

# Orthopedics This Week

## WEEK IN REVIEW

**4 Ousted Orthofix Execs File Court Challenge >>** Three former Orthofix executives have filed an application for arbitration with the California Superior Court asking, among other things, to compel Orthofix Medical, Inc. to address their claims surrounding their abrupt dismissal in September 2023.

**6 \$55M Series A for 3D Printed Ortho Implants >>** Durham, North Carolina-based restor3d, purchaser last September of Conformis, Inc, has closed a \$55 million Series A funding round. The company will use the funding to continue to develop personalized medical solutions. Per the press release, this includes the introduction of “new patient-specific implant systems for total ankle and shoulder replacements.”

**7 What Most Med Tech Managers Get Wrong >>** What most med tech managers get wrong is logistics. Yet, mastering med tech logistics delivers better sales, profits, stability, happier surgeons and more restful nights. One company, above all, has made logistics excellence inevitable. Here is the story of Global Med Logistix.



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For all news that is ortho, read on.

**CLICK HERE TO DOWNLOAD A PDF VERSION OF THIS WEEK'S NEWSLETTER**

# Orthopedic Power Rankings

## Robin Young's Entirely Subjective Ordering of Public Orthopedic Companies

**THIS WEEK:** On average, orthopedic and spine equities fell 3.16% in the last 30 days while the broader market, S&P 500, is up 2.99%. It's not just ortho and spine, all life sciences is dragging. Certainly, there are headwinds, rising costs of raw materials, shipping, personnel shortages and rising costs of clinical studies and marketing in general. Countering that are stronger than expected procedure growth rates and better care outcomes. But the real issue is that growth capital is moving to computational, generative AI and digital companies. This week, a mid-year report card for each company on the Power Rankings.

| RANK | LAST WEEK | COMPANY              | TTM OP MARGIN | 30-DAY PRICE CHANGE | COMMENT   |
|------|-----------|----------------------|---------------|---------------------|---|
| 1    | 3         | Integra LifeSciences | 10.98%        | 4.94%               | Getting the Boston plant running again is a key gating issue. The Acclarent acquisition is a big positive. For 1H 2024, expect respectable 10%+ sales growth, down earnings, but positive margin trends.    |
| 2    | 2         | Smith & Nephew       | 14.46         | (1.21)              | Personalized (to the patient or surgeon?) robotic system launch a key 1H 2024 announcement. For Q2, we expect to see \$1.45 billion in sales, up from \$1.379 billion in 2023, up 5.1%.                     |
| 3    | 1         | Pacira Biosciences   | 9.05          | (6.74)              | Raises \$250 million via convertible debenture, then starts buying back \$150 million of its stock. At the mid-year mark expecting 1.10% sales growth and down earnings. Lots of future value in PCRX.      |
| 4    | 7         | Medtronic            | 19.17         | (4.80)              | Michael Carter, MDT Spine's general manager, met with spine surgeons at this past week's Spine Think Tank. Reiterated MDT's clear and bold vision of a computational future of spine care.                  |
| 5    | 10        | Medacta              | 13.00         | 4.68                | For the first half of 2024, we're expecting 17% sales growth although, based on Q1's experience, probably flattish earnings. One of the most profitable companies in ortho.                                 |
| 6    | 6         | Globus Medical       | 13.71         | (0.91)              | Effects of NUVA and its integration continue to wash through sales and earnings. 1H sales will be up more than 100%. Earnings, apples to apples, will be up slightly. Key is op profit margin. Should rise. |
| 7    | 5         | Conmed               | 9.63          | (10.26)             | CNMD keeps outperforming its valuation. Expect 1H 2024 sales to rise 8% or more. And earnings? Up as much as 10%. At these (reduced) prices, just more attractive.  |
| 8    | 4         | Bioventus            | 4.34          | (10.00)             | Only 3 analysts cover BVS. Still in recovery mode. Expect 1H sales to be essentially flat with last year. Down earnings. The key is how management is repairing and building cash flow streams.             |
| 9    | 8         | Zimmer Biomet        | 20.78         | (9.61)              | Big fan of Ivan Tornos and the recent focus on ASC. For 1H 2024, we're expecting a respectable 6.40% YOY sales growth and 9% earnings growth. ZBH outperforming its valuation.                              |
| 10   | 9         | Orthofix             | (6.17)        | (12.97)             | Michael Finegan in as board Chair. Gob smacked at the strength of Califfiore's new team. For 1H 2024, we're expecting just 4% sales growth and losses.  |

