



**2018-2019**

## **BOARDS, COMMITTEES AND REPRESENTATIVES**

### **Product Innovation Committee**

*Description:* The Product Innovation Committee (PIC) works with the ASC staff to design, develop and implement 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 all Committees to create new products to meet educational gaps and further the goals of the Society.

#### *Responsibilities*

- Communicate with the ASC Executive Board, Foundation and Committees to determine educational gaps.
- Solicit feedback from the ASC members to determine new product needs.

#### *2018-2019 Initiatives*

- Identify new delivery mechanisms and learning formats for educational activities/offering.
- Evaluate developing an ASC Annual Digital Slide Review for fellows and practicing cytologists.
- Generate and develop content for web-based educational activities with on-line components.
- Ensure education is developed in compliance with the requirements of the ACCME and ABP MOC.
- Identify practice, education or research gaps that lack product content.
- Explore and develop ASC applications (“apps”) such as in thyroid and urinary cytopathology.

### **Product Innovation Committee**

Sinchita Roy-Chowdhuri, MD PhD, *Chair*, 2019

Steven Goodman MD, 2019

Amer Heider MD, 2019

Michael Magguilli MD, 2019

Frida Rosenblum MD, 2019

Ziyan Salih MD, 2019

Julia Samolczyk BS CT(ASCP), 2019

Gilda Santos MD PhD FRCPC, FIAC, 2019

Teresa Wood MPH BA CT(ASCP), 2019

Scott Anderson MD, 2020

Varsha Manucha MD, 2020

Kaycee McCoy BS CT(ASCP), 2020

Maixin Wu MD PhD, 2020

Kelsey McHugh MD, *Junior Ad Hoc Member*, 2019

Mohiedean Ghofrani MD MBA, *ex officio*

Patty Huff, *Staff Liaison*