

## Everything Changes in Orthopaedics – with Research, for the Better

**T**hough he has centered his professional career around one institution — Duke University — for **James R. Urbaniak, M.D.**, orthopaedics is all about change.

“I’ve been amazed at the development of orthopaedic surgery,” Dr. Urbaniak remarked. “I had no idea it would be such a dynamic field with so many advancements. I thought what I learned in my residency was what I’d be doing for the next 20 years. Not even close. Innovations have come so fast!”

Dr. Urbaniak himself has fueled those innovations throughout his career. Research he began as a resident — and still pursues today — continues to improve success rates in clinical microvascular surgery, especially for patients suffering severe trauma.

“From the time I started my residency, I have been involved in orthopaedic research. I have worked with the microsurgical reconstruction of severely damaged limbs — musculoskeletal reconstruction of extremities — mostly to connect blood vessels and nerves,” said Dr. Urbaniak. “Occasionally after connecting the vessels in the reattached or transplanted part, no blood will flow. This is what we call no reflow, a phenomenon we’ve been struggling



**Farshid Guilak, Ph.D., Mr. Tony Seaber, Long-En Chen, M.D., Ph.D., and James R. Urbaniak, M.D. are key members of the Duke Orthopaedic Research Lab who are involved in molecular and microsurgical studies of the musculoskeletal system. All of these individuals have received OREF Grants and also were recipients of Orthopaedic Research Society Kappa Delta Awards.**

with for 25 years. When reattaching or revascularizing an arm, for example, getting skin, nerves, and muscles to survive and function depends on establishing sufficient blood flow for nourishment.”

No reflow has proven a complex challenge for a growing team of researchers that OREF has helped to support.

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*The Annual William W. Tipton Jr., M.D. Orthopaedic Leadership Award Nomination Form for 2007 is now available. To download the form or learn more about the Tipton Award, please log on to [www.oref.org](http://www.oref.org). The deadline for nominations is July 15, 2006.*

## Endow a Named Research Award Through OREF



**Charles A. Rockwood Jr., M.D.**  
Board Chairman

**B**ecause of generous contributions from our donors, for more than 50 years OREF has funded research and education that continue advancing orthopaedics. Many of the more than 2,500 grants funded by OREF have led to practical, clinical applications.

In this issue of *Impact*, we feature several articles about how and why individuals, corporations, and institutions make these contributions to OREF. The

*"Because of generous contributions from our donors, for more than 50 years OREF has funded research and education that continue advancing orthopaedics."*

cover story explores **James R. Urbaniak, M.D.**'s musculoskeletal reconstruction research, which was funded in part by OREF. Grateful for this funding, Dr. Urbaniak became a strong contributor — of money, as a Shands Circle member, and time, as Board member and Board Chairman for OREF. We also feature **Lawrence D. Dorr, M.D.** who, like

Dr. Urbaniak, is a Shands Circle member. Dr. Dorr explains why he thinks it's important for orthopaedic surgeons to support their specialty.

Last year, the **Orthopaedic Surgeons Network of Arizona (OSNA)** made a substantial, \$100,000 contribution to OREF's Annual Campaign. Included in this edition is a story in which OSNA co-founder and president, **John Bradway, M.D.**, represents OSNA members as he tells why they chose to give to OREF when deciding how to distribute their revenue.

Finally, **Mark Augusti** and **Scott Flora** describe why **Smith & Nephew** supports OREF at the highest, or Platinum, Corporate Associate level.

With these examples of how and why people give, I would like to remind you of a unique opportunity. Individuals and specialty orthopaedic organizations can endow named research awards through OREF, a special way to leave their legacy to orthopaedics. These contributions can be made as either cash or deferred gifts. Endowing research grants and awards will enable OREF to encourage and support promising young researchers for years to come. For more information on endowing OREF grants and awards, please contact **Gene Wurth** at wurth@oref.org or (847) 384-4362.

Thank you for your support.

Charles A. Rockwood Jr., M.D.  
Board Chairman

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# Collaboration for the Good of Orthopaedics

One traditional strength of OREF is its track record and ability to work closely with other orthopaedic organizations. Whether it is the AAOS, specialty societies, regional organizations, or state societies, OREF has been proud to be a partner working for the advancement of this specialty.

An example of this is our **Designated Giving Program** in which surgeons can support both OREF and the more focused research and educational programs of their specialty societies. By making an annual gift of \$1,000 or more through OREF, individuals can support OREF with an unrestricted gift of at least \$500, **and** designate the remainder of their gift of at least \$500 to one or more specialty orthopaedic organizations. This shared approach to annual support makes it possible for OREF to continue to fund its own research, while providing support for our partners' research and education efforts.

Similarly, corporate support through the OREF **Corporate Associates Program (CAP)** makes it easy for industry to contribute concurrently to OREF and to a number of other orthopaedic organizations. OREF does not charge any fee or retain any percentage of corporate gifts to societies for itself; we do encourage companies to support OREF above and beyond the levels of support to the societies, thereby enabling the specialty organizations and OREF to fulfill their research charters. We have had some great success in collaborating with industry and our specialty partners in securing and managing corporate support for collaborative projects such as the Pain Management Initiative, diversity

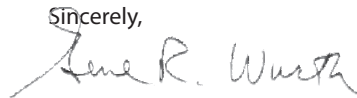
programs, and educational programs. A benefit to the supporting companies is that by having contributions for various societies go through OREF, the companies receive concise funding summaries that help them track their efforts. Company representatives have told us that they appreciate the convenience of making gifts to various organizations through OREF, and then receiving complete funding reports later.

OREF also partners with many societies to plan and complete **endowment campaigns** that will provide permanent support for their research and educational programs in the future. Because the preliminary planning for a successful campaign can be complex, we urge societies to involve OREF at a very early stage to better ensure success.

In all of these ways — and many more — OREF has been, and continues to be, a valuable partner to all organizations in orthopaedics. Working together we can achieve great things for the advancement of the specialty.

