

Hot Topics In Surgery 2019

Surgical societies are like the New York City of the medical world—they never sleep. As we head into 2019, surgical societies are tirelessly gearing up for another year of medical advancements and political advocacy that will push healthcare into the future.

On the advocacy docket is youth prevention of e-cigarette smoking, keeping injectable therapies in the hands of the most qualified medical professionals, teaching kids and their adult supporters how to avoid sports injuries, and more.

[American Society for Metabolic and Bariatric Surgery \(ASMBS\)](#)

[American Society of Plastic Surgeons \(ASPS\)](#)

[Society of Gastrointestinal and Endoscopic Surgeons \(SAGES\)](#)

[American Surgical Association \(ASA\)](#)

[American Academy of Orthopaedic Surgeons \(AAOS\)](#)

[Society of Thoracic Surgeons \(STS\)](#)

[American Association of Neurological Surgeons \(AANS\)](#)

Expanding Patient Access to Metabolic Surgery

American Society for Metabolic and Bariatric Surgery (ASMBS)

The American Society for Metabolic and Bariatric Surgery (ASMBS) will continue its focus on metabolic surgery for diabetes and [participation in the 4th World Congress](#) on Interventional Therapies for Type 2 Diabetes in 2019.

Additionally, the society looks forward to expanding patient access to bariatric surgery and reducing significant barriers such as the insurance-mandated pre-operative diet, while also increasing consumer awareness of the compelling [risk/benefit profile of bariatric surgery](#) and the risks of obesity.

Finally ASMBS is excited to continue to work with the Society of Gastrointestinal and Endoscopic Surgeons (SAGES) on their joint [BE-SAFE Program](#), a verification process for surgeons with experience in performing bariatric endoscopy to verify they have acquired the necessary skills to perform these procedures.

Get the latest on metabolic surgery and plans to expand patient access to bariatric surgery from ASMBS on [Twitter](#).

Injectables and Alternative Pain Management

American Society of Plastic Surgeons (ASPS)

The top five surgical procedures—breast augmentation, liposuction, rhinoplasty, blepharoplasty, and facelift in that order—in plastic surgery haven't changed much in the last few years, but don't be fooled; the plastic surgery industry is alive and well. While the outcomes may have stayed the same, the changes come in the methodology or usage of products.

For starters, there have been many innovations in minimally-invasive procedures. You no longer need to go under the knife to get a rhinoplasty; you can get a [non-surgical nose job](#) on your lunch break using injectable fillers—and the results last up to two years.

With that said, the American Society of Plastic Surgeons (ASPS) has been very vocal regarding its disapproval for the administration of injectables by persons other than healthcare professionals. For example, the [South Carolina Board of Dentistry](#) and the [Washington State Board of Naturopathy](#) both released proposals in 2018 that would allow dentists and naturopaths (respectively) to administer botulinum toxin neuromodulators (more commonly known as Botox). The ASPS disapproves from the viewpoint that dentists and naturopaths are not physicians and therefore do not have the proper equipment and training to safely treat patients. The ASPS has been successful in its efforts and will continue to support this endeavor in 2019.

As for pain management, the consensus is that opiates that are out and alternative therapies (whatever they may be depending on the specialty) are in. For the ASPS, it's all about [multimodal analgesia](#) AKA “balanced analgesia” or MMA for short. This approach removes opioids as a therapy for surgical recovery and pain management and instead, eases patient suffering by combining medication from two or more drug classes with different delivery mechanisms which target different pain pathways.

Simulated Hernias, Delectable Didactics and Surgical Energy Safety Programs

Society of Gastrointestinal and Endoscopic Surgeons (SAGES)

The Society of Gastrointestinal and Endoscopic Surgeons (SAGES) has no shortage of online lectures for you to choose from in 2019. In 2018, the society launched a virtual hernia clinic and a cholecystectomy safety course, among others, which are sure to be valuable education platforms to help meet the constraints of value-based healthcare with improved patient outcomes.

In the [virtual hernia clinic](#), physicians can experience case studies which show the consequences of patient care decisions. It even provides a virtual patient with a simulated hernia which the learner can assess, diagnose and treat in a safe environment.

But where SAGES will really be focusing their energy is the [Fundamental Use of Surgical Energy \(FUSE\) program](#). The FUSE program raises awareness of safety issues associated with using energy-based devices, such as electrosurgical and ultrasonic devices, in the operating room. SAGES faculty members will be tending to the [growing international interest](#) throughout 2019 with hands-on courses already scheduled in Italy and Spain.

Not international? Not to worry. The FUSE program is available online for free and is [available](#) in Chinese, English and Spanish.

Gender Equality in the Healthcare Environment

American Surgical Association (ASA)

Gender inequality continues to be a huge issue in healthcare—in addition to every other space in the U.S. That’s why the American Surgical Association (ASA) is focusing on women’s rights in the workplace this year.

