



The Relevance of the Triological *Today and Tomorrow*

Jesus E. Medina, MD

**Annual Meeting
2013**





Relevance:

“Pertinent to, having a connection with
the matter under consideration”

Our membership, both current and potential



Relevance:

Determine what is pertinent to our members, both today and into the future.



Otolaryngologists Joining Triological

2011 and 2012

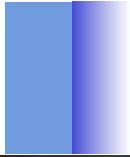
| | New Members |
|--------------|-------------|
| TOTAL | 69 |



Otolaryngologists Joining Triological

2011 and 2012

| Sub-specialty | New Members |
|--------------------------|------------------|
| | No (%) |
| Otology/Neurotology | 14 (20%) |
| Pediatric Otolaryngology | 13 (19%) |
| Head & Neck | 11 (16%) |
| Laryngology | 11 (16%) |
| General Otolaryngology | 9 (13%) |
| Rhinology | 5 (7%) |
| Facial Plastic Reconstr. | 4 (6%) |
| Sleep Disorders | 1 (1.5%) |
| Not specified | 1 (1.5%) |
| TOTAL | 69 (100%) |



Personal Letter





Personal Letter

- Seeking their feedback
- Most important for our ongoing understanding of the value of Triological membership.
- Request to reflect on the main reason or reasons for their decision to become a member of the Triological Society
- Briefly share those thoughts via return email



Otolaryngologists Joining Triological 2011 and 2012

| | New Members | Respondents |
|--------------|----------------|-----------------|
| TOTAL | 69 | 37 (54%) |

Otolaryngologists Joining Triological

2011 and 2012

| Sub-specialty | New Members | Respondents |
|--------------------------|------------------|------------------|
| | No (%) | No (%) |
| Otology/Neurotology | 14 (20%) | 7 (19%) |
| Pediatric Otolaryngology | 13 (19%) | 7 (19%) |
| Head & Neck | 11 (16%) | 8 (21%) |
| Laryngology | 11 (16%) | 4 (11%) |
| General Otolaryngology | 9 (13%) | 5 (13%) |
| Rhinology | 5 (7%) | 3 (8%) |
| Facial Plastic Reconstr. | 4 (6%) | 2 (6%) |
| Sleep Disorders | 1 (1.5%) | 1 (3%) |
| Not specified | 1 (1.5%) | 0 |
| TOTAL | 69 (100%) | 37 (100%) |



Average Response:

180 words

“It is a great society with many great members. I wanted to be a part of this group.”

“Actually, it took me many years to decide I wanted to become a member.

I think the modern world has become so subspecialized, that I really only dealt with otology for years, and had no patients outside of this field. For this reason, I didn't find the Triological Society meetings a draw, since otology was only a relatively small part of the program. However, I was encouraged by my sponsors several times over the years to put together some of my research into a larger thesis that would have more depth than a standard paper (sadly, it does end up being published within the page limits of a standard paper in the Laryngoscope).

For me, joining the society was an "important" step, i.e. finding the time and dedication to put together a stream of research, collate it and write it up, and doing all this was a step in my career that I think shows oneself and others that you are capable of this. For me, the main value is the symbolism that this represents. Indeed, I think the American Otologic Society requires this step in order to join as well.

As a new member with fresh eyes, I do think that there are many challenges for a cross disciplinary society such as the Triological Society, which seems geared towards academics, but most academics are very subspecialized, and don't want to necessarily spend time on things outside their field. Perhaps opportunities are those interface areas that are not covered adequately by any one discipline, eg. in my field Eustachian tube disorders (rhinology and otology), pediatric hearing loss (Peds ENT and otology), temporal bone malignancies etc. Maybe cross disciplinary panels in some of these areas would be useful.

I also think it would be useful to have the full text of all submitted theses available online. Often the data has to be very much reduced to reach the page limits for Laryngoscope, and there is often detailed and in depth background in the theses”

Alicia O. Burris

Director of the Center for Educational Development and Research

University of Oklahoma.



