

## **Surgical Innovation Elective**

Houston Methodist Institute for Technology, Innovation & Education  
(MITIE)

Course Directors:  
Dr. Atiya Dhala & Dr. Caroline Simon

**June 3<sup>rd</sup> - 7<sup>th</sup>, 2024**

**Registration Link to follow**

Dear Corporate Partner,

It is our pleasure to invite you to the Third Annual **Surgical Innovation Elective** event on 06/3/24 – 6/7/24 Houston Methodist Institute for Technology, Innovation & Training (MITIE).

**Program Overview:**

The Surgical Innovations Elective represents a pivotal component within a comprehensive course tailored for TAMU's EnMed and School of Medicine students. Designed to offer a holistic exploration of surgical innovation and cutting-edge technologies, this one-week segment delves deep into various surgical disciplines. Led by esteemed surgical faculty, participants will engage in enlightening lectures and immersive hands-on workshops covering robotic and laparoscopic surgery, plastic & reconstructive surgery, cardiothoracic, and orthopedic surgery.

Moreover, EnMed students will collaborate closely with their Faculty mentors to devise solutions, from conceptualization to potentially prototyping, aimed at addressing clinical needs they identify. This unique opportunity grants students an exclusive "behind-the-scenes" glimpse into the multifaceted realm of general surgery, fostering a culture of innovation from the outset.

**Needs Assessment:**

This course serves as a dynamic platform for medical students keen on exploring diverse surgical specialties, offering immersive experiences and exposure to cutting-edge innovations and technologies. Throughout the program, participants engage in a blend of enriching lectures and hands-on training sessions within state-of-the-art laboratory settings. They further solidify their expertise through practical application in the operating rooms of Houston Methodist Hospital.

By participating in the Surgical Innovation Elective, medical students are not only equipped with essential skills but are also primed to excel in their future surgical careers with confidence, proficiency, and distinction.

**Educational Objectives:**

Upon completion of the conference, participants will be able to:

- Develop a comprehensive understanding of various surgical techniques including robotic, laparoscopic, plastic & reconstructive, cardiothoracic, and orthopedic surgery through lectures and hands-on workshops.
- Acquire practical skills in surgical innovation and technology by actively participating in laboratory exercises and simulations.
- Collaborate with Faculty mentors to identify clinical needs and develop innovative solutions, potentially including concept generation and prototyping.

**Educational Methods:**

Didactic Lectures, Hands-on Workshops

**Evaluation Methods:**

Evaluation by questionnaire will address program content, presentation, and possible bias.

**Agenda:**

Please see the [attached agenda](#).

**Highlight Video:**

We invite you to experience the excitement of last year's elective through our captivating highlight video. Simply click on the [provided link](#) to immerse yourself in the unforgettable moments and insights from the event.

**Target Audience:**

This program is tailored for medical students who exhibit a keen interest in surgical specialties and the dynamic landscape of innovation and technology within this field.

If you wish to exhibit and support this event, contact:

Neena Aivazian at [nkaivazian@houstonmethodist.org](mailto:nkaivazian@houstonmethodist.org) for additional information.

Sincerely,

**Atiya Dhala, MD, FACP**

Associate Professor of Clinical Medicine  
Weill Cornell Medicine  
Houston Methodist Institute for Academic Medicine  
Pulmonary / Critical Care Medicine  
Houston Methodist Hospital

**Caroline Simon, MD, FACS**

Hepatobiliary and Pancreatic Surgery, Transplant Surgery  
Houston Methodist Hospital

## **EXHIBITOR SUPPORT**

Thank you for your participation in our forthcoming Surgical Innovation Elective on 6/3/24 – 6/16/24.

At the training, we will have the opportunity for in-person exhibit space at the Houston Methodist Institute for Technology, Innovation and Education (MITIE<sup>SM</sup>). Companies will be able to showcase their technology, provide learners with educational resources, contact information, and conduct hands-on presentations and demonstrations. The attendees will be provided ample intermissions between morning and afternoon sessions that will allow attendees to visit your exhibit. Breakfast and snack breaks will also be held near the exhibit area during session intermissions to help increase traffic flow to exhibits.

## **ACTIVITY-BASED SPONSORSHIP SUPPORT**

Activity-based sponsorship support includes recognition such as digital signage throughout the event space at MITIE and logo recognition in the program syllabus and marketing materials.