For more information about how OREF can collaborate for the good of your organizations, please contact any of the staff at OREF by logging on to **www.oref.org**.

Sincerely,



Gene R. Wurth  
President and CEO



**Gene R. Wurth**  
President and CEO

### About Impact

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Please direct comments about this publication to **communications@oref.org**

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## Shands Members Enjoy Gala in Chicago



**Joseph C. McCarthy, M.D.**  
Chairman,  
Shands Circle Committee

Chicago presents ample opportunity to eat great food and enjoy live entertainment, and OREF's 12th Annual Shands Circle Gala provided one venue for both.

From the 80th floor of the Aon Center, the **Mid-America Club** revealed spectacular views of the city from every angle while Shands members mingled during the reception. With the atmosphere set, a delicious dinner was served before brief remarks recognized OREF's Platinum Level contributors — those who give \$1 million and above. The evening ended with music and dancing.



Before Hurricane Katrina struck the Gulf coast, OREF had booked **Jimmy Maxwell**, a popular New Orleans musician, to provide music for the evening. When the Annual Meeting was relocated from New Orleans to Chicago, OREF booked Chicago's **City Lights Ensemble**, but also extended an invitation to Jimmy Maxwell to perform. This combination merged the sounds of two cities known for their music,



and offered the perfect atmosphere for an enjoyable evening.

If you were able to attend the 2006 Shands Circle Gala, we thank you for coming and hope you enjoyed the evening. If you would like to download portraits taken during the Gala please contact **Maureen Corcoran** at [corcoran@oref.org](mailto:corcoran@oref.org) or (847) 384-4360 for instructions. We hope you're looking forward to attending next year's Shands Circle Gala in San Diego.

## Charity that Ends at Home — Charitable Lead Trusts

If you would like your philanthropy to make an immediate impact while reducing the tax costs for your heirs in the future, a **charitable lead trust** may be just the plan you're looking for.

Many trust plans, such as charitable remainder trusts, are designed to pay income to you or your family before the remainder goes to a charitable organization. But a highly useful plan that's often overlooked — a charitable lead trust — does just the opposite.

This trust pays out income to a qualifying charitable organization for a number of years, but when the trust term is up, the principal goes to your heirs with reduced — or even eliminated — gift or estate taxes.

*"This trust pays out income to a qualifying charitable organization for a number of years, but when the trust term is up, the principal goes to your heirs with reduced — or even eliminated — gift or estate taxes."*

This is an outstanding way to transfer property to family members down the line (e.g., children and grandchildren) at a minimal tax cost, especially if you're well-to-do enough that you can forgo investment income on some assets.

### Benefits of a Lead Trust

A lead trust that benefits OREF at the start and members of your family later is created to save gift and estate taxes; it doesn't get an income tax charitable deduction.

By funding a charitable lead trust now, you may be able to exclude the trust income from your gross income and future appreciation from your estate. You will obtain a gift tax

Contact Shands Circle

To learn how to join the Shands Circle, or for more information on how to make contributions toward the 2007 Shands Gala, please contact:

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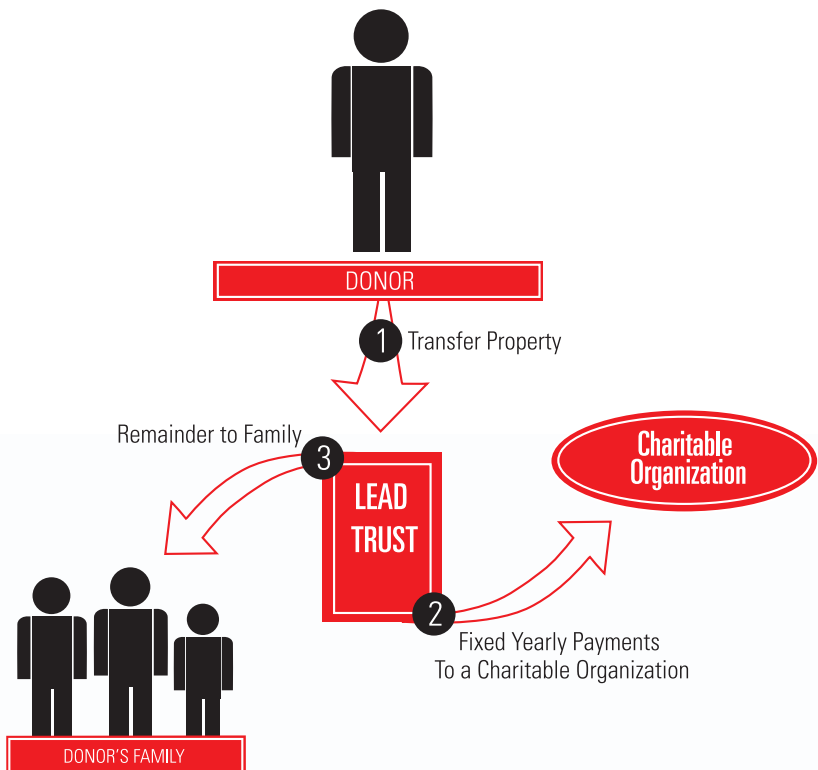


More than 450 people now make up the Shands Circle, including 13 who have joined Shands since January. Shands Circle members' contributions fund the OREF Endowment, which is comprised of a general fund for OREF that is directed by the Board of Trustees and more than 30 other funds for specific causes that benefit the larger orthopaedic community. As of March 31, 2006, the approximate cash value of the OREF Endowment was \$22.4 million. ■



deduction for the present value of the income interest given to us. If you create a lead trust by will, an estate tax charitable deduction will be allowed for the present value of the income interest bequeathed to OREF.

