



## Kenneth Elmassian, D.O., FASA 2018 Candidate for ASA Secretary

Dear ASA Colleague:

I am honored to announce my candidacy for election as Secretary of the American Society of Anesthesiologists. It has been one of the greatest honors to serve as your Assistant Secretary and as a member of your Administrative Council for the past two years. I thank you for the opportunities you have provided me, and I am humbly asking for your vote for ASA Secretary this October.

Although our profession has achieved several momentous accomplishments, we will continue to face increasing challenges in the years ahead. As health care leaders and innovators, the promotion of advocacy, education and research will always remain at the forefront of the ASA's mission.

As evident in the ASA 2020 Vision for the Future, one of the lynchpins for the ASA is the membership experience. Membership satisfaction is and will be one of the essential drivers of our organization.

Regardless of your practice demographics, the ASA must continue to be problem-solvers for our members and our component societies while effectively delivering on meaningful benefits. Working with your Administrative Council, Board of Directors and House of Delegates, I remain committed to expanding our membership base and ensuring that we recruit and nurture young physicians while understanding the needs of those members in other phases of their career. *Membership matters*, and it is no less true today than the day the phrase was first spoken.

Our world is becoming technologically more advanced every day, and the ASA must respond to these changes. As someone who has been engaged in the ASA's communications and digital strategies at multiple levels, we must remain laser focused on making certain the ASA actively reaches out to its members. Whether it is practice management, publications, education, or overall online connectivity, we must be unwavering and committed to deliver tools which will facilitate and enhance the individual experience. Regardless of your practice, geography or generation, you will have my pledge, working with your leadership team and staff, to meet these needs.

The ASA is, and will remain, the leading anesthesiology resource in the world because of our members and their dedication to safe, physician-led, patient-centered care. With your support and trust, we will continue to move together to advance our specialty on behalf of our patients, and to preserve the future of our profession.

Sincerely,

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2018 Candidate ASA Secretary  
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