Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) has launched the “Get Well Sooner” health initiative in order to raise awareness among patients about the benefits of MIS and to promote the adoption of MIS techniques among health care providers,

“When compared to traditional surgery, minimally invasive surgery can potentially result in much less pain and swifter recovery while providing an alternative for repairing and preventing a wide range of conditions,” said Dr. Jeffrey Hazey, chair of SAGES Get Well Sooner Committee. “Depending on the procedure, patients may leave the hospital the same day, or in a few days, and return to normal activities more quickly than patients recovering from traditional open surgery,” Dr. Hazey added.

Despite the advantages, a [recent Johns Hopkins University study](#) found that laparoscopic surgical procedures are not offered as an option to hundreds of thousands of patients in the United States who are candidates for MIS and many hospitals underutilize MIS procedures.

“Part of our mission with this program is to reach out to healthcare providers in order to address any obstacles they may encounter when offering MIS to patients,” said Dr. Michael Brunt, SAGES President. “As more patients ask about MIS, more healthcare providers will have to become skilled at offering these newer cutting-edge techniques,” Dr. Brunt said.

SAGES has developed Patient Information Guidelines available at www.getwellsooner.org for both patients and healthcare providers that include information about common procedures, how to prepare for and what happens during MIS, and questions patients can ask their healthcare provider. “A minimally invasive approach may not be an option for everyone but patients should feel comfortable asking their surgeon if an MIS procedure is right for them,” said Dr. Archana Ramaswamy, Co-Chair of SAGES Get Well Sooner Committee.

In addition to a press campaign, social media and e-mail campaign, TV spots about the “Get Well Sooner” program and the benefits of minimally invasive surgery will air nationally in late November and early December,

The overall goals of the Get Well Sooner Initiative are to:

- Increase adoption rate in safe and effective MIS procedures.
- Increase awareness among referring physicians of minimally invasive therapeutic options.
- Enlighten and educate the public about benefits of MIS, what happens during a minimally invasive procedure, common MIS procedures and additional resources such as SAGES patient brochures
- Enlighten the press, employers and legislative bodies about the options and their patients as well as cost benefits

For more information, visit www.getwellsooner.org, join “Get Well Sooner” on Facebook at www.facebook.com/gwsooner or on Twitter at @gwsooner.

About SAGES

The mission of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) is to improve quality patient care through education, research, innovation and leadership, principally in gastrointestinal and endoscopic surgery. SAGES is a leading surgical society, representing a worldwide community of over 6,000 surgeons that can bring minimal access surgery, endoscopy and emerging techniques to patients worldwide. The organization sets the clinical and educational guidelines on standards of practice in various procedures, critical to enhancing patient safety and health.