

Robotic Surgery: Medicine or Marketing?

Bio-Medicine.Org

An Ethical and Clinical Exploration of the Pros & Cons of Robotic Surgery

PHILADELPHIA, June 11 /PRNewswire-USNewswire/ -- Robotic surgery -- is it truly an advance for modern medicine, or just a product of slick consumer advertising campaigns and targeted marketing to physicians?

Advocates say robots help surgeons perform surgery with greater access, visibility and precision all which reduce pain and blood loss, shortening hospital stays and ultimately getting patients back to work and on with their lives more quickly.

Critics claim that despite its rapidly increasing growth and popularity, there isn't adequate solid scientific research to show robotic surgery is any better -- or any more effective -- of a treatment than open surgery or laparoscopic surgery.

WHAT: Join us for a media seminar and expert panel to explore the pros and cons of one of the hottest and most hotly contested approaches to modern surgery -- remote and minimally invasive surgery through the use of robots -- from surgical, ethical and financial perspectives.

Tour and demonstration of state-of-the-art "augmented reality" 3-D robotic operating and teaching suite at Pennsylvania Hospital One of the first on the east coast, this new system interfaces with surgical robots, enabling the entire OR team to view and operate in 3-D along with the robotic console surgeon.

Guests will have the opportunity to sample use of the robot. Please be prepared to don "bunny suits" bonnets for OR tour.

WHO: Key Speakers:

* Jonathan D. Moreno, MD

David and Lyn Silfen University Professor of
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