WS 15  The Frugal Innovator: Inventing the Future of Otolaryngology - M. Bromwich, Ottawa, ON; P. Campisi, Toronto, ON

Learning Objectives: By the end of the session the learner will be able to participate in bio-entrepreneurship and understand the overall process of innovation and invention, including disruptive innovation, reverse innovation and frugal innovation. Attendees will also: 1) Understand that innovation is the key to solving the healthcare crisis. 2) Appreciate that innovation comes from physicians not vendors. 3) Be able to demystify the process of innovation. 4) Have the tools to develop their own ideas. 5) By completing their own “innovation worksheet” during the session learners will have a roadmap as to how to create, design, protect, manufacture and scale their innovation.

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1) Understand that frugal innovation and reverse innovation are key to solving the healthcare crisis.
2) Appreciate that innovation comes from physicians not vendors.
3) Be able to demystify the process of innovation.
4) Have the tools to develop your own ideas.

Methods:
The workshop will be presented using mixed modalities. 1: Structured large group discussion (40 min). The discussion will begin around “Frugal Innovation”. Innovation in a limited financial environment. Increasing the value for money of healthcare. Developing tools that cost 1/100 of existing tools? We will then discuss “Reverse Innovation” and evaluate several case studies where 3rd world technology solves first world problems. Finally, we will discuss “Disruptive Innovation”. 2: Interactive polling (5 Min). 3: Micro didactic lectures from content experts (10min*4 experts = 40 min). Two bio-entrepreneurs will discuss developed their own innovation. We will briefly discuss: IP, Funding/Team building, Engineering/Design/Manufacturing, Sales/marketing. Two other content experts will speak on Innovation and the Business of Medicine. 4: Invention worksheet (5 min). Attendees will complete an innovation worksheet.

Results: Attendees will have understood the development of at least two Oto-HNS ideas, had the advice of content experts and will have developed a plan to develop their own idea.

Conclusions: It is the responsibility of every physician to further the science of his or her specialty. We must understand and engage in the process of innovation. We must invent the future of Otolaryngology-Head and Neck Surgery.

WS 16  Red Herrings in Laryngology - K. Kost, Montreal, QC; T. Brown, Halifax, NS; J. Anderson, Toronto, ON

Learning Objectives: At the end of this workshop, participants will: 1. Understand the range of unusual conditions affecting the larynx. 2. Appreciate the diagnostic and management challenges of rare entities of the larynx. 3. Develop a comprehensive approach to identifying and treating unusual pathologic conditions of the larynx.

Objectives: See above. Methods: Otolaryngologists are generally comfortable with the diagnosis and treatment of benign and malignant vocal pathologies. Occasionally, however, patients present with unusual symptoms and/or findings which elude simple diagnosis and pose management challenges. These may include conditions localized to the larynx, as well as inflammatory diseases and manifestations of systemic disease. In this interactive workshop, an aggregate of case presentations will be used to illustrate unusual laryngological disorders and highlight approaches in diagnosis and management. Audience participation will be encouraged and solicited. Results: Every otolaryngologist will occasionally encounter patients with unusual vocal fold pathology. It is important to understand how to approach these challenging cases. Conclusions: Case presentations will serve to illustrate unusual laryngological pathology. These will be used as building blocks toward developing an appropriate differential diagnosis and a structured management approach for these sometimes perplexing cases.