Sharing Knowledge During a Time of Unprecedented Challenge

HSS Education Institute
2020 Annual Report
When the COVID-19 pandemic hit in spring 2020, life as everyone knew it was upended. Like many hospitals, the rapidly spreading viral infection heralded a turbulent time of great uncertainty for Hospital for Special Surgery (HSS). Everything we did, from patient care to academic/medical education and community programming, was affected. In New York, the fast rising rate of COVID-19 cases led to the suspension of elective surgical procedures, including many types of orthopaedic surgery for which HSS is world renowned. By April, as the need for inpatient care escalated, our hospital was transformed into one providing vital care for people with COVID-19.

—Laura Robbins, DSW
Senior Vice President
Education Institute & Global Affairs
GME Institutional Officer
The Education Institute played a vital role in this transition. We knew that pivoting from in-person to virtual programming was essential in order for us to connect with and support our various communities, such as healthcare professionals and the public, so we could continue to make an impact, build knowledge, and sustain global relationships. We are proud of our efforts during the pandemic and have a renewed commitment to offer the best educational programs across all learners for years to come.

The Education Institute shifted 70% of its programming to a virtual format during the COVID-19 pandemic and reached over 2.5 million people—an increase of 1,492% compared to 2019.
Education Institute

**Academic Training**
is responsible for supporting a culture of collaboration with HSS faculty, accrediting bodies, and healthcare partners to maintain the highest standards in the medical education of fellows, residents, and medical students. It includes integration with the Simulation Learning & Training Center and the Kim Barrett Memorial Library.

**Medical Staff Services**
is the gatekeeper of patient safety, ensuring quality patient care through credentialing and privileging of clinical providers on the medical staff, graduate medical staff, and allied health professional staff.

**Education Marketing & Digital Communications**
develops strategies and tactics to ensure the world-class educational content created by HSS—including publication of the HSS Journal®—reaches professionals, patients, and communities globally to advance musculoskeletal health.

**Global Partnerships**
works with individuals and institutions from around the world to elevate the standard of musculoskeletal care in their communities and beyond. Subject matter experts at HSS in various musculoskeletal disciplines help individuals build skills and organizations grow and optimize best practices to enhance the delivery of care and the patient experience.

**Professional Education**
provides continuing education activities in multiple formats—including live onsite, journal-based, and enduring materials—through HSS eAcademy® and HSS Alumni Association by partnering with HSS clinical service departments as well as domestic and international organizations, with the goal of improving quality and patient care.

**Education Media Services**
provides integrated media solutions throughout the HSS Enterprise for educational programming by improving the audiovisual experience while increasing healthcare education value, quality, and service.

**Public & Patient Education**
offers community education, support, and outreach programs and on-demand content on musculoskeletal conditions and other health and wellness topics to help improve self-management skills and quality of life.
Every level of the Education Institute pivoted, enabling HSS to continue to meet its educational mission and further its goal to be the most trusted educator in musculoskeletal health.

- **Academic Training** facilitated the infrastructure for residents and fellows to treat patients with COVID-19 at HSS and at hospitals in New York City that needed additional assistance.
- **Education Marketing & Digital Communications** more than doubled the number of email, social media, web-based, and printed communications to market educational programs, and produced two additional HSS Journal® supplements—one a double issue dedicated to COVID-19.
- **Education Media Services** supported all facets of the HSS enterprise, managing Zoom, Skype, and other online platforms to connect staff members, their colleagues, external partners, and community members effectively and productively.
- **Global Partnerships** collaborated with our partners in China to acquire personal protective equipment (PPE), such as masks and gowns, to protect HSS staff members caring for COVID-19 patients. HSS hosted several Global Conversations on the topic of COVID-19, with HSS alumni and members of the International Society of Orthopaedic Centers (ISOC).
- **The Kim Barrett Memorial Library** went entirely remote for the first time ever to continue serving the needs of users, with use of library resources increasing during the pandemic as many virtual visitors sought information to support their research efforts.
- **Medical Staff Services** expanded their credentialing efforts to ensure HSS medical staff had privileges to treat hospital patients with COVID-19.
- **Professional Education** ensured that healthcare professionals could meet their continuing education requirements through fast-tracked CME programs.
- **Public & Patient Education** enabled community members to continue their education and support programs via digital platforms, connecting with more than 1 million people around the world.
- **The Simulation Learning & Training Center** connected residents with medical students virtually when the lab was closed, and once it re-opened, offered limited in-person instruction while following social distancing guidelines.