# Robin Young's Orthopedic Universe

## TOP PERFORMERS LAST 30 DAYS

|    | COMPANY              | SYMBOL | PRICE    | MKT CAP   | 30-DAY CHG |
|----|----------------------|--------|----------|-----------|------------|
| 1  | Aurora Spine         | ASG.V  | \$0.22   | \$17      | 15.32%     |
| 2  | AxoGen               | AXGN   | \$7.00   | \$306     | 12.90%     |
| 3  | Integra LifeSciences | IART   | \$29.51  | \$2,325   | 4.94%      |
| 4  | Medacta              | MOVE   | \$140.22 | \$2,804   | 4.68%      |
| 5  | Anika Therapeutics   | ANIK   | \$26.00  | \$386     | 2.32%      |
| 6  | Stryker              | SYK    | \$342.64 | \$130,529 | 2.15%      |
| 7  | Globus Medical       | GMED   | \$66.52  | \$8,984   | -0.94%     |
| 8  | Smith & Nephew       | SNN    | \$25.32  | \$11,069  | -1.21%     |
| 9  | Johnson & Johnson    | JNJ    | \$148.75 | \$357,994 | -3.09%     |
| 10 | Medtronic            | MDT    | \$81.64  | \$104,685 | -4.80%     |

## WORST PERFORMERS LAST 30 DAYS

|    | COMPANY              | SYMBOL | PRICE   | MKT CAP | 30-DAY CHG |
|----|----------------------|--------|---------|---------|------------|
| 1  | SINTX Technologies   | SINT   | \$5.65  | \$3     | -69.49%    |
| 2  | Dynatronics Corp     | DYNT   | \$0.32  | \$2     | -24.63%    |
| 3  | SI-BONE, Inc         | SIBN   | \$12.17 | \$501   | -13.26%    |
| 4  | Orthofix             | OFIX   | \$12.68 | \$476   | -12.97%    |
| 5  | Xtant Medical Hldgs  | XTNT   | \$0.68  | \$89    | -12.81%    |
| 6  | MicroPort Scientific | O853   | \$0.77  | \$1,406 | -12.04%    |
| 7  | OrthoPediatics Corp  | KIDS   | \$29.24 | \$697   | -11.79%    |
| 8  | ZimVie               | ZIMV   | \$15.49 | \$423   | -11.08%    |
| 9  | ConMed               | CNMD   | \$67.10 | \$2,067 | -10.26%    |
| 10 | Bioventus            | BVS    | \$5.67  | \$451   | -10.00%    |

## LOWEST PRICE / EARNINGS RATIO (TTM)

|   | COMPANY            | SYMBOL | PRICE    | MKT CAP   | P/E   |
|---|--------------------|--------|----------|-----------|-------|
| 1 | Johnson & Johnson  | JNJ    | \$148.75 | \$357,994 | 19.31 |
| 2 | Medtronic          | MDT    | \$81.64  | \$104,685 | 19.87 |
| 3 | Pacira Biosciences | PCRX   | \$28.65  | \$1,334   | 23.32 |
| 4 | ConMed             | CNMD   | \$67.10  | \$2,067   | 25.39 |
| 5 | Zimmer Biomet      | ZBH    | \$107.86 | \$22,190  | 26.21 |

## HIGHEST PRICE / EARNINGS RATIO (TTM)

|   | COMPANY             | SYMBOL | PRICE    | MKT CAP   | P/E    |
|---|---------------------|--------|----------|-----------|--------|
| 1 | Xtant Medical Hldgs | XTNT   | \$0.68   | \$89      | 134.24 |
| 2 | Globus Medical      | GMED   | \$66.52  | \$8,984   | 57.96  |
| 3 | Medacta             | MOVE   | \$140.22 | \$2,804   | 54.69  |
| 4 | Smith & Nephew      | SNN    | \$25.32  | \$11,069  | 42.09  |
| 5 | Stryker             | SYK    | \$342.64 | \$130,529 | 35.45  |

