



**American Society for
Gastrointestinal Endoscopy**

3300 Woodcreek Drive
Downers Grove, Illinois 60515
630-573-0600 / 630-963-8607 fax
info@asge.org / www.asge.org

January 19, 2021

2021-2022 GOVERNING BOARD

President

DOUGLAS K. REX, MD, MASGE
Indiana University Medical Center – Indianapolis
drex@iu.edu
317-948-8741

President-elect

BRET T. PETERSEN, MD, MASGE
Mayo Clinic – Rochester
petersen.bret@mayo.edu
507-284-2687

Vice President

JENNIFER A. CHRISTIE, MD, FASGE
Emory School of Medicine – Atlanta
jchris6@emory.edu
404-778-4594

Treasurer

PRATEEK SHARMA, MD, FASGE
University of Kansas – Kansas City
psharma@kumc.edu
816-861-4700

Secretary

AMITABH CHAK, MD, MASGE
University Hospitals Cleveland Medical
Center – Cleveland
amitabh.chak@uhhospitals.org
216-844-3217

Past Presidents

KLAUS MERGENER, MD, PhD, MBA, MASGE
Seattle, Washington

JOHN J. VARGO II, MD, MPH, MASGE
Cleveland, Ohio

Councilors

JONATHAN COHEN, MD, FASGE
New York, New York

ASHLEY L. FAULX, MD, FASGE
Cleveland, Ohio

ANNE MARIE LENNON, MD, PhD, FASGE
Baltimore, Maryland

WALTER G. PARK, MD, FASGE
Stanford, California

CHRISTOPHER C. THOMPSON, MD, MHES,
MSc, FASGE
Boston, Massachusetts

JOSEPH J. VICARI, MD, MBA, FASGE
Rockford, Illinois

Chair of the ASGE Foundation

JOHN L. PETRINI, MD, MASGE
Santa Barbara, California

Scientific Journals of ASGE - Editors

MICHAEL B. WALLACE, MD, MPH, FASGE
Abu Dhabi, UAE – Editor-in-Chief, *GIE*

FIELD F. WILLINGHAM, MD, MPH, FASGE
Atlanta, Georgia – Editor-in-Chief, *VideoGIE*

Chief Executive Officer

DONALD J. PALMISANO JR., JD, CAE
Downers Grove, Illinois

The American Society for Gastrointestinal Endoscopy (ASGE) would like to express our support of the ongoing effort to encourage the inclusion of liver, stomach and colon emojis in the Unicode Standard.

We believe this inclusion will improve health awareness and ultimately, medical outcomes. Specifically, it will help

- Promote a healthy lifestyle and the need for preventative care (e.g., colonoscopies)
- Physicians educate their patients and the public about the body’s vital organs, especially when it comes to young patients

While there are thousands of emojis available, many depict food and beverages – including many unhealthy options. These new emojis would add balance to what’s available, especially as it relates to the human anatomy and medical care.

Given the digital world we live in today, the new emojis will add to the communications toolkit for physicians across medical specialties and practice settings, particularly with the younger generation. For example, pediatricians will be able to use these images to simplify complex messages for their young patients (e.g., explaining how the stomach or intestine works or the nature of the treatment that they will receive). Gastroenterologists will have another resource to address patients’ questions and concerns on gastrointestinal issues like abdominal pain, appendicitis, stomach ulcers and colon cancer.

With nearly 15,000 gastroenterologists as members, ASGE believes that physicians will be able to use these new emojis to more effectively relate to their digitally savvy patients, thereby enhancing patient education and awareness, and ultimately, quality of care. As such, ASGE encourages the Unicode Consortium to include liver, stomach, and colon emojis in the Unicode Standard.

Douglas K. Rex, MD, MASGE
President

Donald J. Palmisano, Jr.
Chief Executive Officer