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Qualitative Thematic Analysis (Text analysis software)

- coding of the text, line-by-line
- developing descriptors
- analyzing to group similar descriptors and determine the frequency in which they are mentioned



Key Elements: Decision to Join the Triological.

ONE

Membership affords the opportunity to contribute and advance academic/scholarly excellence and research within the field.



Key Elements: Decision to Join the Triological.

TWO

Membership is considered prestigious and those persons respected in the field of otolaryngology are members.



Key Elements: Decision to Join the Triological.

THREE

Membership is viewed as necessary for professional development, and for attaining personal and professional goals.



Key Elements: Decision to Join the Triological.

FOUR

Current members, mentors, or influential colleagues urged/encouraged them to seek membership.



Key Elements: Decision to Join the Triological.

FIVE

Membership is viewed as a gateway/pre-requisite for membership and leadership opportunities in other societies (e.g., AOS & ALA).



Key Elements: Decision to Join the Triological.

SIX

The Triological Society promotes a cross-discipline focus and specialty unity.



Key Elements: Decision to Join the Triological.

SEVEN

Membership is a pathway to enhance and be part of increased funding opportunities and research grants to expand the field.



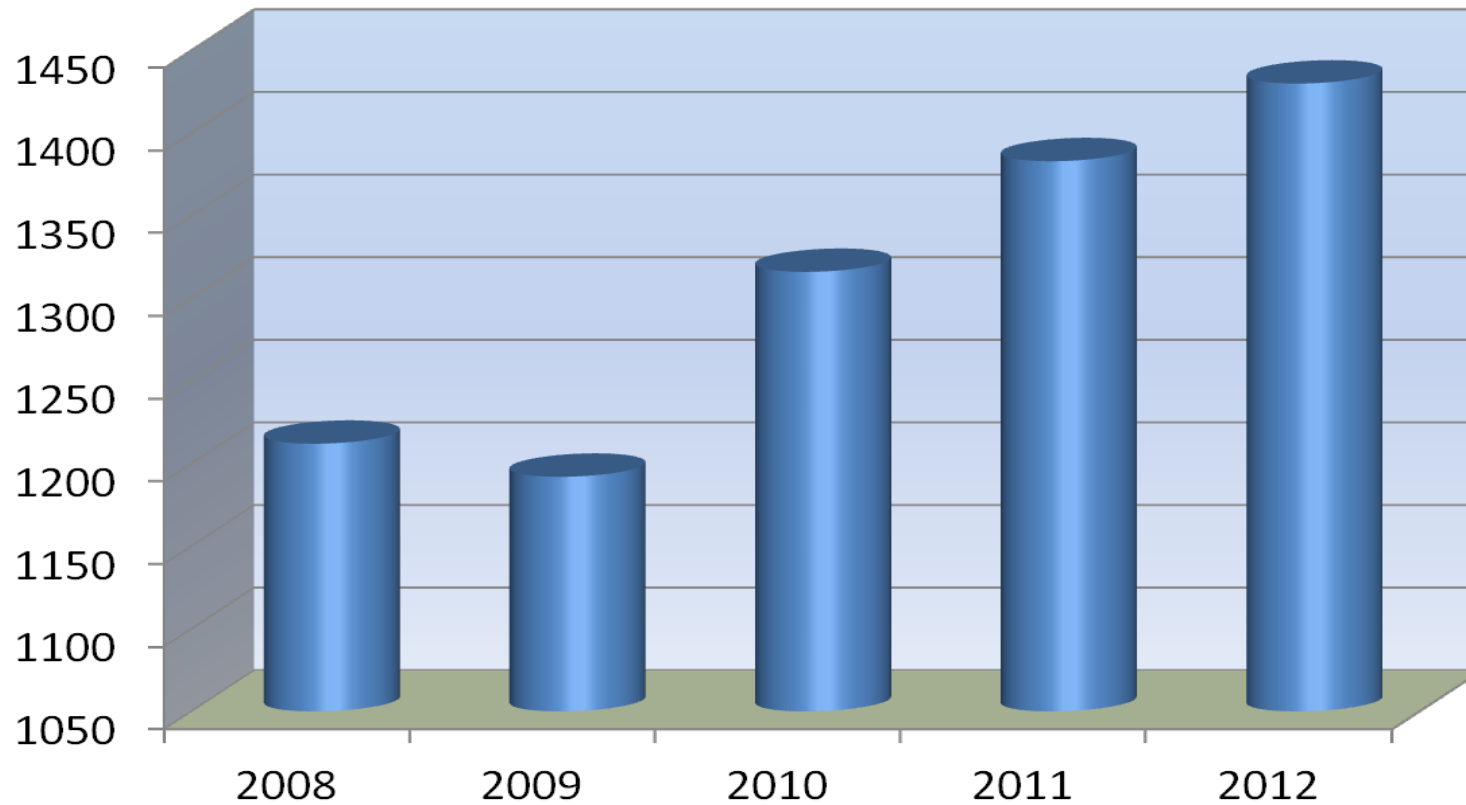
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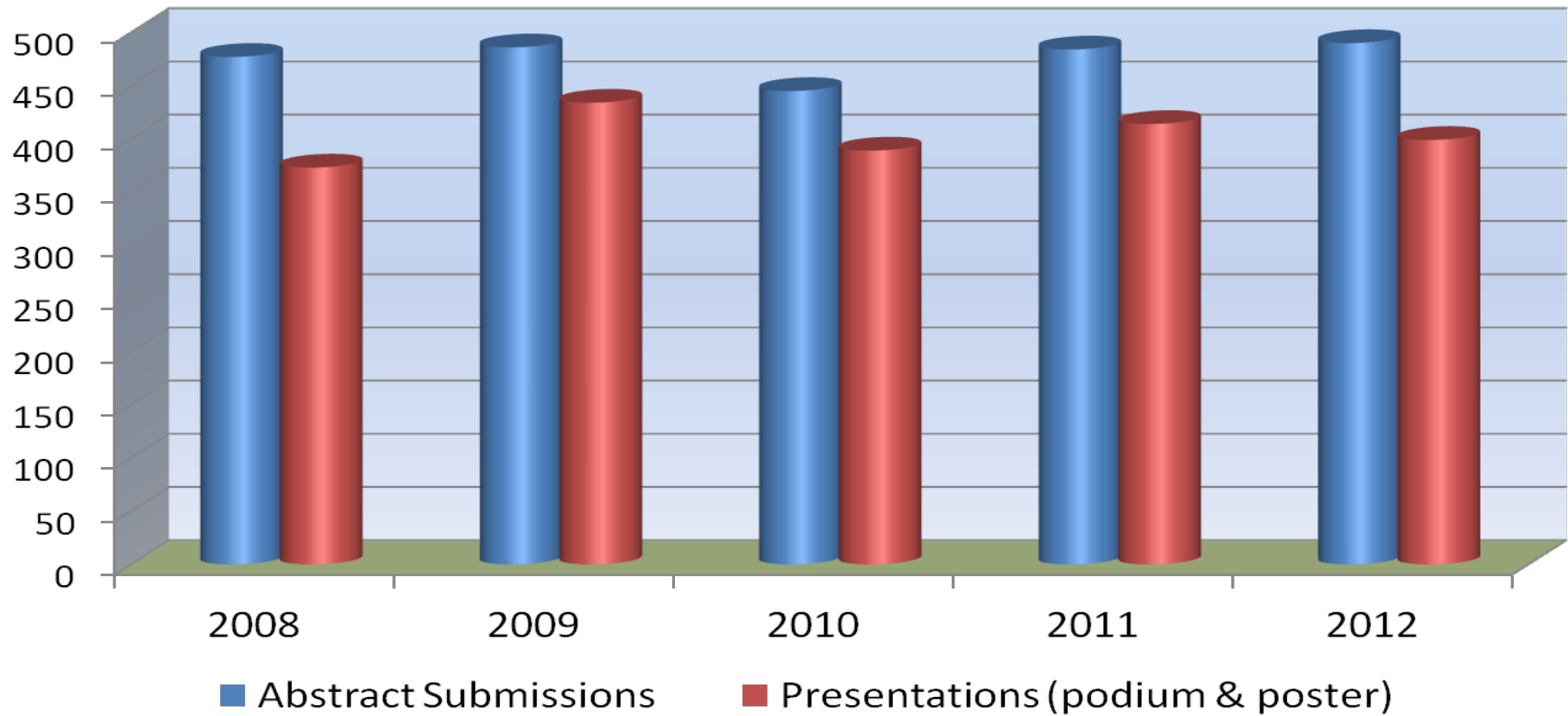
- *Attendance and presentations at meetings*