## LOWEST P/E TO GROWTH RATIO (EARNINGS ESTIMATES)

|   | COMPANY            | SYMBOL | PRICE    | MKT CAP   | PEG   |
|---|--------------------|--------|----------|-----------|-------|
| 1 | Smith & Nephew     | SNN    | \$25.32  | \$11,069  | -5.26 |
| 2 | ConMed             | CNMD   | \$67.10  | \$2,067   | 1.04  |
| 3 | Medacta            | MOVE   | \$140.22 | \$2,804   | 1.96  |
| 4 | Pacira Biosciences | PCRX   | \$28.65  | \$1,334   | 2.40  |
| 5 | Stryker            | SYK    | \$342.64 | \$130,529 | 3.19  |

## HIGHEST P/E TO GROWTH RATIO (EARNINGS ESTIMATES)

|   | COMPANY              | SYMBOL | PRICE    | MKT CAP   | PEG  |
|---|----------------------|--------|----------|-----------|------|
| 1 | Xtant Medical Hldgs  | XTNT   | \$0.68   | \$89      | 6.71 |
| 2 | Integra LifeSciences | IART   | \$29.51  | \$2,325   | 5.45 |
| 3 | Medtronic            | MDT    | \$81.64  | \$104,685 | 4.51 |
| 4 | Zimmer Biomet        | ZBH    | \$107.86 | \$22,190  | 3.79 |
| 5 | Johnson & Johnson    | JNJ    | \$148.75 | \$357,994 | 3.71 |

## LOWEST PRICE TO SALES RATIO (TTM)

|   | COMPANY          | SYMBOL | PRICE   | MKT CAP | PSR  |
|---|------------------|--------|---------|---------|------|
| 1 | Dynatronics Corp | DYNT   | \$0.32  | \$2     | 0.04 |
| 2 | Orthofix         | OFIX   | \$12.68 | \$476   | 0.64 |
| 3 | Nevro Corp       | NVRO   | \$8.83  | \$324   | 0.76 |
| 4 | Aurora Spine     | ASG.V  | \$0.22  | \$17    | 0.85 |
| 5 | Bioventus        | BVS    | \$5.67  | \$451   | 0.88 |

## HIGHEST PRICE TO SALES RATIO (TTM)

|   | COMPANY             | SYMBOL | PRICE    | MKT CAP   | PSR  |
|---|---------------------|--------|----------|-----------|------|
| 1 | Stryker             | SYK    | \$342.64 | \$130,529 | 6.37 |
| 2 | Globus Medical      | GMED   | \$66.52  | \$8,984   | 5.73 |
| 3 | Medacta             | MOVE   | \$140.22 | \$2,804   | 5.49 |
| 4 | OrthoPediatics Corp | KIDS   | \$29.24  | \$697     | 4.68 |
| 5 | Johnson & Johnson   | JNJ    | \$148.75 | \$357,994 | 4.20 |

PSR: Aggregate current market capitalization divided by aggregate sales and the calculation excluded the companies for which sales figures are not available.

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# Ousted Orthofix Execs File Court Challenge

BY KIM DELMONICO



Source: Orthopedics This Week, Vecteezy and kaming.hitam, Orthofix

Three former Orthofix executives have filed an application for arbitration with the California Superior Court asking, among other things, to compel Orthofix Medical, Inc. to address their claims surrounding their abrupt dismissal in September 2023.

According to the claimants, under their Dispute Resolution Agreement [DRA] with Orthofix Medical, Inc., they are entitled to an arbitration hearing.

The application was filed against Orthofix Medical, Inc., former interim CEO Catherine Burzik and Wayne Burns, a member of Orthofix's Board of Directors as well as its audit and

finance and compliance and ethics committees.

