

Bob Shineberg

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02:04:38 [Start of recorded material]

Interviewer: Introduce yourself.

Bob Shineberg: Uh, my name's, uh, Bob Shineberg. I'm an orthopedic surgeon at, uh, in Dallas, Texas at Texas Institute for Surgery. Uh, I specialize in sports medicine and, uh, arthroscopy, uh, reconstructions as well as, uh, hip arthroscopy.

Interviewer: When I ask questions they won't hear my questions. Just give me context.

02:05:16 Bob Shineberg: Okay.

Interviewer: And just maintain the eye contact with me.

02:05:23 Bob Shineberg: Gotcha.

Interviewer: As one of the founders of TIS and a driving force behind it four years ago, tell us about the concept that sets it apart from other hospitals and surgery centers.

02:05:51 Bob Shineberg: When we decided to start Texas Institute for Surgery, we really wanted to bring together -- uh, we thought the best physicians in multiple fields to a facility that was going to be

state of the art, high tech, uh, and efficient. Uh, we're -- the surgeons that I brought together were used to working in a big facility that had its inefficiencies, uh, and, uh, some of the bureaucracy involved with bigger facilities made it, uh, difficult for us to keep getting the newest technology and keep moving forward. Cost, uh, as well as just going through the bureaucracy.

02:06:29 With, uh, Texas Institute for Surgery we were able to, uh, bring together the guys who we think are the top in the field whether it's orthopedics, ear nose and throat, plastic surgery, urology, uh, together in one facility, multiple OR's, have the state of the art equipment and be able to, uh, provide excellent patient care by doing that.

Interviewer: What are other unique features of the facility?

02:07:02 Bob Shineberg: This facility was built, uh, to be efficient. It's, it's better for me. Uh, it's more cost efficient for me to be efficient, for me to do, uh, the same number of cases in less hours is more efficient on my time. It's also more efficient on the patients and the nursing staff. Uh, at a bigger hospital where there is multiple rooms, multiple specialties, uh, they're not used to doing high volumes, uh, you run into inefficiencies. So we've, uh, we're really made it, uh, a streamlined approach here.

02:07:35 Uh, the doctors that are here are -- it's not that they're quick, they're just, they're efficient. They do their cases in a, in a timely manner.

Uh, they're, they're used to doing those cases, and so it becomes, uh, more repetitious, uh, and cost effective. I can take care of a patient here, uh, in less time in the operating room than I can at a bigger facility, that's, that's less cost passed on to the patient, uh, less cost passed on to the insurance companies, uh, and it's, uh, it just works well for everybody.

Interviewer: To help the viewers understand about what the facility is. . . .

02:08:38 Bob Shineberg: Texas Institute for Surgery is a surgical hospital. Uh, it is a hospital with, uh, nine OR's, uh, and, uh, inpatient beds to match the OR's. Most of what we do is day surgery here, but we do keep people overnight or for extended stays if we need to. Uh, it's, uh, a center with nine OR's that will run, uh, 10,000 cases through the year, which is, uh, a really high volume for the number of cases.

02:09:07 Bob Shineberg: With that number, uh, our infection rate is much lower than, than facilities that are much larger than us. We're, we're more efficient. We have a smaller staff, uh, and just, uh, a streamlined approach to medicine.

Interviewer: You emphasize efficiency. Segway into having the first wireless HD OR in the DFW area and how that is perfect with the mission.

02:09:54 Bob Shineberg: To this point we've, uh, with our volume of cases, especially the arthroscopic cases, uh, we've used equipment

that we felt was, uh, outdated, especially for the, the type of cases, sophisticated cases that we're doing. And we started looking, uh, for, uh, more state of the art equipment and, uh, with our new HD system and its wireless, it's really, uh, helped us become, uh, better surgeons, better, uh, technicians, uh, again, more efficient in the operating room.

02:10:24 We can visualize things where, uh, where we couldn't see them before. We're using, uh, equipment in a more efficient basis and, uh, it's just, uh, it's been nice. The wireless capability, uh, is helpful in the OR for our staff as well as for us. Uh, we do a lot of teaching in our OR's, and we're able to take, take our images from one operating room to another or to a, uh, conference room to do teaching, uh, to do live surgery for conferences and it's really been helpful.