The ASA has taken a stand against gender inequality for women in medicine by creating the [Task Force on Equity, Diversity, and Inclusion](#). This task force was created in 2017 to address these issues specifically in the healthcare environment; its members believe “more diverse departments, residencies, and universities will improve our care, enhance our productivity, augment our community connections, and achieve our most fundamental ambition—doing good for our patients.”

In a recent article called ‘[Ethical Leaders: Use Science to Advance Gender Equity in Medicine](#)’ the president of the ASA, Dr. Keith Lillemoe, said, “The number of outstanding, qualified female candidates is more than adequate to fill every open surgical leadership position in America today. The problem is not the pipeline—it is the process.”

It’s also not helping that [this study](#) showed women introduced by men at Internal Medicine Grand Rounds were less likely to be addressed by their professional title than were men introduced by men. This kind of differential formality in introductions may amplify professional discomfiture expressed.

In 2019, expect to see more movement from this task force as they focus on gender equality in medical schools/hospitals, medical societies, journals, and funding organizations.

Join the ASA in Dallas, Texas in April 2019 for its [139th annual meeting](#).

Avoiding Sports Injuries In Young Athletes

American Academy of Orthopaedic Surgeons (AAOS)

Since the spring of 2018, the American Academy of Orthopaedic Surgeons (AAOS) has been promoting its [OneSport™ Injury](#) campaign which aims to enlighten parents and sports coaches of the risks associated with overworking young athletes.

More and more young athletes under the age of 12 are focusing on just one sport, and training year-round. Sports specialization in youth is defined as engaging in a sport for at least three seasons a year at the exclusion of other sports. Kids who specialize early are more likely to develop overuse injuries because of repetitive movements, are more stressed, and quit sports.

The OneSport™ Injury [website](#) provides resources for how to avoid these types of injuries that are tailored to athletes, coaches and parents.

Alongside this campaign, the AAOS has a very impressive social media presence raising awareness on topics like sciatica (pain along the sciatic nerve which runs from the lower back down one or both legs), how to avoid injuries from heavy luggage while traveling, how to manage chronic hip pain without surgery and more.

You can follow the AAOS on [Twitter](#) and [Facebook](#).

Prevention of COPD, Starting With Today's Youth

Society of Thoracic Surgeons (STS)

COPD (chronic obstructive pulmonary disease) is the third leading cause of death in the United States. There are basically two kinds of COPD: chronic bronchitis and emphysema. Both presentations of this lung disease make it difficult to breathe. The good news is that it's easily preventable by abstaining from smoking.

The Society of Thoracic Surgeons (STS) knows this issue all too well and is continuing its tireless work in 2019 to educate the public on prevention of COPD. And it's starting with the future: children.

E-cigarette smoking by young adults is becoming an epidemic. Unfortunately, there is some confusion around the addictive and harmful effects of e-cigarettes. The STS recently [applauded](#) the Food and Drug Administration (FDA) for its efforts addressing the epidemic and urged them to [ban flavored e-cigs](#), which come in flavors like vanilla and cherry and attract new, young tobacco users.

While studies on the effects of e-cigarette smoking on the lungs are still in their infancy, a [2016 study](#) suggests that e-cigs cause inflammation and tissue damage of the lungs which could progressively damage the lungs and eventually result in COPD.

Stay up to date on the e-cigarette epidemic and get involved with the STS on [Twitter](#).

Holographic Technology Shows Virtual Maps of the Brain

American Association of Neurological Surgeons (AANS)

In 2019, the American Association of Neurological Surgeons (AANS) will continue to focus on developing a [holographic technology](#) which allows neurosurgeons to view a virtual map of a patient's brain. This is especially helpful for procedures such as inserting catheters into the skull with more accuracy than the freehand technique.

Catheters are used primarily in the brain as external ventricular drainage systems and are utilized to manage intraventricular hemorrhage, intracranial hypertension, and acute hydrocephalus. But repeated access and adjustments to catheters can increase the risk of hemorrhage or infection of the brain. The holographic technology not only allows for greater accuracy but also may make surgery more minimally invasive and safe.

The technology is called [Microsoft HoloLens™](#) and it's a mixed-reality holographic computer headset. The technology allows the neurosurgeon to see holographic images resembling the brain of the patient along with the planned trajectory of the catheter to the targeted site in the ventricle. This way, the neurosurgeon can actually see what they're doing instead of using the "blind," freehand—a procedure that relies only on the referral to external anatomical landmarks—technique. Yep, your neurosurgeon has been "flying blind" during catheter insertion until now.

Join the AANS in April of 2019 at its [annual scientific conference](#) in San Diego, California.

About Grey Matter Marketing

We are a full-service, award-winning marketing performance agency working exclusively with medtech companies. Our goal is to help achieve and sustain an unfair competitive advantage for clients through our signature core competency: Category Design.

We focus on solving your toughest business challenges by uncovering and leveraging your greatest strengths to create—not just capture—value in the new outcomes-based healthcare environment. Our execution strategies for clients are always metric-driven to build demand, increase revenue, and win as the Category King.



Grey Matter Marketing

Do what matters.