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Supply and Demand: A Study on Streaming Solutions for the OR

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1. Introduction

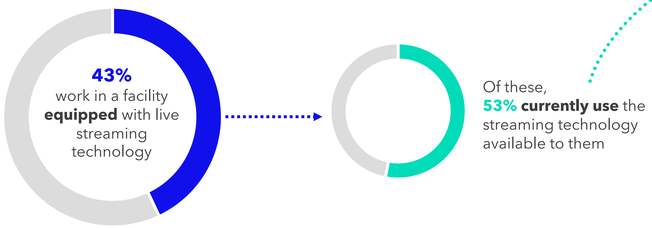
Live streaming of surgery is becoming increasingly recognized for its educational value. It promises to improve the reach and effectiveness of surgical training at all levels, and is gaining popularity as an adjunct to conventional training programs.

This study investigates the current landscape for streaming surgical video footage, through a survey of surgeons and surgical administrators.

2. Methodology

- We surveyed 303 surgeons and surgical administrators in the US and Europe. A structured questionnaire was given, which aimed to determine their current attitudes towards live streaming in the OR.
- Additionally, the structured questionnaire tested attitudes towards a blinded concept describing a generic new surgical streaming product.
- Respondents were asked to read the descriptions, then answer questions on how the product could impact their current streaming habits or the streaming habits of other surgeons at their institution.

3. Current streaming habits

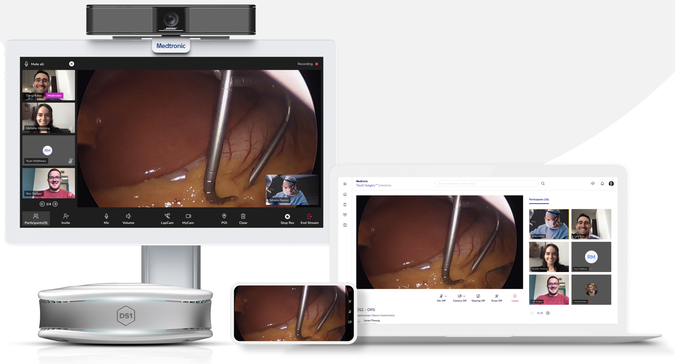


Of these, **53% currently use** the streaming technology available to them

- All respondents who reported using streaming stream to participants within their **own institution**.
- Less than half (40%) stream to participants outside their institution.

Touch Surgery™ Live Stream

Touch Surgery™ Live Stream is a solution to stream video and audio from the operating room to participants outside the operating room. Its purpose is to maximize teaching, coaching, and technical support, and is accessible via a mobile app or most web browsers.



4. Reasons for using live streaming

Respondents with any streaming experience reported their top reasons for streaming to be:



Among respondents who have been in their position for under 10 years, streaming to obtain a second opinion was the most common reason.

5. Potential to increase streaming



Respondents are more likely to recommend acquiring a streaming solution if they:



6. Conclusions

- Whilst live streaming is becoming more commonplace, this survey indicates an **increasing yet unfulfilled demand** for streaming technology.
- Streaming technology is available to less than half of respondents. Those with access to streaming technology are slightly more likely to use it than not.
- Almost 60% of respondents would recommend their institution acquire streaming technology, indicating considerable market demand for surgical streaming solutions.

Touch Surgery™ is not intended to direct surgery, or aid in diagnosis or treatment of a disease or condition.

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