A lead trust is particularly gratifying because your benevolence makes it possible for OREF to fulfill its pressing needs much sooner, in comparison to a charitable remainder trust. To find out if a lead trust is right for you, please contact OREF President and CEO **Gene Wurth** at [wurth@oref.org](mailto:wurth@oref.org) or (847) 384-4362. We can assist your other financial advisors in computing your benefits. ■





## Lawrence D. Dorr, M.D. on Giving, Getting, and Leading

Investigator, academician, clinician, surgeon — **Lawrence D. Dorr, M.D.** has embraced all of orthopaedics, and supported its advancement by giving to research. According to Dr. Dorr, sharing one's resources to fund research is a responsibility that comes with the territory and starts right at home.

"I've been in some area of academic orthopaedics almost all of my career," explained Dr. Dorr. "I decided if I was going to be a leader in orthopaedics, I would have to be a responsible role model to younger orthopaedic surgeons as to what an orthopaedic surgeon should be and should do. I wanted to show residents, fellows, and young orthopaedic surgeons that you have to maintain a high level of research to maintain a high level of performance."

Beyond the role one plays, Dr. Dorr believes the orthopaedic surgeon's rewards are part of the equation.

"Just look at the economic success we all have as orthopaedic surgeons. We are some of the best paid individuals across all specialties, and that has been dependent on research," said Dr. Dorr.

"I'd put it this way. Just think: how much money would you make if all you could do is take care of fractures without operating, take care of post-polio patients, and treat bone infections? That's about all you could do without the research that's taken place in the last several decades."

In Dr. Dorr's view, recent research advancements have given orthopaedic surgeons enormous power, and a clear mandate.

"In the last 30 to 40 years in particular, implants to treat trauma and arthritis have been entirely driven by research. On that basis alone, orthopaedic surgeons have not only changed the nature of man, but of mankind. We've changed how long people live, how well they live, and we have benefited hugely based on the amount of money we make — all driven by research," explained Dr. Dorr. "Arthroscopy, how we take care of our patients, high-tech computer

navigation — all based on research. **Every orthopaedic surgeon needs to give back to fund research as a basis for what orthopaedic surgery has given to each of us and those who will follow."**

*"Just look at the economic success we all have as orthopaedic surgeons. We are some of the best paid individuals across all specialties, and that has been dependent on research."*

Dr. Dorr's support of orthopaedic research through OREF goes back more than 20 years. He has supported the Annual Campaign faithfully every year. In 1995, the Shands Circle received a pledge from Dr. Dorr and his wife, **Marilyn**, for cash gifts totaling \$100,000. To date, the Dorr's have exceeded that pledge, bringing their total giving to more than \$200,000.

Dr. Dorr says it's his time to give to OREF — and it may be your time, too.

"In the later stages of our careers, when we've enjoyed all the success of orthopaedic surgery and all our economic success, I call it the fourth stage. We need to give back. We have an obligation to give back. Giving at the level of Shands may be difficult for people early in their careers, but at this stage, we have an obligation."

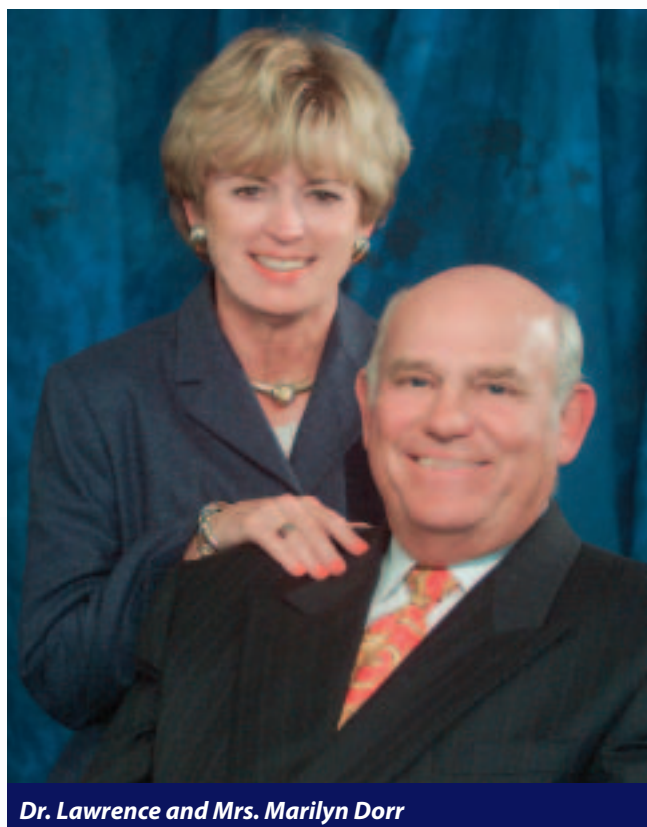
Dr. Dorr is also an active leader. He is former president of the American Association

of Hip and Knee Surgeons and of the Knee Society, and he will serve as president of the Hip Society in 2007. For his fellow members, Dr. Dorr has a reminder.

"All these associations are implant-oriented associations. Our members primarily treat arthritis, and the main treatment for arthritis is implants. Implant research has made patient care and patient treatment both high-tech and high-class. **Any progress we make through supporting OREF improves patient care and patient outcomes."**

Through his service on the Corporate Relations Committee, Dr. Dorr has seen firsthand how OREF's Corporate Associates have stepped up to the plate.

"I feel a sense of gratitude for implant manufacturers and other orthopaedic companies. They have generously contributed to OREF at significant levels and, I think, really got OREF off the ground in some ways. They have been an integral part of the progress we've made as a profession — and the benefits we enjoy as individuals. ■



**Dr. Lawrence and Mrs. Marilyn Dorr**

## OREF Corporate Associates — Committed to Funding Research



**DePuy Orthopaedics** — DePuy will provide OREF with \$75,000 per year to fund 15, \$5,000 Resident Grants. DePuy plans to continue this commitment for at least the next 10 years. For more details, please see the back cover.

