

Starting Right – Expert Insights for Early-Career Spine Surgeons

Moderators: Hyun Bae, MD, Greg Mundis, MD, Kris Radcliff, MD

Speakers: Lauren DeRitis, Marketing and Reputation Specialist; Rothman Institute
Alex Hammond, Marketing Communications Specialist; Rothman Institute
Ibrahim Hussain, MD, University of Miami
Tom McAndrews, Senior Partner; Reback, McAndrews, Blessey, LLP
Kevin Metros, Associate; Reback, McAndrews, Blessey, LLP
Harvey Smith, MD, Penn Medicine
Michael Wang, MD, FACS, University of Miami Hospital

7:00 pm CST Welcome - *Kris Radcliff, MD*

PART 1: How to Get Busy in Practice: Marketing and Social Media Strategies

7:05 Medicine, Media and Marketing - The Do's and Don'ts for New Surgeons
Lauren DeRitis & Alex Hammond

7:11 Social Media Case Example
Mike Wang, MD & Ibrahim Hussain, MD

7:17 Panel Discussion

7:30 Corporate Tech Update: Medtronic
Integrating Enabling Technology Into Your Practice: Mazor X™ Stealth Edition Robotic
Guidance Platform
Avery Buchholz, MD

PART 2: The Do's and Don'ts for Successfully Navigating Malpractice

7:38 The Surgeons' Perspective
Harvey Smith, MD

7:44 The Defense Lawyer's Perspective
Kevin Metros & Tom McAndrews

7:50 Case Example
Greg Mundis Jr., MD

7:54 Panel Discussion

8:09 Corporate Tech Update: NuVasive
The Importance of Integrating Enabling Technology into Your Practice
Greg Mundis, MD

8:17 Conclusion