Triological Society Meeting Attendance * Physician Attendees



* Does not include allied health or corporate reps

Triological Society Submissions and Presentations





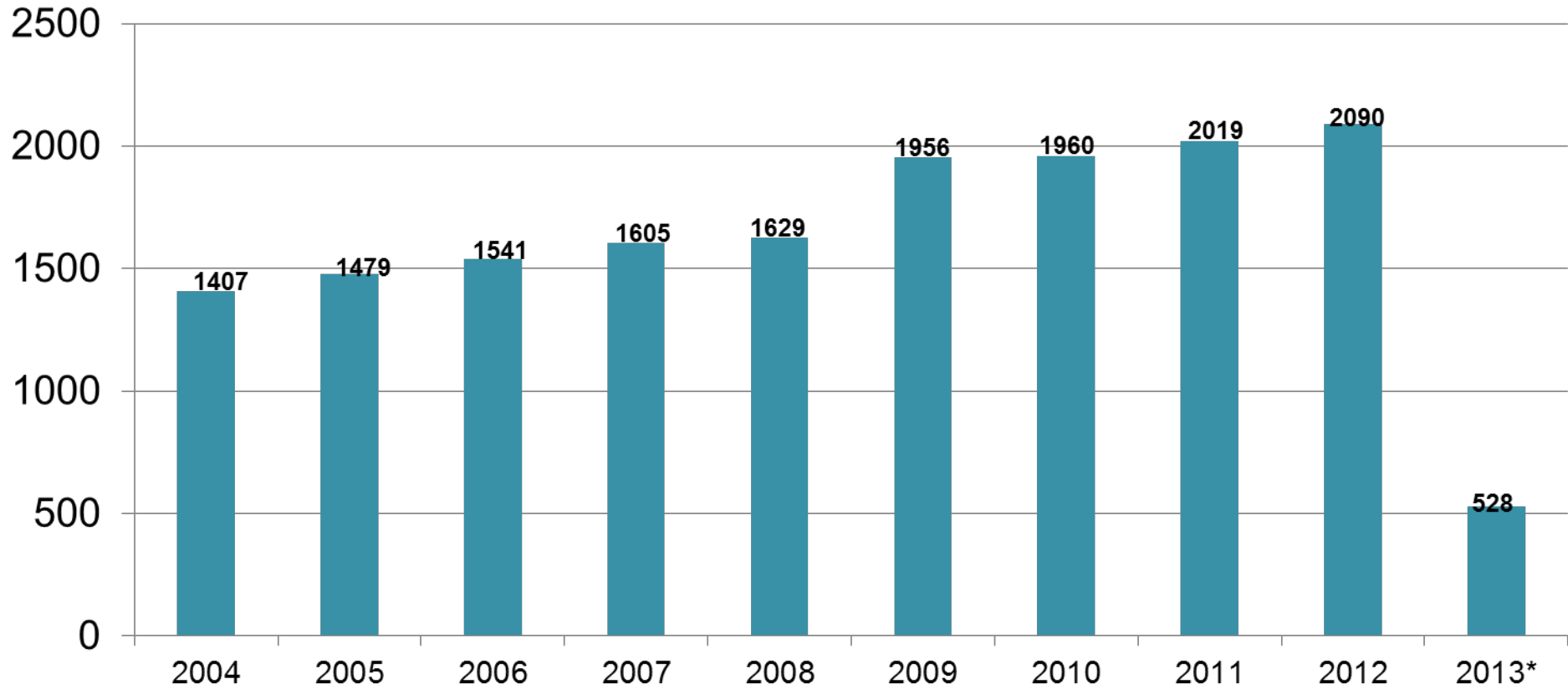
Key Elements: Decision to Join the Triological.