**Pfizer** — OREF and the American Orthopaedic Association (AOA) are partnering with Pfizer Inc. to present a Pain Management Initiative that will determine practice patterns in orthopaedists' management of post-operative pain. This program began with an online survey that is available to all orthopaedic surgeons at [www.oref.org](http://www.oref.org). The response to date has been helpful and served as the basis for a recent Advisory Panel discussion. An Oversight Committee will review the data, and a summary report will be published when they are available this fall. It is our hope that this project will identify areas in research and education that warrant additional attention. If you have not done so already, please take a few minutes to log on to [www.oref.org](http://www.oref.org) to take the survey.

**Pfizer Medical Humanities Initiative (PMHI)**—PMHI provided an educational grant in support of OREF's 2006 Recognition Luncheon Program. During the Luncheon, OREF recognized long-time Order of Merit contributors — those who have made contributions of \$1,000

or more to the Annual Campaign. The Program included a discussion about diversity and social leadership with **Raul Perea-Henze, M.D., M.P.H.** as a featured presenter. **Robert L. Satcher, M.D.** also spoke on the topic of Leadership in Orthopaedic Surgery.

**Sanofi ~Aventis** — Sanofi ~Aventis has committed an educational grant to fund a Clinical Research Training Fellowship in total joint replacement including osteoarthritis, DVT prophylaxis, and other related studies. The recipient of this special fellowship will learn research study design, epidemiology and statistics, then conduct a major research project in total joint replacement. ■

For information regarding partnership opportunities or to find out more about OREF's Corporate Associates Program, please contact **Judy Sherr**, Vice President, Corporate Relations, at (847) 384-4356 or [sherr@oref.org](mailto:sherr@oref.org), or **Susan Serpico**, Coordinator, Corporate Relations, at (847) 384-4355 or [serpico@oref.org](mailto:serpico@oref.org).

OREF is proud to acknowledge these companies for their generous support. A strong and productive alliance with industry enables OREF to fund quality programs that advance the orthopaedic profession, ultimately leading to improved patient care.

### Platinum (\$200,000 & above)



## Smith & Nephew Presidents Discuss the Importance of Research

**Founded 150 years ago, Smith & Nephew has created devices that help to enhance orthopaedic patients' lives. With growing concerns about the cost of health care, research has become important in showing providers how orthopaedic devices can be cost efficient while helping restore patient lives. Recently, Mr. Mark Augusti, Smith & Nephew President of Orthopaedic Trauma and Clinical Therapies, and Mr. Scott Flora, Smith & Nephew President of Orthopaedic Reconstruction, spoke to Impact about the importance of research and why Smith & Nephew is committed to supporting OREF.**

### Why is Smith & Nephew committed to supporting OREF?

**Mark Augusti:** It's right in line with our company's commitment to support research and development and it's a good way to partner with an independent foundation that allows us to support research within the orthopaedic community.

**Scott Flora:** It's important to Smith & Nephew because it is a very good way for us to connect directly with our customers and support something that is important to them, and it adds value to the marketplace because the research supports procedure and product innovations that eventually take costs out of the health care system.

### Why are research and development initiatives important to Smith & Nephew?

**Mark Augusti:** We have a big initiative around innovation, and innovation is many pieces. Part of it is product development, extending existing technologies incrementally. Part of it is solving problems by developing new technologies. Then there is a piece that's taking known technologies and thinking differently about how you can use them, or what applications they can be used for. It's marrying those pieces together in a way that nobody has thought about before that is the real spark of innovation. I think that's why it's important to have relationships with OREF as well as many other leading institutions.

**Scott Flora:** Research and development are extremely important to Smith & Nephew for the obvious reason that we develop new products, but we also support third party research to help validate where the market is going and the true initiatives. That's where OREF comes in. It's very helpful that the research that goes on is not directed by Smith & Nephew. I also think it is very important to teach orthopaedic surgeons how to conduct research. That provides a valuable outcome for the continuous process of validating the importance of procedures that are done by orthopaedic surgeons into the value aspect of the health care system.

*"People talk about the fact that new products cost money, but the reality is that true innovation, true research, and new products are the only way we're moving the needle on productivity and better outcomes." — Mark Augusti*

### How do you think orthopaedic research benefits patients, the orthopaedic device industry, and the orthopaedic community as a whole?

**Mark Augusti:** I think research benefits patients by giving them a better quality of life, a better lifestyle; it helps them regain their lives. I think it's also the only way we truly get productivity through the health care system. People talk about the fact that new products cost money, but the reality is that true innovation, true research, and new products are the only way we're moving the needle on productivity and better outcomes. I think it makes sense to understand the health economic impact of new technology, and to understand when we have competing technologies, in the light of clinical outcomes and health economics, what really is the best solution.

**Scott Flora:** First and foremost, research has demonstrated how long materials last, and how long implants last. We have good research on procedures and procedural protocols that are accepted, and on emerging treatments and emerging procedures and protocols. Good research is also being done on the ever increasing problem of infections, especially with revisions.



*"I think it is the ultimate compliment to your customer that you support something that they're interested in, and our customers — orthopaedic surgeons — are interested in research." — Scott Flora*

### **What do you think OREF could do to enhance collaboration with the orthopaedic device industry?**

**Mark Augusti:** I think the ability to collaborate with directed giving toward more clinical areas or toward areas in which we would like to see the research conducted would be helpful. For example, as a company, it would be helpful to be able to focus on trauma. There are fewer residents going into trauma, meaning there isn't much quality research being done in that area. That's something that OREF could do to help provide for researchers in those areas and make it an area that residents are attracted to as their specialty.

**Scott Flora:** One of the things I like about OREF is that it has many programs that you can invest in and they're very willing to listen to ideas and to work with you. From an industry relations point of view, I rank OREF at the top of the people I work with because of the flexibility and the energy and the way that they position things. But the insurance companies and the government need to know why they should value the outcome of what orthopaedic surgery produces. I think that what we need is to move to more medical economics and value-driven outcome studies. The next big step is to show that doing a hip and knee, for example, even though it costs \$35,000, is a good deal when the outcome is considered.

### **What would you say to persuade a colleague in the orthopaedic device industry to support OREF?**

**Mark Augusti:** To the extent that it's important for the industry to support research, they should look at existing organizations that are doing a good job now. Our experience with OREF has been fantastic.