**Feedback From Our Community**

“Thank you for these programs! Appreciative of being able to hear it straight from the experts and grateful for their time.”

“It is great to join a group of people who are looking for ways to cope with pain and anxiety. The HSS workshops and conference calls became a place of safety during these troubled times.”

“Felt very good listening to the MDs explaining telehealth and how I should prepare myself before the actual virtual consultation.”
HSS Education Institute Impact

**Education Institute**

2.6 million people reached through 6,773 programs

70% of Education Institute programming shifted to virtual during COVID-19

**Academic Training**

77 medical students trained

73 fellows trained

352 telehealth visits conducted by fellows

46 residents trained

**Medical Staff Services**

3,993 credentialed medical staff

**HSS eAcademy®**

34,430 total users

410,855 surgical video views

**Public and Patient Education**

1.5 million+ community members reached through 824 programs and videos

90% gained knowledge

87% gained self-management skills

94% were satisfied with programs

93% recommended program to others
### Social Media Engagement and Impressions
- **19,196** engagements through social media
- **10.6 million** impressions

### Global Partnerships
- **23,895** international learners
- **27** partner countries engaged
- **75,330** personal protective equipment (PPE) items donated

### Medical Library
- **11,158** library visitors
- **128,218** article and chapter downloads

### Education Media Services
- **76,308** livestream and on-demand users supported

### Professional Education
- **18,172** learners
- **88%** enhanced practice
- **87%** likelihood to change practice

### HSS Journal®
- **179** HSS Journal® submissions
- **65,804** articles were downloaded (January–July 2020)
Nurturing Global Partnerships

Our collaborations with international institutions and organizations have enabled us to share our renowned expertise with healthcare professionals and community members around the world. Through existing virtual technology such as HSS eAcademy® and new digital connections like case presentation webinars and online symposia, HSS was able to maintain and even expand these partnerships, some of which are illustrated on a newly redesigned Global Partnerships section on the HSS website.

16,000+
Engagements across multiple platforms fostering new and existing partnerships through relationships between HSS faculty and alumni abroad in 25 countries, including Argentina, Chile, Colombia, Germany, Greece, India, Italy, Mexico, Singapore, South Korea, and Spain.

13,188
Orthopaedists from around the world tuned in to watch the virtual HSS-Peking University Symposium—a collaborative knowledge exchange between six HSS faculty members and 16 guest faculty from Peking University and Peking Union Medical College Hospital in China.

3,000+
International users accessed HSS eAcademy®, which created a customized experience for global partners sharing their educational experiences, including livestreamed events.

IMPACT
72 educational activities and programs between HSS and global collaborators drew more than 23,895 participants from around the world.
Bolstering Connection Through Technology

The expertise of Education Media Services (EMS) was key to the ability of HSS to promote communication and collaboration, provide educational programming, enhance the safety of COVID-19 inpatient care, and connect patients with providers.

120
Spaces for which EMS created a unified collaboration and communications solutions strategy for video conferencing, utilizing a combination of existing and new hardware and communications platforms such as Pexip, Cisco VC, Zoom, and Microsoft Teams that enabled users to connect from anywhere.

180+
Meetings provided with audiovisual support.

16
Inpatient beds on the 9th floor were created when operating rooms were transformed into COVID Surgical ICUs, including implementation by EMS of a robust intercom system and wireless video solution to help nurses safely monitor and communicate with patients in real time from outside the room.

78,000
Square feet of space at HSS, made easier to navigate thanks to a digital wayfinding system created by EMS which spans mobile, web, and digital signage lobby kiosks to help patients go from “couch to care” — step-by-step guidance to get from their homes to their appointments.