Sponsorship Support Guidelines:

- Exhibitors can purchase one Exhibitor Support and one Sponsorship Support
- It is **not** permitted to purchase Activity-Based Sponsorship Support and Activity Break Sponsorship Support
- Sponsors must select one options only and are permitted to purchase one sponsorship per activity

### **Activity-Based Sponsorship Support (all 5 days) – \$1500**

- Recognition in the program syllabus and marketing materials, as signage displayed throughout the duration of the event

## **ACTIVITY-BREAK SPONSORSHIP SUPPORT**

Activity-break sponsorship support includes support of snack/program intermissions and meals during the event. Please be aware that there are only three support packages available per sponsorship type (i.e. breakfast, snack, lunch, dinner).

### **Snack/Break Sponsorship– \$600**

- Support of snack and program intermissions
- Recognition of meal support with support signage

### **Breakfast Sponsorship - \$900**

- Support of breakfast and sponsorship

- Recognition of meal support with signage

#### **Lunch Sponsorship - \$1500**

- Support of lunch and sponsorship
- Recognition of meal support with enlarged digital logo and support signage
- Recognition in program syllabus

#### **Dates Available for Meal Sponsorship:**

- **Monday, June 3, 2024**
  - Exhibit setup: 7 a.m.
  - Exhibit dismantling: 12 p.m.
- **Tuesday, June 4, 2024**
  - Exhibit setup: 7 a.m.
  - Exhibit dismantling: 2 p.m.
- **Wednesday, June 5, 2024**
  - Exhibit setup: 7 a.m.
  - Exhibit dismantling: 2 p.m.
- **Thursday, June 6, 2024**
  - Exhibit setup: 7 a.m.
  - Exhibit dismantling: 2 p.m.
- **Friday, June 7, 2024**
  - Exhibit setup: 7 a.m.
  - Exhibit dismantling: 2 p.m.

**Exhibitor/Sponsorship Registration Deadline: May 14<sup>th</sup>, 2024**

#### **OTHER INFORMATION**

##### **PAYMENT AND CONFIRMATION**

Exhibits space and sponsorships for this event are limited to first-come, first-serve basis. Applications will not be processed unless the application to exhibit and full payment are received.

##### **Payment (Wire Transfer)**

##### **Bank Account Wire Transfer Instructions:**

**ABA ROUTING NUMBER: 113011258**

##### **BENEFICIARY BANK:**

Amegy Bank  
P.O. Box 27459  
Houston, TX Texas 77227-7459  
USA

**ACCOUNT NUMBER: 5796478906**

**BENEFICIARY ACCOUNT NAME: The Houston Methodist Hospital Research Institute**

Please indicate "Surgical Innovation Bootcamp" on the payment

**Payment (check) If paying by check please make payment to:**

MITIE  
Houston Methodist Academic Institute  
P.O. Box 4805  
Houston, TX 77210-4805

Please indicate “Surgical Innovation Bootcamp” on the payment

**Payment (Card)**

You may submit card payment by contacting our financial analyst, Connor Price at [jcprice@houstonmethodist.org](mailto:jcprice@houstonmethodist.org)

**EXHIBITOR ELIGIBILITY REQUIREMENTS**

For an exhibit application to be accepted for the Houston Methodist Pre-Intern Training for Vascular Residents, the products and services must be educational in nature and relate to the educational activity content. Houston Methodist Pre-Intern Training for Vascular Residents reserves the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization's products and/or services are relevant to the conference content. All exhibits will be reviewed.

**EXHIBIT SECURITY**

A security guard will not be present during the program. Houston Methodist will not be held responsible for any items left unattended at exhibit tables. All items are left at the risk of the exhibiting organization.

**ATTENDEE LISTS**

As a health care provider, we must respect the privacy of our attendees/patients. Therefore, only limited attendee contact information will be provided to exhibiting companies (name, affiliation, city and state) when requested. Telephone, fax, email and street addresses will not be distributed.

**PHYSICIAN PAYMENT SUNSHINE ACT**

Applicable manufacturers providing payments or transfers of value to physicians are responsible for recording and maintaining reporting information of participating physicians. Houston Methodist will not collect, record, nor provide reporting information from physicians that choose to participate by accepting payments or transfers of value from applicable manufacturers.

**COVID-19 DISCLAIMER**

The format of this activity is subject to change due to extenuating circumstances resulting from the COVID-19 pandemic. Should the activity be cancelled or changed to a new format (i.e. virtual only or some combination of virtual/in-person), Houston Methodist may cancel or modify your registration accordingly. We will make every effort to notify you of a change of format and your registration status before the activity date. Thank you for your understanding.

**SHIPPING TO HOUSTON METHODIST RESEARCH INSTITUTE (MITIE<sup>SM</sup>)**

Please contact, Neena Aivazian at [nkaivazian@houstonmethodist.org](mailto:nkaivazian@houstonmethodist.org) if you plan to ship any materials prior to the event. You are responsible for providing all necessary shipping materials as well as all related expenses.