**Scott Flora:** I think it is the ultimate compliment to your customer that you support something that they're interested in, and our customers — orthopaedic surgeons — are interested in research. Smith & Nephew's values are built around restoring people's lives. OREF-funded research is producing good work, and I think it provides a great product for people. It's a great thing that should be invested in because it does restore people's lives. ■



**Mr. Mark Augusti, Smith & Nephew  
President of Orthopaedic Trauma and  
Clinical Therapies**



**Mr. Scott Flora, Smith & Nephew President  
of Orthopaedic Reconstruction**





*OREF's Leadership Breakfast presents a unique opportunity to network with distinguished OREF grant recipients, orthopaedic opinion leaders, and committed industry colleagues who support OREF's efforts to advance the orthopaedic community.*



*The 2006 AAOS Annual Meeting was an opportunity for OREF to recognize its individual, institutional, and corporate contributors. In 2005, OREF raised more than \$15 million in total support.*



*Orthopaedists had the opportunity to take one of three pain management surveys at the OREF exhibit. (For more details about the Pain Management Initiative sponsored by Pfizer Inc. please see page 7.)*



*During OREF's Leadership Breakfast, Charles A. Rockwood, M.D. thanked Stryker's representative, Peg Bradshaw, for their generous contribution. Over the past three years, Stryker has provided more than \$1 million in unrestricted funding to OREF, which reflects the highest level of corporate unrestricted support.*



*Robert L. Satcher, M.D., a member of the NASA astronaut program, and an OREF grant recipient (left), and Raul Perea-Henze, M.D., M.P.H., Senior Director of Pfizer Medical Humanities Initiative, compared notes on diversity and leadership in orthopaedics during OREF's Second Annual Recognition Luncheon.*



*OREF honored its long-time Order of Merit contributors — those who give \$1,000 or more to the Annual Campaign — with a special luncheon program supported by an educational grant from Pfizer Medical Humanities Initiative.*



**Everything Changes in Orthopaedics – with Research, for the Better**  
(continued from page 1)

"I started with local grants from orthopaedic alumni here at Duke, and obtained OREF grants at an early period, which provided a basis for NIH funding for 20 years," Dr. Urbaniak observed. "OREF helped give me and my partners in the lab the support we needed to get meaningful data, so that our research could expand. Others in my lab then became aware of OREF as a funding source and have, over the years, obtained funding from OREF in other related areas of research. **So OREF funding has fed a whole body of research at Duke."**

His message for clinicians? Dr. Urbaniak credits research with shaping patient care.

"Any orthopaedic surgeon, no matter what type of practice, must have an appreciation for the innovation and creativity that have made us all successful in the way we manage our patients. Without developments from research and the education of orthopaedic surgeons, our specialty would become sterile."

An Order of Merit contributor since 1985, Dr. Urbaniak joined the Shands Circle in 1996 when he and his wife, **Muff**, made a major bequest split 50-50 between the American Society for Surgery of the Hand (ASSH) and the American Orthopaedic Association (AOA). That gift was followed by a second major bequest earmarked for OREF.

Asked how he determined that split, Dr. Urbaniak explained, "I'm primarily a hand surgeon, so that answers the ASSH part, and

AOA has been, just like OREF, an organization that has benefited our entire profession. I've also given to OREF on an unrestricted basis. As an individual involved with receiving grants, I feel strongly that it is the people directly involved — those serving on the grants committee — who know where funding is needed most, so unrestricted gifts are very important."

*"I thought what I learned in my residency was what I'd be doing for the next 20 years. Not even close."*

Dr. Urbaniak has also given considerable time to OREF. He served as a Trustee from 1997 through 2004, including a term as Vice Chair, Development, and two years as Chairman.

"My tenure on the OREF Board was, without a doubt, my most rewarding experience in orthopaedic surgery. I really enjoyed engaging and working with OREF's competent and energetic staff, and with a group of enthusiastic orthopaedic surgeons serving with me on the Board. We all have appreciated the value of orthopaedic

**How Dr. Urbaniak's Research has Helped Your Practice**

**Topic:** Investigated musculoskeletal reconstruction of extremities to solve the problem of no reflow — connecting blood vessels to establish enough blood flow for nourishment.

**Results:** Improvement in success rates of clinical microvascular surgery. Muscle and nerve function and blood flow is restored to severely damaged limbs of patients whose extremities have been reattached.

**Patient Care Application of Results:** Patients regain use of their extremities that have been reattached or revascularized after severe trauma.

surgeons taking a leadership role in promoting the achievement of dynamic advancements in treatment in our specialty at such a rapid pace to benefit patients."

Dr. Urbaniak continues to take the lead, encouraging others to support orthopaedic research. With **Mr. John W. Brown**, Chairman of Stryker, Dr. Urbaniak is Co-chair of OREF's 50th Anniversary Capital Campaign. The Campaign seeks \$100 million to permanently endow more research through named research awards and gifts-in-common.

"I wish others would step forward and join us," Dr. Urbaniak said. "There's no question that OREF has played a major role in advancing new developments in orthopaedics. Without OREF, we simply couldn't be successful in our specialty." ■



*30-year-old male using a hand that was completely amputated and reattached by the Duke Microsurgical Team. Laboratory studies of the microcirculation formed the basis for successes in clinical replantation of complete amputations of hands and fingers.*



**Dr. and Mrs. James R. Urbaniak**



# OSNA Completes Circle of Giving with Generous Contribution

**The following organizations received support from OSNA's \$100,000 contribution.**

- |              |                  |
|--------------|------------------|
| <b>OREF</b>  | <b>AOSSM</b>     |
| <b>WOA</b>   | <b>ASES</b>      |
| <b>AAOS</b>  | <b>ASSH/AFSH</b> |
| <b>AAHKS</b> | <b>NASS</b>      |
| <b>AANA</b>  | <b>OTA</b>       |
| <b>AOFAS</b> | <b>POSNA</b>     |

The **Orthopaedic Surgeons Network of Arizona (OSNA)**, a source for quality assurance, peer review, and philanthropy, made a generous, \$100,000 contribution to OREF in 2005.

