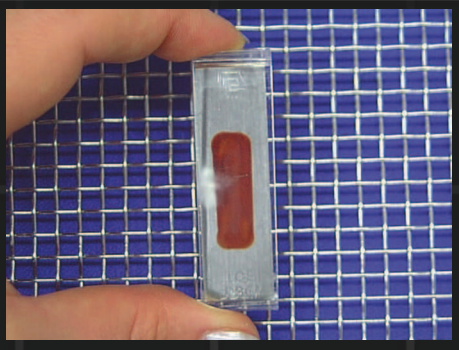
November/December 2010

Advantage Business Media

SURGICAL PRODUCTS®

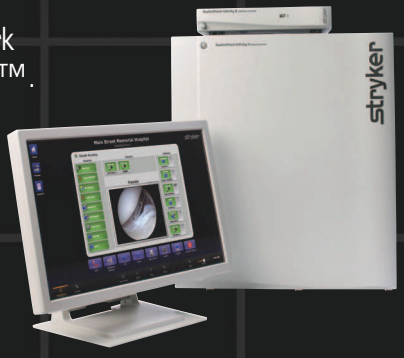
The OR's Leading Source of Cutting Edge Surgical Technology for Nearly 30 years





Excellence In Surgical Products 2010 Winners Issue

1st Place: Healthmark Industries Co.'s TOSI™. See page > 18



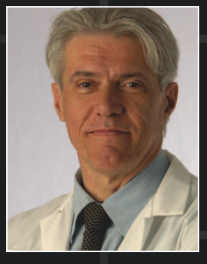
2nd Place: Stryker's SwitchPoint Infinity® 3 Control System. See page > 20

3rd Place: Medisafe America's SI-PCF™ system. See page > 20



SURGEONS OF THE YEAR

Dr. Pier C. Giulianotti
General, Minimally Invasive and Robotic Surgery

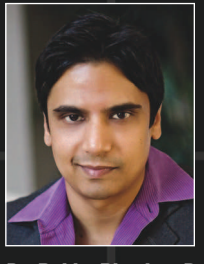


Dr. Donald R. Pomeroy
Orthopedic Surgery





Dr. W. Scott Melvin
General, Gastrointestinal, Minimally Invasive, Robotic Surgery, NOTES



Dr. Bobby Bhasker-Rao
Bariatric Surgery



SURGICAL PRODUCTS

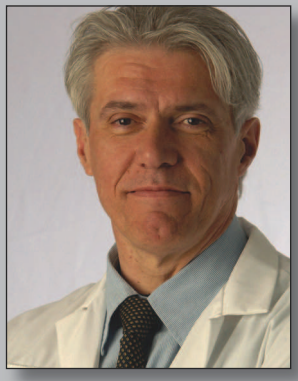
SURGEONS OF THE YEAR

What makes a good surgeon? Pushing the acceptance of new technologies in the name of improving patient care and outcomes? Earning respect amongst one's peers and co-workers? Being recognized with academic accreditations and awards? Staying in touch with patients and showing concern for more than just the procedure at hand?

The answer, of course, is yes to all these questions. And it's in that spirit that we've decided to not name one *Surgical Products* Surgeon of the Year, but chose a collection of recipients from amongst the dozens of nominations we received. Read about those selected as this year's best of the best and think about who should be here next year. Nominations can be received right now for consideration of next year's award. Simply send them to Amanda Hankel at amanda.hankel@advantagemedia.com.

Advancing, Pioneering Robotic Surgery

Dr. Pier C. Giulianotti, University of Illinois Medical Center
General, Minimally Invasive and Robotic Surgery



Professor Giulianotti received his M.D. degree from La Scuola Normale of Pisa University, Italy. In 1998, he became Director of the General and Minimally Invasive Surgery Division at Misericordia Hospital in Grosseto, Tuscany (Italy) and, after five years, he was named Head of the Department of General Surgery. In 2000, he pioneered new robotic technology in performing a formal hepatic resection, lung resection and pancreatico-duodenectomy.

In the last seven years he has developed one of the largest programs worldwide for robotic surgery. He is also a faculty member of the Minimally Invasive Training program at the European Surgical Institute, Ethicon Endo-Surgery Norderstedt (Hamburg, Germany) and invited professor at the Institut de RecherchÃ© contre les Cancers de l'Appareil Digestif (IRCAD) in Strasburg, France.

Since 1979, he has published over 250 papers on topics such as pancreatic, vascular, transplant, oncologic, digestive and robotic surgery. Recently, Professor Giulianotti was awarded the Lloyd M. Nyhus Endowed Chair in Surgery at the University of Illinois at Chicago and has been appointed Chief of the Division of General, Minimally Invasive and Robotic Surgery.

