



Learn new ways to streamline your practice and enhance your image.

Technology Theater – Hall A, Booth 771

The Technology Theater is included in your registration and provides the opportunity to experience the latest technology and applications beneficial for orthopaedic surgeons. Learn how to introduce new technology into your practice, optimize your practice website or about the newest Killer Apps. Five new sessions this year!

Wednesday, March 13

9:30 AM - 10:15 AM

Defending Your Internet Reputation

David L. Nelson, MD

Physician review sites are now permanent parts of the medical landscape. Each practice must develop a strategy that embraces and incorporates them.

10:30 AM - 11:15 AM

Optimizing Your Practice Website and Online Marketing: Tips and Tricks

Orrin Franko, MD

We will review 5-10 specific website enhancements that can be easily integrated and implemented to increase online traffic and referrals. Target audience: moderate to advanced tech knowledge is helpful.

2:00 PM - 2:45 PM

Making and Using 3D Models for Complex Hip Arthroplasty and Hip Preservation

Gavin C. Pereira, MBBS, FCRS
Brian M. Haus, MD

The process and use of DIY and commercially made 3D bone models in hip preservation and arthroplasty.

3:00 PM - 3:45 PM

Killer Apps - 2019!

Ira H. Kirschenbaum, MD

Killer Apps are the ones you just can't do without once you start using them. The 2019 edition of this presentation includes the latest apps!

4:00 PM - 4:45PM

Getting Started with Patient-Reported Outcome Collection Without Breaking the Bank

Andrea Leyton-Mange, BA
John Andrawis, MD, MBA

Learn about various methods for collecting Patient-Reported Outcomes (PROs) and find out which options are best for your budget, your practice setting, and your priorities.

Thursday, March 14

9:30 AM - 10:15 AM

Revolutionize Your Life with Automation: Enhancing Outcomes, Education, and Revenue

Orrin Franko, MD

This session will demonstrate how automation can eliminate errors and overhead expense while increasing billing, patient engagement, and revenue.

10:30 AM - 11:15 AM

Leveraging Orthopedic Marketing: How Do We Optimize Impact

Jessica Morton, MD

Review of current trends in Orthopaedic advertising and strategies for how to Optimize your marketing presence at the Individual, Institutional and National level.

2:00 PM - 2:45 PM

Orthopaedics and Technology: Newer Is Not Always Better

Ronald B. Wyatt, MD
Kevin J. Bozic MD, MBA
Thomas C. Barber, MD

Introducing new technologies into an orthopaedic practice can be of benefit to providers and patients, but can also present operational, regulatory, and ethical challenges.

3:00 PM - 3:45 PM

Patient Safety for Orthopedic Surgeons

David L. Nelson, MD

A scientific human factors analysis of the military, aviation, and nuclear industries has provided great insights into preventing errors in surgery.

4:00 PM - 4:45PM

How to Grow Orthopedic Patient Volume in the Digital World

Daniel Goldberg, MD

A discussion of how your orthopedic practice can compete in an increasingly digital world and what strategies your practice must implement to grow patient volume.

Friday, March 15

9:30 AM -10:15 AM

Computer Assisted Navigation in Spine Surgery

A. Herbert Alexander, MD
David B. Verst, MD

Spinal deformity and instability requiring instrumented pedicle fixation is challenging because of the narrow envelope of safety for pedicle screw insertion. Computerized surgical navigation theoretically can raise the level of safety by precisely directing the trajectory and depth of the pedicle drill hole. This is a discussion of two different methods: robotic positioning of the drill guide for pedicle screw insertion versus portable CT scan interlinked with visual surgical navigation for pedicle screw insertion.

10:30 AM - 11:15 AM

Making Surgical Videos for PowerPoint – Step-by-Step Live Demonstration

Randy Bindra, FRACS, FCRS, MD

This session will feature a live demonstration of the process of video capture using a cell phone, editing clips on a PC and then compressing to a compatible high definition video for insertion into PowerPoint.

2:00 PM - 2:45 PM

Machine Learning and Data Driven Orthopaedics

Christian Veillette, MD

Learn about the role of machine learning, risk stratification and clinical decision support tools for prediction of orthopaedic outcomes and data driven orthopaedics.