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.

2019-2020 Initiatives

- Identify new delivery mechanisms and learning formats for educational activities/offering.
- Develop a revenue generating product that will benefit the cytopathology community.
- Ensure education is developed in compliance with the requirements of the ACCME and ABP CC.
- 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

Ritu Nayar MD, Chair, 2021
Scott R. Anderson MD, 2020
Kaycee McCoy BS CT(ASCP), 2020
Teresa M. Wood MPH BA CT(ASCP), 2020
Maoxin Wu MD PhD, 2020
Derek B. Allison MD, 2021
Lydia P. Howell MD, 2021
Vickie Y. Jo MD, 2021
Emilio Madrigal DO, 2021
Maheswari Mukherjee PhD MSc BPT CT(ASCP)CM, 2021
Ziyan T. Salih MD, 2021
Jimmie Stewart MD, 2021
Vivian L. Weiss MD PhD, 2021
Daniel L. Miller MD PhD, Junior Ad Hoc Member, 2020
Mohiedean Ghofrani MD MBA, ex officio