Dr. Giulianotti is one of the few practitioners in the world who can perform the Whipple procedure robotically, and has recently worked with his hospital's transplant team to perform the world's first fully robotic kidney transplant in an obese patient. Dr. Giulianotti is also the leader of the Clinical Robotic Surgery Association and frequently called upon by other surgeons to be trained and advised on how to adopt robotic surgery.

Experience Allows For Sharing Gut Feelings

Dr. W. Scott Melvin, The Ohio State University
General & Gastrointestinal Surgery, Minimally Invasive Surgery, Robotics, NOTES

Dr. Melvin received his M.D. at the Medical College of Ohio and holds a Fellowship at the Ohio Digestive Disease Institute in Columbus, Ohio. He is a Professor of Surgery appointed to both the James Cancer Hospital and Solove Research Institute, as well as the College of

Medicine and Public Health at The Ohio State University.

He serves as Chief of General & Gastrointestinal Surgery and Director of the Center of Excellence for Minimally Invasive Surgery. His main area of interest is gastrointestinal surgery, with special emphasis on laparoscopy and use of computer-enhanced surgical systems. He has authored over 90 articles and book chapters and has made hundreds of presentations worldwide pertaining to gastrointestinal and minimally invasive surgery.

His special interests are in benign and malignant diseases of the foregut and pancreas. He is a Fellow of the American College of Surgeons and of the International College of Surgeons, as well as a member of the Society for Surgery of the Alimentary Tract, Society of University Surgeons, American Society for Gastrointestinal Endoscopy, and of the Association for Surgical Education.

He serves on the editorial board of the *Annals of Surgery*, the *Journal of Laparoendoscopic and Advanced Surgical Techniques*, as well as others. As the Director of Perioperative Services at OSUMC, Dr. Melvin is seen as a person of veracity and integrity, always putting the patient first, exuding intelligence and competence in all he does.



Going Beyond Just The Procedure

Dr. Donald R. Pomeroy, St. Mary's & Elizabeth Hospital
Board Certified in Orthopedics, Total Joint Fellowship Trained



"I have been in this field for 38 years and this is one of the top notch surgeons of all times. Not only is this surgeon excellent in what he does, but he is conscious of cost per case and willing to look outside the box for cost savings to help our facility.

"Staff are always so willing to work in his room due to his kindness and the way he treats them. On occasions he buys lunch for the entire OR staff. He has no turnover in his office as the staff feels they could not work for anyone that would treat them better.

"We run Big Joint Monday, which is where we give him two operating rooms. Dr. Pomeroy and his two PAs can do 8-10 joints and be done by 5 p.m.

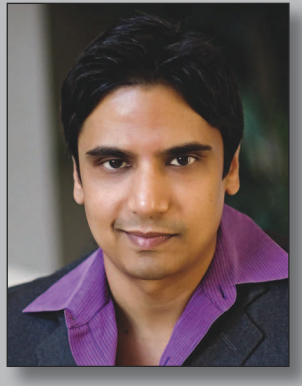
"He profiles his joint patients so the demand matches the implant used. He is the physician of choice for many physicians and most of the staff. He is also well-respected in the state of Kentucky for his expertise in the total joint field and receives many referrals from other surgeons for revisions, infected joints or problem cases.

"St. Mary's & Elizabeth is very proud to have Dr. Don Pomeroy as a huge part of our surgical team. He makes you want to work together as a team and would be very deserving of this award."

- Wanda Moore, Executive Director, Surgical Services, St. Mary's & Elizabeth Hospital

Pushing New Approaches For Better Patient Results

Dr. Bobby Bhasker-Rao, Desert Regional Medical Center, Eisenhower Medical Center
Lite Life Surgery, Bariatric Surgery



Dr. Bhasker-Rao was educated at Loma Linda University School of Medicine in Loma Linda, CA. He completed his residency at Brookdale University Hospital & Medical Center in New York City and furthered his education with a Fellowship at the University of California, Davis Medical Center in Sacramento where he trained with world-renowned surgeons and was a Clinical Instructor of Surgery.

He currently serves as a proctor for bariatric surgeons who are interested in improving their technique.

Dr. Bhasker-Rao is described as a highly-skilled, compassionate, caring and empathetic surgeon who has performed over 1,500 Laparoscopic Roux-en-Y Gastric Bypass and Lap Band Procedures (LGB Roux-en-Y) with superior outcomes far above the national average and with zero mortalities. He believes that the LGB Roux-en-Y procedure has evolved since its inception and has undergone modifications that lead to safer surgery and a better outcome for the patient.

Dr. Bhasker-Rao currently holds memberships in the American Society for Bariatric Surgery, American College of Surgeons, Society of American Gastrointestinal Endoscopic Surgeons and the American Medical Association.