278
Livestream and on-demand programs supported by EMS to more than 76,000 users.

135
Audiovisual installations/builds in 2020.
Connecting With Our Audiences To Make An Impact

The Education Institute shifted into high gear in 2020 to facilitate and enhance patient care, academic and medical training, alumni connections, global partnerships, continuing education, and community programming.

**Supporting the Medical Staff**
Healthcare workers became the heroes of 2020, and those at HSS were on the front lines of the pandemic.

**Enhanced Credentialing**
Medical Staff Services credentialed more than 3,500 clinicians in March 2020 alone to enable them to provide care to inpatients with COVID-19, and a total of nearly 4,000 clinicians by the end of 2020. Mass credentialing was achieved virtually, including HSS medical staff, fellows, and residents as well as NewYork-Presbyterian specialists in cardiovascular disease, pulmonary medicine, and infectious diseases. HSS volunteers had existing privileges modified to enable them to provide support during the pandemic.

**Specialized Training**
Professional Education fast-tracked the development of two CME-accredited Grand Rounds sessions focused on the Care of Non-Critically Ill and Critically Ill COVID-19 Patients—one created in collaboration with NewYork-Presbyterian/Weill Cornell Medical Center. This ensured that our physicians were well-equipped to care for patients with COVID-19 at HSS.

**Staff Wellness**
Professional Education fast-tracked the accreditation of R.I.S.E. (Resilience in Stressful Events), a program designed to train HSS peer responders to provide timely support to staff in response to stressful work-related or patient care-related events. In addition, Academic Training increased resources to promote physician wellness, such as providing wearable devices to residents to monitor heart rate and sleep to maintain peak performance. They also opened the physician lounge to fellows as well as attendings so they could better connect with and support each other.

“The WCMC Orthopaedic Lecture & Lab series was an incredible opportunity for the HSS residents to teach and mentor medical students from Weill Cornell Medicine.”

—Matthew S. Conti, MD
Training Fellows, Residents, and Students

In 2020, HSS shifted the balance between education and patient care. In April, at the height of the pandemic in New York, Graduate Medical Education declared a “level 3,” which pauses formal education to better meet the healthcare needs of the community. At the same time, Academic Training continued to create and disseminate content across disciplines. All services maintained a robust lecture schedule so trainees could continue their education, using HSS eAcademy® programs to bridge the gap.

Fellows from both orthopaedics and medicine were credentialed to provide care to patients with COVID-19 and were trained in telehealth, conducting 352 virtual visits for HSS outpatients. Orthopaedic fellows were among the physicians assigned to the orthopaedic triage center set up at HSS to manage the city’s orthopaedic trauma cases requiring emergency care.

Orthopaedic residents traditionally rotate through HSS, NewYork-Presbyterian/Weill Cornell, NewYork-Presbyterian Queens, Memorial Sloan Kettering Cancer Center, and the Bronx VA Hospital. At the height of COVID-19, in order to assist with orthopaedic and COVID-19 patients, many more residents rotated through NewYork-Presbyterian Queens—due to the extremely high number of cases in that borough. Rotations were limited to one week at a time to minimize resident exposure to infected patients. Residents as well as fellows participated in 567 virtual classroom programs.

Education Marketing & Digital Communications created a new HSS Residency Instagram page to promote the HSS orthopaedic surgery residency program to medical students and amassed nearly 1,000 followers in the first month.

Medical students learned virtually from residents, receiving valuable instruction about fractures and common orthopaedic surgical approaches. Hands-on instruction was available in the Simulation Learning & Training Center once it reopened and was limited to two residents and four students at a time. Medical student rotations were restricted to local students only; fewer students gave existing medical students the chance to stay at HSS longer.

Connecting Alumni

Each year, Alumni look forward to the Annual Meeting of the HSS Alumni Association to reconnect with colleagues and learn about the latest advances in orthopaedics and rheumatology. This year, the Alumni Association 102nd Annual Meeting was presented virtually for the first time and featured six concurrent interdisciplinary breakout sessions:

- Disability Index: The Past, Present & Future of Spine Patient Reported Outcomes
- Integrating Telemedicine into a Sports Medicine Practice
- Setting-Up and Running Multi-Center Registries
- Advances in Musculoskeletal Imaging
- COVID-19 and the Rheumatology Experience
- Cases That Changed How I Practice

IMPACT

366 alumni attended the first virtual annual meeting of the HSS Alumni Association.