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- *Publication in The Laryngoscope*

Manuscript Submissions

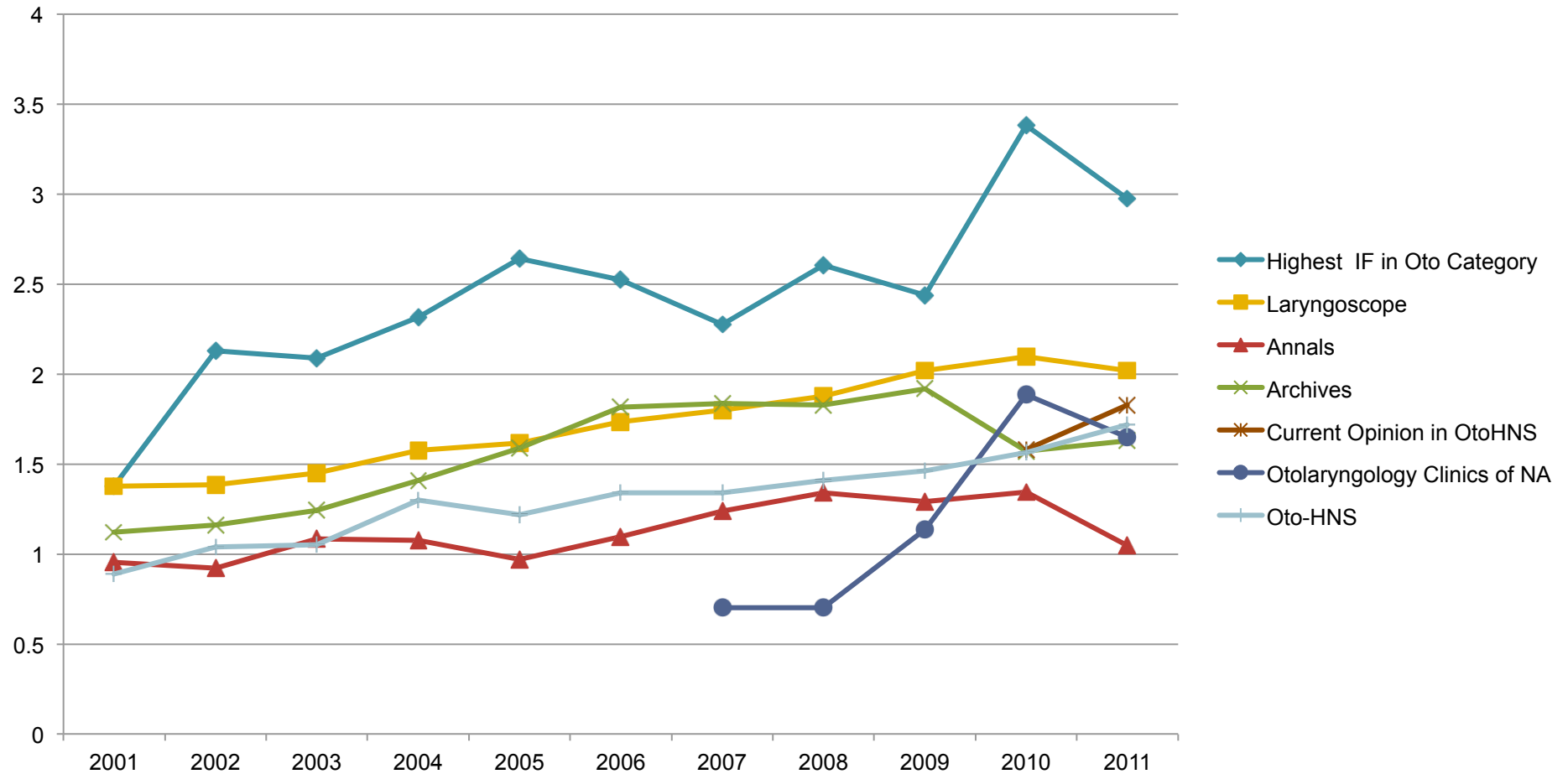


*January 1–March 20

Total Citations

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|
| <i>Laryngoscope</i> | 8,350 | 8,593 | 9,178 | 9,839 | 10,022 | 11,341 | 11,332 | 12,793 | 14,203 | 14,524 | 14,577 |
| <i>Otolaryngol Head Neck Surg</i> | 4,561 | 4,674 | 5,155 | 5,352 | 5,358 | 6,046 | 6,417 | 7,330 | 8,010 | 8,610 | 8,906 |
| <i>Arch Otolaryngol Head Neck Surg</i> | 6,129 | 6,190 | 6,574 | 6,912 | 7,010 | 7,244 | 7,100 | 7,857 | 8,470 | 8,286 | 8,276 |
| <i>Ann Otol Rhinol Laryngol</i> | 5,331 | 5,099 | 5,378 | 5,263 | 5,285 | 5,302 | 5,186 | 5,566 | 6,042 | 5,827 | 5,471 |
| <i>Otolaryngol Clin North Am</i> | | | | | | | 1,324 | 1,542 | 1,703 | 1,856 | 1,841 |
| <i>Curr Opin Otolaryngol Head Neck Surg</i> | | | | | | | | | | 1,082 | 1,197 |

Highest Impact Factor in Otolaryngology Category





Key Elements: Decision to Join the Triological.

