

Surgical Partnerships: ATA and Industry

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Outline

- **Demographics**
- **Ethical and Responsible Partnering**
- **Energy and Thyroid Disease**
- **Nerve Monitoring**
- **Novel Technologies/Future**

ATA Surgical Demographics

- Almost 25% surgeons
 - 131 Endocrine Surgeons
 - 101 Otolaryngology-Head and Neck Surgery
 - Strategic plan to increase membership
 - Surgical Societies
 - Demonstrate value proposition
 - Thought leaders and trainers re HERE!!

Partnering with Industry: The Value Proposition for BOTH

- Improving technology for the benefit of our patients
- Less cost in development and production with clinical perspective
- Concentrated expertise at the ATA
- ATA organization as model

Ethical Responsibility

- Partnership with industry should be transparent
- Rules of engagement and partnership should be clear and ethical
- ATA Ethics committee is proposing a session for trainees (Ridgway): Responsible engagement and collaboration with industry: Our obligation

Surgery Evolving: Energy

- Need for enhanced imaging and image guided therapies
- Remote access and minimally invasive technologies requiring more dexterity and miniaturization
- Safety first

Safe Thyroid Surgery

- Nerve Monitoring Enhancements
 - Ease of use
 - Guided surgery
- Parathyroid identification and preservation
- Safe for all not just experts

Novel Technologies/Future

- Ablation therapy
 - Don't want surgery, don't want active surveillance
 - Image guided
 - Focused
 - Safe

ATA and Industry

- The ATA is the perfect milieu for surgical collaboration with industry
- Available expertise of thought leaders and trainers of next generation of surgeons who will influence trends
- ATA is exemplary for diversity, collegiality and always putting the patient first