IMPACT

The Simulation Learning & Training Center conducted 518 lab sessions and reached more than 2,613 users.

IMPACT

9
Educational programming for healthcare professionals pivoted to an all-virtual format during 2020, with more than 1,300 educational opportunities via courses, digital publications, on-demand videos, and webinars, and expanded to include COVID-specific webinars. These programs were promoted by Education Marketing & Digital Communications through social media posts, paid advertisements, digital collateral, and robust email campaigns that quadrupled in 2020 and increased from monthly to weekly frequency.
HSS Journal® published a special double issue (200+ pages) on the response to COVID-19. “Considerations for Return to Exercise Following Mild-to-Moderate COVID-19 in the Recreational Athlete” garnered national media attention (New York Times, Today Show) and **45,000 views** within five months of publication. The Journal engaged a new publisher, SAGE; the transition will occur in 2021.

HSS Journal® webinars on HSS eAcademy® focused on spinal fusion, rehabilitation using telehealth, and the ethics of care delivery during the COVID-19 pandemic.

HSS eAcademy® brought in a greater number of members—**33,430** in 2020, an **increase of 14%** since January 2020—including physical therapists and athletic trainers. Marketing campaigns promoted HSS eAcademy® programs such as CLASS-Rheum® for rheumatologists; sports medicine, spine, and arthroplasty courses for orthopaedists and rehabilitation professionals; COVID-19 courses for nurses and nurse practitioners; and general HSS eAcademy® promotions, resulting in more than **27.5 million online impressions**.

An HSS Orthopaedic Surgical Videos channel was created on YouTube in June. By the end of the year, it had garnered **2,118 subscribers, 410,885 video views, and 648,848 impressions**. There are **185 surgical videos** featured on the channel.

The heightened visibility of HSS content online elevated our reputation as a provider of digital educational content and attracted **new channel partners**. VuMedi, Medscape, and Orthobullets were joined by a new partner, GIBLIB, enhancing the creation of 4K high definition 360˚ educational surgical videos that are displayed on the GIBLIB platform in addition to HSS eAcademy® and YouTube. In 2020, HSS worked with channel partners to produce more than 200 videos and other content reached over **97,000 viewers** and generated over **1.42 million impressions**.

Regional physicians in internal medicine, family medicine, and general practice near HSS centers in Connecticut, New Jersey, Long Island, and Florida were surveyed via a robust community-based needs assessment. The responses will be used in 2021 to create comprehensive educational programming that meets the specific needs of primary care physicians regarding the musculoskeletal conditions they frequently see in their medical practices.

An online educational series, “The Power of Pivoting—Managing Through a Crisis”—a collaboration between the Education Institute and C. Ronald Mackenzie, MD—was created, consisting of **21 multidisciplinary video** vignettes describing how HSS pivoted from a specialty hospital to one serving COVID-19 patients in New York City during the earliest height of the pandemic.

**IMPACT**

Social media posts and paid advertising resulted in more than **116 million** impressions. Email subscription lists grew by more than **20%** and email campaigns achieved a combined average **32%** open rate, exceeding industry benchmarks by **52%**.
Supporting the Community

The Public & Patient Education team pivoted most of its programming to various virtual formats. Community members received much needed support and education—such as “Zoom office hours” and tip sheets—to learn how to access virtual programs and become comfortable with the technology. As the year progressed, more people from across the country and around the world began logging in, extending the Hospital’s reach well beyond our nation’s borders. The programs were marketed through social media outlets such as Facebook and Instagram, printed mailers including Education to Empowerment, local digital platforms such as Patch.com, and newly developed weekly emails, resulting in benefits such as:

**IMPACT**
More than 1.5 million participants were reached through virtual educational programming for the public—an increase of 6,143% compared to 2019.

**Reducing Isolation**
336 older adults participated in the monthly onsite Aging with Dignity support group, which shifted to a weekly conference call during COVID. This safe gathering provided much needed support to a community that is especially prone to isolation when programs that promote socialization are not available.

