

Breakout Submission

Example being used is previous Breakout Session “Bringing Your Idea to Market – The Innovators Dream”

Suggestion - The topic should be appropriately focused. If a topic is very broad (i.e., tibial plateau fractures), make sure that each presenter's subtopic is listed so that the audience and reviewers know specifically what will be discussed.

Speakers

Ed Harvey- Valleys of death in surgical innovation

Toney Russell- Getting your invention noticed by a company

Brent Norris- Lessons learned in taking an idea to market

Charles Allan- Finding money to make your dream

Ross Leighton- Getting involved with clinical trials of new devices and medications

Suggestion Avoid topics that are too narrow or niche and will not appeal to a sizable proportion of an OTA audience.

This topic can apply to all surgeons and researchers at the OTA annual meeting. Everyone who has had an idea on how to improve medicine would be able to view this with value.

Suggestion Submitting the same faculty for multiple different breakout sessions in a "shotgun"-type approach is discouraged.

Only one author was on multiple submissions – none of them related to this topic.

Suggestion Consider what differentiates a breakout from many others. If it is a tried-and-true topic, what new information, techniques, approaches, or faculty perspective will be presented? Or, on the other hand, consider a novel topic that is timely and relevant for the orthopaedic trauma community. These submissions will stand out.

This was a novel topic that has not been presented before.

Suggestion The selection of faculty is encouraged to represent the cross-section and diversity of membership.

We had a less than ideal diversity quota – although Dr Dominique Rouleau filled in for Dr Norris when he could not attend to discuss how she got her proximal humerus plate to market. She would have been an ideal first choice for this breakout. Mr. Allan was a non-OTA member that gave an outsider CEO perspective and that is a powerful addition to faculty.

Suggestion Clearly define the objectives.

We will outline how new ideas can either be incorporated into your research or clinical streams as well as identifying what is a commercial possibility and how to fund it.

Ed Harvey- Will discuss difficulties in identifying and completing research that is commercially translatable

Toney Russell- will talk about how to get your idea noticed by a company and then how to negotiate with the company

Brent Norris- will discuss pearls and pitfalls from his experience in bringing a concept to commercialization

Charles Allan- is a start-up CEO that will discuss different funding strategies

Ross Leighton- will talk about his wealth of experience in getting involved with commercial entities to do proof testing for evaluation of clinical viability.