"We wanted to do something for our organization with broad orthopaedic appeal, something that would truly make a statement about where we are and what we've been doing in our decade of existence," explained OSNA co-founder and president, **John Bradway, M.D.** "It was a unanimous vote to make a contribution to OREF."

Founded by the necessity to improve interaction between Arizona orthopaedic surgeons and insurers, OSNA is established as a corporation that takes in nearly \$23 million annually. The company usually distributes any money left to its membership at the end of the year. In 2005, this amount was more substantial than it had been in previous years, leading OSNA members to make the considerable contribution to OREF.

Looking at potential giving levels, OSNA members decided to give an amount that would allow them to designate part of the contribution to orthopaedic specialty organizations, meaning each of nearly 100 OSNA members would give at least at the Silver Order of Merit — \$1,000 to \$2,499 — giving level.

"We decided to give at just above the Order of Merit Level and then designate some for specialty orthopaedic organizations since our OSNA groups represent virtually all of the orthopaedic specialties. We decided a nice round number of \$100,000 seemed right," Dr. Bradway said. "I truly credit our Board of Directors and members for this foresight and generosity."

OSNA's contribution was distributed among OREF and several other orthopaedic organizations. (Please see box).

### Closing the Circle

What made OSNA Directors and members decide on OREF as the organization through which they would provide their support?

"What better place?" asked Dr. Bradway. "We all make our living off of providing orthopaedic services. Most of what we do has been devised by research and our wells of education. **The seed that was planted somewhere, sometime ago was probably in either a clinical or laboratory research project that gave us the data, the new technique, or the understanding that became part of our practice. It is very much how we make our living and exist.**"

Dr. Bradway, who himself has given to OREF at the Order of Merit level for five years, understands the importance of research from his own training at Mayo Clinic where he was involved as a researcher. His project on avascular necrosis of the hip, a disease resulting from the temporary or permanent loss of the blood supply to the femoral

head, led to a financial grant, presentations, co-writing a paper, and continued research on the topic with his mentors **Bernard F. Morrey, M.D.**, and **Miguel Cabanela, M.D.**

"Also, a manuscript published with **William Cooney, M.D.** (OREF Vice Chair of Development) and **Peter Amadio, M.D.** about internal fixation of distal radius fractures is still quoted in many current studies as being one that was helpful to lay the foundation for understanding how those should be treated."

*"We wanted to do something for our organization with broad orthopaedic appeal; something that would truly make a statement about where we are and what we've been doing in our decade of existence."*

Because of his experience, as those of many of his current associates in OSNA, Dr. Bradway believes that other orthopaedic surgeons and institutions should consider it worthwhile to contribute to OREF.

"My colleagues and I have learned first hand that it takes considerable funding to bring important research to publication for the benefit of our practices and patients, Dr. Bradway said. "Everything we do in orthopaedic practice has some roots in research and education, and to contribute

### Annual Giving Levels

- Order of Merit - Platinum \$5,000 & Above
- Order of Merit - Gold \$2,500 - \$4,999
- Order of Merit - Silver \$1,000 - \$2,499
- Bronze \$500 - \$999
- Copper Up to \$499

*continued on page 17*



***OREF***  
***William W. Tipton Jr., M.D.***  
***Leadership Award***

*The 2007 Annual William W. Tipton Jr., M.D. Orthopaedic Leadership Award Nomination Form is now available. To download the form or learn more about the Tipton Award, please log on to [www.oref.org](http://www.oref.org). The deadline for nominations is July 15, 2006.*



***Orthopaedic Research  
and Education Foundation***

**The William W. Tipton Jr., M.D. Orthopaedic Leadership Endowment has been established by friends, colleagues, and organizations to recognize his accomplishments and unique character.**

**The William W. Tipton Jr., M.D. Leadership Award honors an individual who exhibits the type of leadership qualities and accomplishments that Bill Tipton was known for.**

### Members of the Tipton Review Committee

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Gordon Aamoth, M.D.	Larry Rosenthal, Ph. D
S. Terry Canale, M.D.	Michael Schafer, M.D.
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Paul DeRosa, M.D.	Ex Officio
Glenn Pfeffer, M.D.	Gene Wurth, J.D., M.B.A.

### Selection Criteria

#### Recognition by the Orthopaedic Community

*The successful nominee for this award...*

1. Is recognized as a leader among peers.
2. Has proven personal and professional reliability.
3. Demonstrates a commitment to the growth and prestige of Orthopaedics.

#### Individual Accomplishments / Actions

*The successful nominee for this award...*

4. Has achieved significant accomplishments for the specialty.
5. Understands and demonstrates the values of diversity in the specialty.
6. Adopts a "win-win" approach for controversy.

#### Values Exhibited by the Nominee

*The successful nominee for this award...*

7. Is committed to mentorship.
8. Is committed to team building and being a team player.
9. Is committed to "bridge-building."



The 2006 OREF William W. Tipton Jr., M.D. Leadership Award was presented to Richard J. Haynes, M.D. of Shriners Hospital, Houston, Texas. Throughout his more than 30-year career in orthopaedics, Dr. Haynes held various positions that epitomize his innate skills as a leader and educator. He has been actively involved teaching residents at 10 orthopaedic residency programs, and he is dedicated to AAOS' Diversity Committee and Leadership Fellows Program. He is a past president of the Western Orthopaedic Association and the president-elect of the American Board of Orthopedic Surgeons. Dr. Haynes has also won numerous awards and honors, including the 2005 Distinguished Service Award from the American Academy of Pediatrics Section on Orthopaedics.