Interviewer: What about the cost aspect?

02:10:59 Bob Shineberg: From a cost standpoint, uh, we felt that this was, uh, uh, equal to, uh, anything -- any other system we looked at, uh, but, uh, much more state of the art. And so, uh, it was a win win. Uh, the cost was, was no different and if anything less than some of the other systems we looked at that were not quite as advanced.

Interviewer: What's your feeling with respect to the HD technology and what it brings to your skill set? Is it comparable to any other innovations?

02:11:43 Bob Shineberg: Well, one of the things about HD is I think you don't understand what you're missing until you actually see it, until you compare, uh, what you were using to what you're using now. Uh, just like your home TV when you're watching it and you watch sports. On a plain TV and then you watch HD and you say, "Oh, my God." And look at how much different it is.

02:12:03 Bob Shineberg: It's the same thing in the operating room. Uh, you know, our technology, we do so much more now through the arthroscope in my, uh, in my field, especially with hip arthroscopy and I'm using a, an angled, uh, semi-degree arthroscope and usually on the standard, uh, scope, uh, without HD it -- you really lose some of the perspective of what you're doing, the focal lengths. And with the HD the image is so much better I can see, uh, much more clear the anatomy; which makes my job easier.

02:12:31 Bob Shineberg: It makes me be able to define the pathology better and treat the pathology better.

Interviewer: What does that mean for the patient?

02:12:41 Bob Shineberg: Hopefully to the patient that'll mean, uh, faster recoveries. We're better doing what we're doing. It's less painful to the patients. The quicker we are the swelling they have and, uh, the more we're able to do with this technology, you know, the more efficient we are, the better the patients, uh, are able to recover.

Interviewer: Do you find there's a greater level of precision?

02:13:05 Bob Shineberg: Yeah, I think with the, with the increased, uh, clarity, with the increased picture we, we can become more size -- precise. And I think it actually puts it back on us to -- you know, I'm seeing things that I didn't see before, and it makes me want to do it in a more precise manner as well.

Interviewer: It allows you to do it faster.

02:13:34 Bob Shineberg: Yeah. Faster, efficient and I think, uh, I think better when we can really define the anatomy, uh, be able to, to, to see what we're doing in a, in a better manner where I'm not struggling to see the anatomy or, uh, what I'm trying to look at and define the different tissues. It certainly makes it better and easier for us, and better on the patients.

Interviewer: Is the output of the SDC Ultra which prints out the images for you, are those clear and do they aid you in any way? And does the image quality help in terms of the teaching aspect of what you're doing?

02:14:13 Bob Shineberg: Yeah, I think the, the pictures that I'm able to show my patients and the patient's family, it's, it's pretty remarkable that they look at those pictures and go, "Oh, my God, that's -- you can see that?" And, and it's, it's, it's nice to be able to go out there with a state of the art picture rather than a, kind of a fuzzy picture

and so, this is what a meniscus is and have to point to that and they really kind of have to squint to look at it. Now the anatomy becomes really clear to them.

02:14:37 They can see what I'm looking at, and I think it really does -- it makes us look good. It makes the patient's anatomy look good and from a teaching perspective I give lectures, uh, you know, uh, to, to residents and to other physicians and, and being able to use that image quality in my presentations makes, makes me a better presenter.

Interviewer: Similar question with the X9000 light source.

02:15:09 Bob Shineberg: Yeah, I think what we're seeing with the light source is, is, uh, you know, less hot spots, uh, we're seeing better depth of field. Uh, I'm not, I'm not getting a variation of light from case to case and that's helpful, uh, when you're kind of treating different, uh, pathologies, and also in presentations. That helps me, uh, where there's kind of a standard, uh, I guess, uh, picture that, that I can take from one image to the next.

Interviewer: Overall, summarize the TIS philosophy, mission, structure and this HD technology. What does that mean for the surgeons and the patients?

02:16:07 Bob Shineberg: Well, again, when we built the Texas Institute for Surgery, this is a joint venture between physicians and our partner hospital, Presbyterian or Texas Health Resources, uh. . . .

Interviewer: Start again.

