



Robert K. Jackler, MD

Edward C. and Amy H. Sewall Professor in Otorhinolaryngology and Professor, by courtesy, of Neurosurgery and of Surgery

Otolaryngology - Head & Neck Surgery Divisions

 Curriculum Vitae available Online

CLINICAL OFFICES

- **Stanford Ear Institute**

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ACADEMIC CONTACT INFORMATION

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Bio

BIO

Dr. Jackler was raised in Waterville, Maine, attended college and medical school in Boston, and moved west to the University of California, San Francisco for residency in Otolaryngology-Head & Neck Surgery. After taking a Neurotology fellowship at the House Ear Clinic (1985), Dr. Jackler joined the faculty at UCSF where he remained until 2003 when he became the Sewall Professor and Chair of the Department of Otolaryngology-Head & Neck Surgery and professor in the departments of Neurosurgery and Surgery at the Stanford University School of Medicine. Under his leadership the faculty grew from 6 to over 50, is ranked #2 in the US, and grew annual research budget from nil to over \$12 million.

Dr. Jackler is an otologist-neurotologist who specializes in complex ear diseases. He has a special interest in tumors of the lateral and posterior cranial base and has written numerous analytical papers derived from his microsurgical series. A long standing collaboration with medical illustrator Chris Gralapp has produced @3000 original illustrations of ear and cranial base surgery. Since 1989, Dr. Jackler has maintained a fellowship program in neurotology & skull base surgery which has trained many academic leaders in the field.

Dr. Jackler has authored 180+ peer reviewed papers, 40+ chapters, numerous editorials, published four books Neurotology (1994, 2004), Atlas of Neurotology & Skull Base Surgery (1996, 2008), Tumors of the Ear and Temporal Bone (2000), and Ear Surgery Illustrated (2019). Dr. Jackler leads the Stanford Initiative to Cure Hearing Loss whose mission is to create biological cures for major forms of inner ear hearing loss through a research effort that is sustained, large-scale, multidisciplinary, focused, goal-oriented, and transformational. He is past president of the American Neurotology Society, editor-in chief emeritus of the journal Otolology & Neurotology, and is an honorary member of the Royal College of Surgeons in both London and Edinburgh.

In 2007, Dr. Jackler and his wife Laurie founded the interdisciplinary research group Stanford Research Into The Impact of Tobacco Advertising which conducts research into the promotional activities of the tobacco industry. SRITA collected @50,000 original tobacco advertisements which now resides in the National Museum of American History of the Smithsonian Institution which plans a public exhibit in 2019. SRITA maintains an extensive online digital collection of tobacco advertisement for use by scholars (tobacco.stanford.edu) which over the last 6 years has had nearly 600,000 unique users.

CLINICAL FOCUS

- Acoustic Neuroma, Cerebellopontine Angle
- Meningioma
- Neurofibromatosis 2
- Glomus Jugulare Tumor
- Ear Neoplasms

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ACADEMIC APPOINTMENTS

- Professor, Otolaryngology - Head & Neck Surgery Divisions
- Professor (By courtesy), Neurosurgery
- Professor (By courtesy), Surgery
- Member, Wu Tsai Neurosciences Institute

ADMINISTRATIVE APPOINTMENTS

- Associate Dean, Postgraduate Medical Education, School of Medicine, (2007-2011)
- Sewall Professor and Chair, Department of Otolaryngology-Head & Neck Surgery, (2003- present)

HONORS AND AWARDS

- Honorary Fellow, Royal College of Surgeons (London) (2012)
- Honorary Fellow, Royal College of Surgeons (Edinburgh) (2005)
- Honorary Member, French Society of ENT (1996)
- Distinguished Service Award, American Academy of Otolaryngology- Head & Neck Surgery (1999)

PROFESSIONAL EDUCATION

- Residency: Univ of California San Francisco (1984) CA
- Internship: Univ of California San Francisco (1980) CA
- Board Certification: Neurotology, American Board of Otolaryngology (2004)
- Fellowship: House Ear Institute (1985) CA
- Board Certification: Otolaryngology, American Board of Otolaryngology (1984)

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LINKS

- Personal Web site: <http://www.stanford.edu/dept/ohns/>
- Tobacco advertising website: <http://tobacco.stanford.edu>
- Stanford research Into Tobacco Advertising: <http://srita.stanford.edu>
- Get a Second Opinion: <https://stanfordhealthcare.org/second-opinion/overview.html>

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

SRITA: Stanford Research into the Impact of Tobacco Advertising

In 2007, I created a research team which studies the impact tobacco advertising, marketing, and promotion. Stanford Research into the Impact of Tobacco Advertising, known as SRITA, is an interdisciplinary collaboration involving faculty and trainees from medicine, history, and anthropology.

Over the last decade, Stanford Research into the Impact of Tobacco Advertising (SRITA) has built an online database of over 30,000 tobacco advertising images (tobacco.stanford.edu) which over the last few years has had over 380,000 unique users. Our goal is to facilitate research into tobacco advertising and provide a resource to support the work of scholars, regulators, and advocates. As of April 2015, the online collection includes 18,598 tobacco, 10538 electronic cigarette, and 1140 anti-smoking advertisements. SRITA's YouTube channel contains 178 tobacco and 157 electronic cigarette videos. The entire compendium of over 30,000 tobacco original tobacco advertisement, spanning 1890 through 2015, have been donated to the National Museum of American History at the Smithsonian Institution.