**Promoting Access and Wellness**
Older adults could accessed lectures about self-management of musculoskeletal health and 491 exercise classes such as Pilates and yoga through virtual platforms such as Zoom or by phone. Participants in the Asian Community Bone Health Initiative, normally reached through their local senior centers, were instead offered phone or Zoom programs in their native languages. Educational videos about relaxation, stress reduction, meditation, and exercise injury prevention for people at home were added to the HSS YouTube channel; they have been accessed by more than 1.5 million viewers and have garnered more than 74 million impressions. A video on t’ai chi was among the most popular, receiving more than 272,000 views in one month.

**Supporting Inclusion**
Education Media Services and Education Marketing & Digital Communications teams reviewed and edited all online publications, video, and webpages to ensure compliance with national web content accessibility guidelines so that all people, regardless of ability or choice of device (mobile phone or tablet), can access HSS educational materials with ease and have an equitable web experience.

**Extending Reach**
Physicians at HSS Stamford were featured in “30-Minute Thursdays,” a series of live and recorded virtual discussions for young athletes focusing on nutrition, conditioning, and performance. Nine of the videos, hosted on YouTube, received nearly 130,000 views. The HSS Marketing team, Public & Patient Education, and Education Marketing & Digital Communications partnered to shift the HSS HealthConnection newsletter to a web-based format, making it accessible to anyone anywhere in the world.
Publications and Presentations

HSS print and online communications produced by Education Marketing & Digital Communications won external awards for design and content in 2020, including:

- Five Aster Awards, including a Gold Award for the HSS Alumni News Magazine Fall 2019 issue, a silver award for the HealthConnection Spring 2019 Women’s Musculoskeletal Health newsletter, and three bronze awards for the HSS Education Institute 2018 Annual Report, the 2019 Knee & Hip Course mailer, and the Education to Empowerment Spring 2020 brochure.

- A Grand Award from the Apex Award Competition for the HealthConnection Spring 2019 Women’s Musculoskeletal Health newsletter (highest level achievement in this category).

- Five awards from the GD USA Health + Wellness Design Awards for the HSS Education Institute 2019 Annual Report, the HSS Report to the Community 2019, the HSS Alumni Dues email, the 2020 Knee & Hip Course Orthopaedic and Allied Health Program postcard mailers, and the 2020 Public and Patient Education Program Infographics flyers.

Robyn Wiesel, MCHES, Associate Director of Public and Patient Education, and Bertilia Trieu, MPH, Senior Outcomes Coordinator, presented at the 2020 Virtual American College of Rheumatology Annual Meeting to a study group on “Best Practices in Developing Self-Management Musculoskeletal Health Education Programs for Patients”.

Claudia Zurlini, Senior Coordinator of Public and Patient Education, presented an oral presentation on “Shift to Virtual Self-Management Programs During COVID-19: Ensuring Access and Efficacy for Older Adults” at the American Public Health Association annual meeting.

Bridget Jivanelli, MLIS and Joy Jacobson, MFA presented a “Lightning Talk” called “PubMed and Poetry—Where Science Meets Creativity” at the Medical Library Association 120th Annual Meeting and Exhibition.
Financials

2020 External Funding by Source

**Statement of External Funding Support**

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<th>Funding Source</th>
<th>2020</th>
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<td>Academic Visitor Program Fees</td>
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* Other funding sources include royalties and contributions from the HSS Education Institute and other HSS services.
2020 Education Institute Donors

Corporate Grants
DePuy Synthes
Exactech
OMeGA
Smith & Nephew
Stryker
Zimmer Biomet

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Biodex Medical Systems
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DJO Global
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Feedback From Our Professional Audience

“These presentations are spectacular ...”

“Orthopaedics and medicine in general continue to evolve and advance. I will be certain to partake in all the HSS educational activities so that I may be informed of the latest most advanced applications in orthopaedics so that I may help and educate my patients in making educated informed decisions in their care as well as advocate for them.”

“A good variety of lectures from the big picture to real world advice.”

“It is incredible to hear how well telehealth was able to work in spine patients and how quickly. After hearing this, I believe it will become the new norm to seeing patients.”