



doctors, find excited ones, this is the most challenging part. They are not rare, they have to be discovered. I think in any surgical team there is one person who has these characteristics, but very often you don't get access to them, because you need to go there. We did very funny things in order to attract surgeons to our lab in the hospital.

I would love to hear about that.

The first time we did it was in 2006, I thought we have this cool technology with a mounted display, with augmented reality, but the surgeons don't have time for it. What shall we do? Then we announced all around the hospital that this week, every morning from 6:30-8:30, we provide Weisswurst. Weisswurst is a breakfast of Bayern, which is a white sausage, it's a very fancy breakfast. We announced that during this whole week, you can just come to our lab, we'll give you Weisswurst, we'll give you coffee, we'll give you non-alcoholic Weiss beer, and then we show you demos. The doctors thought: instead of going to a coffee shop at 6:30, I can go to their lab and have a Weisswurst. Suddenly in a week we had over 90 visits. They came to have the Weisswurst and see what's going on. From them we got about 6 of them stuck with our technology. They saw it, they liked it and they came back. 90 of them didn't come back, but among the other 5-6, at least 3 of them stayed with us for about 5 years of research. Now we do it every year, we have weeks of open house, offering breakfast.

All over Germany?

In our hospitals. We also started to find out how each department works,

for example, some departments have one hour of continuous education, and we try to find out when it is, and fit ourselves into that one hour. Different ways, different tricks to bring them in. The key is to show them that you have such cool technology, and then you always find 20% or 10% of them will get stuck and fall in love.



Things have changed so much for surgeons in the last few decades, but it has also changed a lot for students. Who gained the most from these big changes?

For me, the big gain was to patients. Definitely. For example, in some fields like breast cancer, in Europe, the rate of morbidity and mortality dramatically reduced. There were fields where we had no solutions and now we don't have mortality in those directions. There is a direct effect on that. Those are the big winners I would say, ourselves and our families and everybody in society. On the other hand, some of the big winners are also the countries where they had no access to healthcare and it was too expensive for them. Thanks to telecommunications, thanks to making