

KNOWLEDGE MATTERS

With medical information only a few clicks from patients' fingertips, growing interdependency with orthopaedic surgeons and the need to meet government regulations, companies serving the orthopaedic field face significant challenges in helping health care professionals and patients gain and manage knowledge.

OREF is pleased to recognize on page 25 nine companies that met some of these challenges, in part by collectively providing \$6.7 million for 2011-2012 OREF Clinician Development Program (CDP) grants. CDP grant recipients are listed on pages 21-24.

THINKING AHEAD

By funding these grant opportunities, OREF'S CDP partners ensure orthopaedists will continue to advance their skills.

"A drastic increase in the aging population coupled with the expected rise in the need for joint replacement surgeries (174% hips and 673% knees, respectively) will result in a severe shortage of orthopaedic surgeons," said **Ms. Audrey Beckman**, senior vice president, Zimmer Institute for Zimmer, Inc. "Zimmer will continue to work with OREF and other education and research organizations to support efforts to introduce medical students to the positive aspects of the orthopaedic specialty earlier in their education and support them with the necessary training and education throughout their careers."

Similarly, hospitals and other providers that make up the care delivery system will need to re-form to provide the best possible care for their patients. Industry plays an important role in accomplishing this goal.

"We have begun designing educational programs for hospital customers to help them pursue more efficient ways of providing patient care," said **Ms. Peg Bradshaw**, senior director of medical education for Stryker Orthopaedics. "Our goal is to develop meaningful learning opportunities that meet the unique needs of health care professionals at every stage of their careers."

Ms. Bradshaw said that Stryker is also broadening access to these educational programs so that health care

professionals worldwide can reap the benefits and pass them along to their patients.

TAILOR MADE

As medical information has become more accessible to patients, orthopaedic device and pharmaceutical companies have had to answer increased demand for improved treatment methods.

"Patients are turning to many sources for information on treatments, including device manufacturers," said **Mr. Bill Kolter**, corporate vice-president, government affairs, public affairs and corporate communication for Biomet. "As an industry, we must be diligent in providing patients with information that is useful without creating unrealistic expectations."

According to Ms. Beckman, patients are looking for improved joint replacements that not only allow them to regain mobility, but also let them resume their active lifestyles.

"Zimmer's innovation pipeline is focused on customizable technologies that enable personalized care for a wide range of patients," Ms. Beckman said. "Zimmer aims to build a portfolio of solutions that addresses the unique needs of each patient, throughout the continuum of care."

Mr. Steve Schwartz, senior vice president of Synthes, agreed, acknowledging the growing number of older patients who sustain fractures. "One of Synthes' main clinical initiatives is management of fragility fractures for geriatric patients. With baby boomers now crossing the traditional retirement-age threshold, we anticipate that they will require new treatment options to address their activities and their expectations."

Biomet also is focused on the individual needs of patients and the surgeons who care for them. "Biomet was built on the concept that each surgeon requires the right tools for each patient," said Mr. Kolter. "It's our job to provide tools to address the entire spectrum of patient conditions and not force the surgeon to 'make it work.'"

Applying the newest advances in electronics is another way in which industry can help orthopaedists answer their patients' questions about the newest treatment options.

“One of our customers’ greatest challenges is managing patient care more efficiently, so we are focused on customer solutions that help them reach this goal,” Ms. Bradshaw of Stryker explained. “Earlier this year, we launched the industry’s first iPad applications designed specifically for orthopaedic surgeons to help deliver instant and updated information on the safe and effective use of our products.”

ECONOMICS

As technology progresses and patient demand for it increases, a growing number of constituencies are concerned with its value. “Medtronic’s clinical care initiatives are not only innovative on the product front but also include innovations that provide value to the hospital,” said **Mr. Matt Thomas**, vice president of therapies, education and access for Medtronic Spinal.

Mr. Kolter agrees that, even with Biomet’s proven track record of long-term clinical success, it must still prove the value of its innovations.

“We need to ensure that patients, policymakers and payors recognize the tremendous benefits of orthopaedic specialty care,” Mr. Kolter explained. “In a changing environment that is increasingly focused on payor concerns, it will be important for all members of the orthopaedic community to reinforce the clinical and economic value delivered by orthopaedic specialty care.”

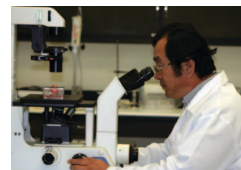
As Mr. Thomas noted, government is another key to driving new technologies and treatment options.

“Medtronic is committed to working with the Food and Drug Administration and other stakeholders to bring medical technology innovation to patients faster,” Mr. Thomas said. “This means we are in favor of a strong and fully funded FDA, and predictability and consistency within the regular review process.”

Mr. Schwartz of Synthes also highlighted the importance of government policy. “Synthes’ overriding focus is providing the best possible comprehensive care for all trauma patients, including geriatric trauma patients. Geriatric patients who sustain fractures typically have multiple comorbidities in addition to musculoskeletal issues,” Mr. Schwartz explained. “Delivery of care for these patients requires fair and timely reimbursement for all parties. A partnership between industry and government can establish a new paradigm that will improve the delivery, quality and cost of health care.” ■

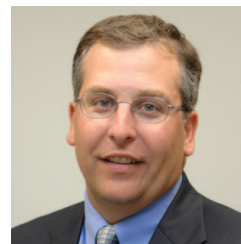
OREF...AS SEEN IN AAOS NOW

The American Academy of Orthopaedic Surgeons (AAOS) publishes OREF news and articles in its monthly journal, *AAOS Now*. To read copies of published articles, such as those listed below, log on to www.oref.org/oref-aaosnow.



TOTAL JOINT

Narrowing the focus on aseptic loosening: OREF grant recipient examines role of mononuclear cells



SPINE

BMPs: In search of the balance—OREF funds novel research to enhance the effect of BMP in spinal fusions



WRIST

Mapping the dart thrower’s arc: Grant recipients use OREF funding to study wrist motion



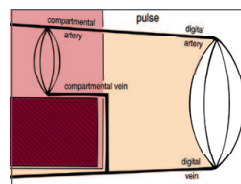
RESULTS

More treatment options and better outcomes: OREF-funded researchers continue to deliver



SPINE

Solving the mysteries of scoliosis: OREF grant recipients look for genetic link



TRAUMA

Early support shapes a career: Grant recipient credits OREF funding for motivating his interest in academic orthopaedics