02:16:29 Bob Shineberg: Uh, again, Texas Institute for Surgery was founded -- it's a joint venture between Presbyterian Hospital and Physician partners. Uh, we wanted to have a state of the art facility for doctors that we thought were the leaders in their field and, and the premier surgeons in the community. Uh, now with our new technology, with the HD, the wireless, uh, you know I think we match our technology with the surgeons that we actually have at this facility.

Interviewer: Is there anything that could be an apt tag line for this facility?

02:17:18 Bob Shineberg: Well, I think -- I think the Texas Institute for Surgery is, is the, is the wave of the future. It's a joint venture between a big hospital and physicians. Uh, we have physicians that are the best in their field coming together, together to practice at a facility that has the best, uh, equipment. And I think you're -- you would be silly as a patient not to want to go to that type of a facility.

Interviewer: Do you think this is a kind of model that attracts surgeons to want to come work here?

02:18:05 Bob Shineberg: Yeah, yeah. I think our technology, the way our hospital runs, uh, the efficiencies that we have, certainly once the, the -- makes people want to come to our facility, both patients and physicians to practice. Uh, if you're in a nice facility with state of the art equipment, it makes your job easier and it makes you a better doctor for your patients.

Interviewer: Is there any way you can see these new OR's are going to impact your workflow?

02:18:41 Bob Shineberg: Uh, I think the new OR's, OR's are going to make us, again, more efficient. I keep using that term, but that's a, that's a big, a big thing. I have a family. I want to get home to my family. I want to get my cases done, but I want to get them done properly. And now with the OR's where I'm not having equipment that's breaking down, I have equipment that I can count on, it's state of the art equipment, I can, uh, I can see what I need to see and get it done efficiently and properly; yeah, it, uh, it definitely is helpful.

Interviewer: What's your experience been like working with Striker?

02:19:24 Bob Shineberg: Yeah. Striker has done everything that they said they were going to do to this point. We've been happy with the installation. We've been happy with the equipment that we're using, uh, the pictures, everything that we, uh, thought it was going to be and, uh, we're pleased.

Interviewer: And all the personnel that you've been dealing with have been responsive and efficient?

02:19:46 Bob Shineberg: Yeah, the personnel that we've worked with all have been very friendly, gone out of their way above, uh, above board to, uh, make sure that, that the installation is going smoothly and that the equipment is working and that it's doing what it is that they said it was going to do, and what we wanted to do. So they've been, uh, they've been great.

Interviewer: Is there anything I haven't covered that you'd like to mention?

02:20:59 Bob Shineberg: I think one of the main things that, that we focus on here is, is patient care, uh, and efficiencies. But we also do a lot of teaching. Uh, uh, I teach residents. Uh, uh, some of the other orthopedic surgeons here and, and other doctors on staff teach, uh, other doctors, uh, how to do some of the state of the art, state of the art surgery that we're doing. Uh, having the state of the art equipment to go along with those cases, uh, certainly helps promote us.

02:21:29 Bob Shineberg: Uh, it promotes, uh, what we're doing and promotes the facility. Uh, and we like that. We, we're very proud of our facility. We're proud to bring our patients here, and, uh, we're proud of the work that gets done here.

Interviewer: Is the aspect of teaching residents -- important to have the latest in technology?

02:22:24 Bob Shineberg: I think when we teach residents we want to be able to teach them what is, what is the cutting edge, what is happening now and what's going to be happening in the future. You know for them to be learning what happened ten years ago doesn't make much sense for them. Uh, they've seen that or if they haven't seen it they really don't need to know that. Uh, they need to know the history, but what they really need to know is what's going on now and what's going to be going on when they're out practicing.

02:22:47 Bob Shineberg: And I think this facility represents that. We, we teach. We make, uh, we're making, uh, new procedures. We're developing, uh, new equipment and procedures and, and having the state of the art technology at this facility. Having physicians that are the top of their field and in our community, uh, is helpful for them to see.

Interviewer: How important is it for you to have partners in companies like Striker?

02:23:25 Bob Shineberg: Our relationships with our vendors, Striker and, and others is, is very important to us and, and for them to help keep promoting the new technology and making us better surgeons and making us better physicians for our patients, uh, it's, uh, it's

invaluable. We could not be doing this without those types of partnerships.

[End of recorded material]