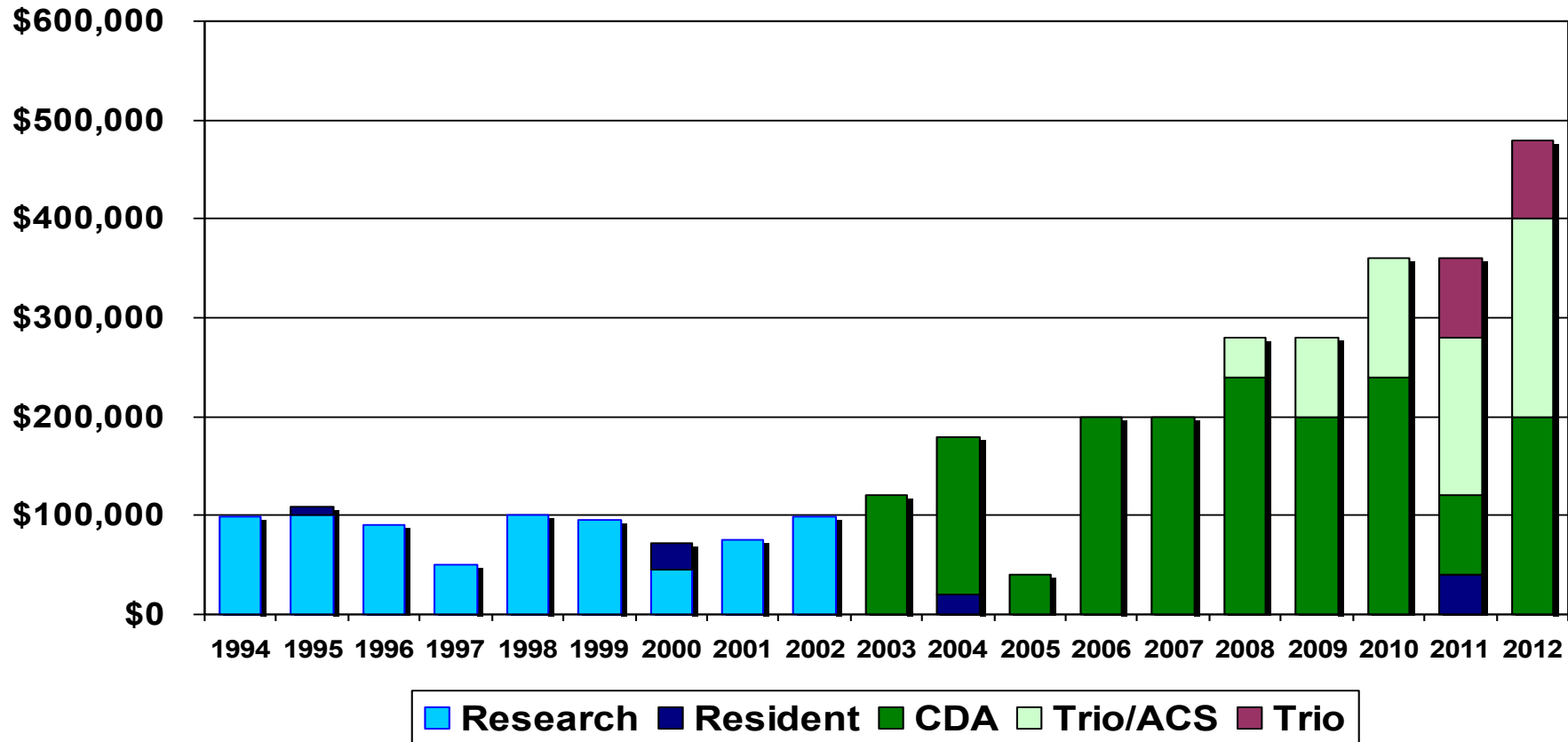
ONE

Membership affords the opportunity to contribute and advance academic/scholarly excellence and research within the field.

- *Attendance and presentations at meetings*
- *Publication in The Laryngoscope*
- Funding Research

Triological Society Grants

91 Awards: \$3,251,394





Key Elements: Decision to Join the Triological.

ONE

Membership affords the opportunity to contribute and advance academic/scholarly excellence and research within the field.

- *Attendance and presentations at meetings*
- *Publication in The Laryngoscope*
- *Funding Research*



The Triological is a relevant organization today!



The Triological is a relevant organization today!

Steve Jobs

...if you do something and it turns out pretty good, don't dwell on it for too long, go do something else wonderful. Just figure out what's next!



Relevance tomorrow?

“Futuristic” Organization

- **Attuned to changes in the environment**
- **Evaluate continually how the Society can best adapt**
- **Have the courage to try innovative responses and approaches.**

Relevance tomorrow?

WE must assume the responsibility to envision and shape the future

- **Strategic Planning:**

5 **X**ars

- **Ongoing Planning**
 - **Biannual**
 - **Yearly**
- **Self-examination**



Relevance tomorrow?

Strive to seek **TRUE** diversity

- *Race and Gender*
 - Generations
 - Ideas
 - Skills

- Future Council
 - Residents
 - Fellows
 - New Members

Relevance tomorrow?

Strive to seek **TRUE** diversity

Otology

Head & Neck

Pediatrics

Laryngology

General

Facial Plastic

Rhinology

Sleep Dis.

- Expand and strengthen our alliances with sub-specialty societies

Relevance tomorrow?

Strive to seek TRUE diversity

Otology

Head & Neck

Pediatrics

Laryngology

General

Facial Plastic

Rhinology

Sleep Dis.

Educate the Educator:

**Triological/SUO sponsored
Speaker and panel**

2 hr. workshop



Relevance tomorrow?

Seek Quality Information

“Quality information helps produce quality decisions”



Relevance tomorrow?

Must remain financially strong!

Explore alternative means

Non-for Profit Organizations

- L3C (low-profit limited liability company)
- For-profit Subsidiaries



Relevance tomorrow?

Significant CHALLENGE!