2023-2024
BOARDs, COMMITTEES AND REPRESENTATIVES

Product Innovation Committee

*Description*: The Product Innovation Committee (PIC) works with the ASC staff to put forward ideas for new educational, research and/or advocacy content that can be purchased to provide assets to the ASC to further our mission. The Committee collaborates with relevant committees to suggest the appropriate committee to create new products to meet educational gaps and further the goals of the Society.

*Responsibilities*
- Determine educational gaps in the ASC CME overall program.
- Solicit feedback from the ASC members to determine new product needs.

*2023-2024 Initiatives*
- Identify new delivery mechanisms and learning formats for educational activities/offering.
- Suggest and coordinate developing revenue generating product(s) by appropriate committee that will benefit the cytopathology community.
- Identify practice, education or research gaps that lack product content.
- Evaluate and research current market products already available and determine feasibility of further development and utility by ASC to further its mission.
- Explore and support the development of ASC applications (“apps”)
- Develop programs using the digital slide library

**Product Innovation Committee**

Zubair W. Baloch, MD PhD, *Chair*, 2025
Maoxin Wu, MD PhD, *Vice Chair*, 2025
Derek B. Allison, MD, 2024
Daniel F.I. Kurtycz, MD, 2024
Christopher J. O’Conor, MD PhD, 2024
Andrew R. Stanton, BS CT(ASCP)CM, 2024
Alicia L. Cates, CT(ASCP), 2025
Evan Fowle, DO, 2025
Peter B. Illei, MD, 2025
David Kim, MD, 2025
Zaibo Li, MD PhD, 2025
Daniel L. Miller, MD PhD, 2025
Roseann I. Wu, MD MPH, 2025
Haijun (Steve) Zhou, MD PhD, 2025
Elizabeth Jenkins, *ASC Staff Liaison*