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<p>American Academy of Ophthalmology            American Academy of Orthopaedic Surgeons            American Association of Hip and Knee Surgeons            American Board of Orthopaedic Surgery            American Orthopaedic Foot and Ankle Society            American Orthopaedic Society for Sports Medicine            American Osteopathic Academy of Orthopaedics            American Shoulder and Elbow Surgeons            American Society for Surgery of the Hand            Arizona Orthopaedic Society            Arthroscopy Association of North America            California Orthopaedic Association            Catholic Healthcare West            Connecticut Orthopedic Society            Eastern Orthopaedic Association            Florida Orthopaedic Society            Georgia Orthopaedic Society            Indiana Orthopaedic Society            Iowa Orthopaedic Society</p>	<p>J. Robert Gladden Orthopaedic Society            Kansas Orthopaedic Society            Knee Society            Michigan Orthopaedic Society            Missouri State Orthopaedic Association            National Association of Orthopaedic Nurses - Illinois            New York State Society of Orthopaedic Surgeons            Oregon Association of Orthopaedists, Inc.            Orthopedic Surgeons, P.S.C.            South Carolina Orthopaedic Association            Southern Orthopaedic Association            Tennessee Orthopaedic Society            Texas Orthopaedic Association            University of Colorado Health Sciences Center            Utah Orthopaedic Society            Virginia Orthopaedic Society            Western Orthopaedic Association            Wisconsin Orthopaedic Society</p>
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\*Contributors as of May 29, 2006.

To add your support to the Tipton Leadership Fund,  
 please contact **Gene Wurth** at wurth@oref.org or (847) 384-4362.



***Orthopaedic Research  
and Education Foundation***

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## OSNA Completes Circle of Giving with Generous Contribution

(continued from page 12)

to OREF gives those monies back. It makes perfect sense in terms of closing the circle."

### Founded out of Necessity

In 1994, Dr. Bradway and 20 of his colleagues realized they had a problem.

"There was a changing climate in the Phoenix metropolitan area with regard to insurers. We found that insurance companies — third party carriers — really had the upper hand in dealing with us," Dr. Bradway said.

*"Everything we do in orthopaedic practice has some roots in research and education, and to contribute to OREF gives those monies back. It makes perfect sense in terms of closing the circle."*

Realizing that other practice groups were most likely experiencing similar problems, Dr. Bradway and his colleagues decided to resolve the issue by partnering with these groups. The idea was to maintain separate practices, yet act as one entity to manage communication with insurance companies. The result was the formation of OSNA.

As a group, OSNA explored coding initiatives, ensuring that its members were applying appropriate codes for billing purposes. This meant a better, more productive atmosphere for both the orthopaedic surgeons and the insurers.

"We think we do a better job for the insurer. We can be more efficient, and because we do a better job in terms of quality management, we ask that they pay us more for that service," said Dr. Bradway.



**John Bradway, M.D. stands in front of OREF's 2006 Annual Meeting exhibit where OSNA is recognized as a top institutional contributor. OSNA members were also recognized individually for their contributions in OREF's 2005 Annual Report.**

This is not merely an assumption on Dr. Bradway's part. Insurance companies independently evaluated OSNA's data and compared that to regional and national norms. Among other criteria, the evaluation considered hospital stay, cost, and patient care, verifying that OSNA doctors do deliver high-quality, cost efficient care.

Since OSNA began more than 10 years ago, membership has grown from the initial 21 orthopaedic surgeons to nearly 100 members. With this growing membership, OSNA has taken on activities beyond negotiating with insurance companies.

"While that has worked, we have taken it to the next level and have developed many unique programs in terms of quality assurance and peer review," Dr. Bradway said. "We're trying to do something better to give back to patient care. Giving to OREF was a fun thing to do and had overwhelming approval from our members. ■

Please see page 18 to learn which institutions, hospitals, and physician groups contributed to OREF last year. For more information about Institutional Giving at OREF, please contact **Ed Hoover**, Director, Annual Giving at [hoover@oref.org](mailto:hoover@oref.org) or (847) 384-4354 or **Maria Aguirre**, Development Coordinator, at [aguirre@oref.org](mailto:aguirre@oref.org) or (847) 384-4357.




# INSTITUTIONS, HOSPITALS, PHYSICIAN GROUPS

## Departmental Contributions to OREF in 2005

### \$100,000 & above

**OSNA**® \*\* Orthopaedic Surgeons Network of Arizona Phoenix, AZ  
Orthopedic Surgeons Network of Arizona

### \$70,000 - \$99,999

 \*\* Hospital For Special Surgery New York, NY

### \$20,000 - \$29,999

Brown University School of Medicine\*\* Providence, RI  
 Case Western Reserve University\* Cleveland, OH  
 Duke University Medical Center\*\* Durham, NC  
 Massachusetts General Orthopaedic Associates\*\* Boston, MA  
 Medical College of Wisconsin\*\* Milwaukee, WI  
 NYU - Hospital for Joint Diseases\*\* New York, NY  
 SUNY Upstate Medical Center\*\* Syracuse, NY  
 University of California San Francisco\*\* San Francisco, CA  
 University of Iowa Hospitals\*\* Iowa City, IA  
 University of Minnesota\*\* Minneapolis, MN  
 University of Rochester Medical Center\*\* Rochester, NY  
 University of Virginia\*\* Charlottesville, VA  
 University of Wisconsin Hospital & Clinic\*\* Madison, WI

### \$10,000 - \$19,999

Beth Israel Deaconess Medical Center\*\* Boston, MA  
 Boston University School of Medicine\*\* Boston, MA  
 Children's Orthopaedic Surgery Foundation, Inc.\*\* Boston, MA  
 Columbia University - College of Physicians and Surgeons\*\* New York, NY  
 Emory Orthopaedic Clinic\*\* Atlanta, GA  
 Loyola University of Chicago\*\* Chicago, IL  
 Mayo Clinic Graduate School of Medicine\* Rochester, MN  
 Southern Bone & Joint Specialists (Golf Outing) Dothan, AL  
 UMDNJ - New Jersey Medical School\*\* Newark, NJ  
 University of Cincinnati Medical Center\*\* Cincinnati, OH  
 University of Maryland\*\* Baltimore, MD  
 University of Missouri (Columbia)\*\* Columbia, MO