The claimants are former Orthofix Chief Executive Officer Keith Valentine, former Orthofix Chief Financial Officer John Bostjancic, and former Orthofix Chief Legal Officer Patrick Keran [collectively the "executives"].

The three former Orthofix executives are asking the court to do a number of things.

- First, per the application, "appoint the same neutral arbitrator to hear Petitioners' arbitration demands." The executives claim that since December 2023 they have been

trying to get Orthofix to agree to an arbitrator as required by the DRA. They allege that these efforts have failed and that under the DRA the court can appoint the arbitrator.

- Second, they claim that the court can and should appoint one neutral arbitrator to oversee the matter. The executives are asking the court to "relate Petitioners' arbitration demands before the same neutral arbitrator."
- Third, the executives are asking that the court "consolidate Petitioners' arbitration demands to be decided in a single arbitration proceeding

before the same neutral arbitrator appointed by the Court.”

The executives assert that Orthofix seeks the appointment of separate arbitrators to hear the separate arbitration demands and they’ve asked that their arbitration claims be heard by the same arbitrator because their arbitration demands allegedly “arise from the identical Severance Agreements and the same transaction, and involve identical claims, witnesses, evidence, parties, dates and events and common issues of law or fact, and are governed by the DRA, so that it would be unfair and inefficient, and unduly risk conflicting rulings if they were heard by different arbitrators.”

The executives claim that Orthofix opposes consolidation because it is allegedly not permitted under the DRA. However, the executives argue that the DRA only prohibits class actions, not “consolidation of virtually identical claims.”

The executives are also asking that the court compel Burzik and Burris to arbitration.

It appears that Burzik and Burris are claiming that they have not consented to arbitration.

The executives claim that under the DRA employment claims must be submitted to arbitration whether

those claims are brought against the company, its officers, or its directors.

The executives claim that interpreting the arbitration provision as not reciprocal “runs counter to the law and is both illogical and unfair.”

In September 2023 Orthofix announced its leadership change. According to the company, the decision to terminate the executives was “for cause” and was a “unanimous decision” by the Orthofix Board’s independent directors. For OTW’s original coverage of the termination of the Orthofix executives, see “[Purge at Orthofix.](#)” ♦



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1. Arnold PM, et al. Spine. 2016;41(13):1075-1083.  
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 3. Arnold PM, et al. Neurosurgery. 2023;92(4):726-733.

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# \$55M Series A for 3D Printed Ortho Implants

BY KIM DELMONICO



Source: restor3d

**D**urham, North Carolina-based restor3d, purchaser last September of Conformis, Inc, has closed a \$55 million Series A funding round.

See [“Conformis Lives to Fight Another Day”](#) for more information about restor3d’s purchase of Conformis.

Private investors, including Summers Value Partners, and existing investors led the funding round. Trinity Capital also led with an additional \$15 million in debt financing.

restor3d specializes in 3D printed orthopedic implants, focusing on personalized medical solutions. This investment will enable the company to expand and innovate in a number of targeted areas.

restor3d will use the funding to continue to develop personalized

medical solutions. Per the press release, this includes the introduction of “new patient-specific implant systems for total ankle and shoulder replacements.” The new systems will provide “3D printed solutions that fit the unique anatomy and pathology of individual patients.” Some of the funding will also be used to develop restor3d’s “porous press-fit knee enabled by 3D printing of both the tibial and femoral components.”

restor3d will also use some of the funds to grow its “rapid in-house ‘powder to sterile product’ production environment.” This investment will expand its capacity for growth as well as improve implant delivery time while also lowering production costs. The funding will additionally be used to fuel growth by going towards “cutting-edge software and design automation solutions.”

Some of the new funding will support the development of restor3d’s educational initiatives. This includes training for both surgeons and sales teams on advanced technologies and surgical techniques.

restor3d CEO Kurt Jacobus commented, “This fundraising round is a testament to the confidence our investors have in restor3d’s vision and potential.”

