

THE DAILY REPORTER

ESTABLISHED 1896 • VOL. 172, No. 178

Thursday, June 27, 2019

Local communications firm finds niche broadcasting surgeries

By BRANDON KLEIN
Daily Reporter Staff Writer

For Mike Evans, surgery is an art. The details of how surgeons utilize the tools at hand separate the best ones from the rest, he said.

The Ohio native is not a surgeon himself, but he works with many through his telecommunications company Box Line Box, which broadcasts live surgeries.

The technology and service is often used to enable surgeons teach other surgeons their procedures and the devices they use in the operating room.

"It really helps push the art forward," Evans said. Broadcasting a live surgery is similar to broadcasting a sporting event with Evans and his contracted crew at the helm of what's displayed during the event.

"It's very scientific presentations of information," Evans said.

The conversations can become controversial during the events as surgeons debate about the best way to fix a shoulder, for example. But it's designed to help surgeons the best way to take care of their patients. "Live surgery — it allows them to start and stop and explain their way through techniques ... and allow for questions to come in," Evans said.

Evans grew up in Ohio and co-founded Infomedix Communications Corp., which developed the hardware to make live surgeries possible.

A larger company called Stryker Corp. purchased the Evans' business and rebranded it Stryker Communications. Evans continued to work with them in California for five years.

He then left the company to start Box Line Box, which focused more on the live surgeries for medical education purposes.

Companies such as Stryker Communications are now part of his clientele. Box Line Box operates half the time at trade events and the other time at conferences.

It contracts a staff of seven to 12 people depending on the type of event.

The company's achievements include the first 3-D and high definition live surgery broadcasts and live transcontinental interactive surgery presentations from Afghanistan, Haiti, Canada, Mexico and China.

Most of the company's time is devoted to the New York, Baltimore and Miami markets.

Evans decided to relocate the company to central Ohio to cut down travel time and costs and be closer to family again. He made the switch nearly a year ago and the company now has an office in Dublin.

"It's a great location for our markets," Evans said. "(Columbus has) changed a lot in the last 20 years ... it's really growing in a positive fashion and there's some opportunity to find good people in technology."

In addition, Evans has developed an on-line platform called Experts in Surgery for surgeons to create and place video content of their surgeries online.

Typically, surgeons had to rely on hospitals and device manufacturers to get such content to their audiences but the product was more about advertising than educational, Evans said.

"Surgeons can put their content up for themselves," Evans said.

The platform offers a higher production value than mainstream services such as YouTube. It also connects with their targeted audiences.