Washington University School of Medicine\* St. Louis, MO

### \$5,000 - \$9,999

Arthritis and Joint Center of Florida (Golf Outing) Melbourne, FL  
 University of Nebraska Medical Center\*\* Omaha, NE  
 University of Pittsburgh Medical Center\*\* Pittsburgh, PA

### Up to \$4,999

Baylor University Medical Center Dallas, TX  
 Long Island Jewish Medical Center\*\* Great Neck, NY  
 Medical University of Ohio Toledo, OH  
 Sports and Orthopaedic Specialists Edina, MN  
 SUNY - University at Buffalo Buffalo, NY  
 University of Miami School of Medicine Miami, FL  
 Yale University School of Medicine\* New Haven, CT

### Resident Contributions

Boston University School of Medicine Boston, MA  
 Hospital for Special Surgery New York, NY  
 University of Alabama Medical Center Program Birmingham, AL  
 University of California San Diego Medical Center San Diego, CA  
 University of Cincinnati Medical Center Cincinnati, OH  
 University of Iowa Hospitals Iowa City, IA  
 University of Minnesota Minneapolis, MN  
 University of Pittsburgh Medical Center Pittsburgh, PA  
 University of Virginia Charlottesville, VA

\*\* 100% Order of Merit \*100% Participation

For more information about Institutional Giving at OREF, please contact **Ed Hoover**, Director, Annual Giving at [hoover@oref.org](mailto:hoover@oref.org) or (847) 384-4354 or **Maria Aguirre**, Development Coordinator, at [aguirre@oref.org](mailto:aguirre@oref.org) or (847) 384-4357.



# Please Support OREF's 2006 Annual Campaign

## Personal Data

(Print name clearly as you wish it to be recognized in the OREF Annual Report.)

Name: \_\_\_\_\_

## A Preferred Address: Home Business

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## B Annual Giving Levels:

Order of Merit—Platinum	\$5,000 & Above
Order of Merit—Gold	\$2,500-\$4,999
Order of Merit—Silver	\$1,000-\$2,499
Bronze	\$500-\$999
Copper	Up to \$499

Enclosed is my check for the 2006 calendar year in the amount of \$ \_\_\_\_\_ .

I would like to pledge \$ \_\_\_\_\_ for 2006.

Please remind me of my pledge during the month of \_\_\_\_\_ .

Charge my contribution of \$ \_\_\_\_\_ to my:  Visa  Mastercard  AMEX

Signature: \_\_\_\_\_

Print name as it appears on credit card: \_\_\_\_\_

Account No. \_\_\_\_\_

(For AMEX: Please include both embossed and printed numbers, and AMEX Credit Card billing address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Please send me an **Order of Merit** Certificate.

\* For details about Shands Circle membership or about contributing to endowment funds, please contact **Gene Wurth** at (847) 384-4362 or wurth@oref.org

## C Memorials and Tributes

(Please check one):

My contribution is in:  Memory of  Tribute to

Honoree: \_\_\_\_\_

Please send an acknowledgement of this memorial/ tribute to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## D Designated Giving Program for Annual Giving\*

**Order of Merit** members (contributions of or exceeding \$1,000 annually) have the opportunity to designate support for specialty societies through their annual contribution to OREF.

*NOTE: Contributions less than \$1,000 may not be designated.*

I understand that a minimum of **\$500** of my annual Order of Merit contribution is **unrestricted** to OREF. I have indicated below the total amount I'd like to designate to OREF and to these specialty societies:

\$ _____	<b>OREF</b>	\$ _____	KS
\$ _____	AAOS	\$ _____	LLRS
\$ _____	AAHS	\$ _____	MAOA
\$ _____	AAHKS	\$ _____	MSTS
\$ _____	AANA	\$ _____	NASS
\$ _____	AOA	\$ _____	OLC
\$ _____	AOFAS	\$ _____	ORA
\$ _____	AOSSM	\$ _____	ORS
\$ _____	ASES	\$ _____	OTA
\$ _____	ASIA	\$ _____	POSNA
\$ _____	ASSH/AFSH	\$ _____	RJOS
\$ _____	CSRS	\$ _____	SICOT
\$ _____	EOEF	\$ _____	SOA
\$ _____	HS	\$ _____	SOMOS
\$ _____	ISAKOS	\$ _____	SRS
\$ _____	JRGS	\$ _____	WOA
		\$ _____	<b>Total Gift</b>

For more information, please contact **Ed Hoover** at hoover@oref.org or (847) 384-4354 or **Maria Aguirre** at aguirre@oref.org or (847) 384-4357.

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## OREF Announces New Resident Research Grants

### DePuy/OREF Resident Research Grants

DePuy has recently committed to supporting 15 Resident Research Grants of \$5,000 each through OREF, totaling \$75,000 annually. The DePuy/OREF Resident Grants are meant to provide funding to

residents who are interested in research, but who do not necessarily want to pursue research careers. These grants will assist residents who will have the opportunity to work with mentors on ongoing research projects.



### Eligibility Requirements:

- **The principal investigator must be an orthopaedic surgery resident in an approved orthopaedic program in the United States.**
- **If desired, the resident may work with a funded investigator on an ongoing research project.**

**Each recipient will receive \$5,000 to cover research expenses.**

Applications for the DePuy/OREF Resident Research Grants are available at [www.oref.org](http://www.oref.org) and deadline for submission is Oct. 2. For residents who are interested in preparing for a career with research as a major component, OREF continues to offer Resident Clinician Scientist Training Grants. For more information about OREF grants please log on to our Web site, or contact **Jean McGuire** at [mcguire@oref.org](mailto:mcguire@oref.org) or (847) 384-4348; **Mary Marino** at [marino@oref.org](mailto:marino@oref.org) or (847) 384-4359; or **Carmen Metoyer** at [metoyer@oref.org](mailto:metoyer@oref.org) or (847) 384-4351.