The advertisements have been organized into themes such as health claims (doctors hawking cigarettes, medicinal cigarettes), health reassurance (light, mild, low tar), appealing imagery (glamour, style), association with popular culture (music, art, sports), targeting (eg. youth, women, African Americans), sponsorships (eg. Olympic Games), cultural icons (religious symbols, motorcycles, family pets), reassuring names (True, Merit, Vantage), global village (Latin America, Asian, Europe) and numerous other categories.

The entire tobacco advertising database is searchable by a number of metadata fields. These include manufacturer (eg RJ Reynolds), brand (eg. Camel), campaign (eg. Joe Camel), theme (eg. targeting youth), date, and key words.

SRITA scholarship focuses upon analyzing the channels used in advertising (eg. print, web, point of sale), imagery (eg. glamour, health reassurance), association with popular culture (eg music, art, sports), targeting (eg. youth, women, African Americans), sponsorships (eg. Olympic Games) and how industry practice has adapted regulations intended to constrain its advertising practices.

Pathophysiology of Otological Diseases:

For many years, I have been engaged in the study of the pathophysiology of ear diseases, particularly when commonly held beliefs did not adequately explain the properties and behaviors of the disorder. When inner ear malformations were described by nineteenth century eponyms and not considered with any harmonizing themes, I sought to rationalize their appearance by relating these anomalies to the embryology stages of the developing cochlea, semicircular canals, and vestibular & cochlear aqueducts. This system is now widely adopted.

The widely cited pathophysiological mechanism by which cholesterol granuloma of the petrous arise seemed implausible as similarly aggressive, bone-destroying lesions seldom occurred in other pneumatized locations. This led me to propose an exposed marrow theory which postulates that exrescent apical apical bone marrow was the source of ongoing hemorrhage which drives these lesion's aggressive behavior. A number of other studies have published confirmatory evidence for this mechanism.

Cholesteatoma is a common acquired disease the ear. All existing theories postulate that changes in the squamous epithelium of the tympanic membrane underlie cholesteatoma formation. However, none of these theories satisfactorily explained the behavior of the disease. Seeking in alternative mechanism, I considered the possibility that cholesteatoma was fundamentally a mucosal disease driven by abnormalities in migration of the mucosa and/or its mucous blanket. Along with several colleagues, we undertook animal and epidemiological approaches led support to this postulated mechanism.

CLINICAL TRIALS

- Subtotal Resection of Large Acoustic Neuromas With Possible Stereotactic Radiation Therapy, Not Recruiting

PROJECTS

- Electronic Cigarette Advertising and its Targeting of Youth - Stanford Research Into the Impact of Tobacco Advertising (9/26/2013 - 12/31/2015)
- Tobacco Advertising Targeting of African Americans - Stanford Research Into the Impact of Tobacco Advertising (9/26/2013 - 1/31/2015)
- Electronic cigarette marketing via social media channels - Stanford University

Teaching

GRADUATE AND FELLOWSHIP PROGRAM AFFILIATIONS

- Neurosciences (Phd Program)
- Neurotology (Fellowship Program)

Publications

PUBLICATIONS

- **Nicotine arms race: JUUL and the high-nicotine product market.** *Tobacco control*
Jackler, R. K., Ramamurthi, D.
2019
- **Over-the-Counter Tinnitus "Cures": Marketers' Promises Do Not Ring True.** *The Laryngoscope*
Vendra, V., Vaisbuch, Y., Mudry, A. C., Jackler, R. K.
2018
- **Ergonomic hazards in otolaryngology.** *The Laryngoscope*
Vaisbuch, Y., Aaron, K. A., Moore, J. M., Vaughan, J., Ma, Y., Gupta, R., Jackler, R. K.
2018
- **Long-Term Hearing Outcomes Following Stereotactic Radiosurgery in Vestibular Schwannoma Patients-A Retrospective Cohort Study.** *Neurosurgery*
Santa Maria, P. L., Shi, Y., Gurgel, R. K., Corrales, C. E., Soltys, S. G., Santa Maria, C., Murray, K., Chang, S. D., Blevins, N. H., Gibbs, I. C., Jackler, R. K.
2018
- **Occupational Noise Exposure and Risk for Noise-Induced Hearing Loss Due to Temporal Bone Drilling.** *Otology & neurotology : official publication of the American Otological Society, American Neurotology Society [and] European Academy of Otology and Neurotology*
Vaisbuch, Y., Alyono, J. C., Kandathil, C., Wu, S. H., Fitzgerald, M. B., Jackler, R. K.
2018; 39 (6): 693-99

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PRESENTATIONS

- Electronic cigarettes: The Good, Bad, and Ugly - Stanford University
- Get 'em Young and Train 'em Right: Tobacco Industry Targeting of Youth - USC Norris Cancer Center
- Tobacco Advertising - Stanford University