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

2020-2021 Initiatives
- Identify new delivery mechanisms and learning formats for educational activities/offerings.
- 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.
- Explore and support the development of ASC applications (“apps”) such as in thyroid and urinary cytopathology.

Product Innovation Committee
Ritu Nayar MD MIAC, Chair, 2021
Vivian L Weiss MD PhD, Vice Chair, 2021
Derek B Allison MD, 2021
Lydia P Howell MD, 2021
Vickie Y Jo MD, 2021
Maheswari Mukherjee PhD MSc BPT CT(ASCP)CM, 2021
Ziyan T Salih MD, 2021
Scott R Anderson MD, 2022
Daniel F Kurtycz MD, 2022
Kaycee McCoy BS CT(ASCP), 2022
Stefan E Pambuccian MD, 2022
Anjali Saqi MD, 2022
Andrew R Stanton BS CT(ASCP)CM, 2022
Maoxin Wu MD PhD, 2022
Mohiedean Ghofrani MD MBA, ex officio
Beth Jenkins, ASC Staff Liaison