Jacobus continued, “With this capital, we can accelerate our efforts to transform orthopedic care through 3D printed personalized implants. We are eager to maximize our impact on patient outcomes and continue to advance orthopedic care. We are grateful for the support from our investors and look forward to a future of continued growth and success.” ♦

# What Most Med Tech Managers Get Wrong

BY ROBIN YOUNG



*The Global Med Lobistix Team / Courtesy of GMLx*

Let's cut to the chase. The most important management issue, the one most med tech executives get wrong is...logistics.

At best, it's an afterthought. Most often, managers assume logistics will just work itself out.

Yet, companies that focus on and work at logistics tend to have:

- Better than average gross profit margins
- Better than average sales growth
- Better than average stability
- Better than average company (and stock price) valuation
- Better than average customer satisfaction.

Who gets logistics right? There are a few, I think, among them, Stryker. Globus. Zimmer. DePuy. Alphatec.

But how can other manufacturers in the med tech space who don't have decades of experience, or a Wall Street certified balance sheet achieve operational excellence?

Enter GlobalMed Logistix.

## **GlobalMed Logistix (GMLx)**

Founded in 2013 out of the largest orthopedic and spine distributor in the United States, GlobalMed Logistix began as a way to package its 46 years of operational best practices and apply them to the rest of the medical device industry.

"We tell everybody, always, that we're a growth company. We've been in

business 46 years, and, with the single exception of 2020, we've driven year-over-year growth. Our foundation is a win-win culture. It's deep into our roots. It's with everybody we partner with. We are always trying to find a way to bring value to our customers" explained GMLx Founder and CEO Thomas Fleetwood.

"Forty-six years partnering with surgeon-customers, manufacturers, distributors, sales reps, hospitals, and ASCs [ambulatory surgery centers], we know how to drive business efficiencies. You talk about complex problems and challenges, and demanding customers, we get them what they need, when they need it," Fleetwood elaborated.

GlobalMed Logistix, or GMLx as it has become known in the industry, has built

a team of more than 150 employees and has established a warehouse and logistics system based out of Atlanta that rivals any inventory management setup in the U.S. today.

“At GMLx, we manage our customers’ inventory, including, but not limited to, how they get their products and equipment from one place to another and then back to our facility.”

“We provide all types of services including inventory management, cycle counting, quality control, replenishments, order fulfillment and much, much more,” explains GMLx President and COO Scott Vane.

“But the most complex aspect of medical device logistics is what we specialize in, reverse logistics and national loaners.”

### Making Excellence Inevitable

One of GlobalMed Logistix unique capabilities, and a reason they make excellence inevitable, is their range and depth of experience over the decades. As GMLx’s Vice President of Sales Hunter Fleetwood explained to *OTW*. “We work with a wide variety of customers, so we see many different issues across different verticals, across different parts of the country, different parts of the world.”

“If a manufacturer runs into a challenge, typically it’s something we’ve already seen five other times and we have seven different potential solutions that could work in that particular scenario for that particular customer.”

GlobalMed Logistix offers its customers a 46-year legacy of operational excellence

and top-tier systems, tailored to meet the unique needs of each client—across multiple specialties and geographies.

### Best Laid Plans

“You may only get a few shots with a surgeon-customer or a facility, and if your product doesn’t get to the right place, at the right time, you may not get another opportunity,” said Vane.

You’ve invented, bench tested, animal tested, run the regulatory gauntlet, scaled up manufacturing, assembled a corps of key opinion leaders and signed your distributor contracts.

Then your logistics fail.

You’ve merged or bought a company, signed the closing documents, organized the financial, manufacturing,

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marketing and legal teams to put your best laid plans to work.

Then your logistics fail.

“Just about every manufacturer we talk to has no desire to be experts in logistics,” explained Hunter. “Logistics is, typically, not a medical device manufacturer’s core competency.”

“GlobalMed Logistix was built with a strong focus on the experience of the patient, the surgeon, the facility, and the sales rep. We’ve turned that into our operational mentality. What is it like to be on the receiving end of instrument trays and implants that are arriving at the hospital? If you’re the sales rep, if you’re the surgeon, if you’re the surgical staff, if you’re SPD?”

“We develop solutions that focus on the best way to support the entire surgical workflow.”

Logistics can be your biggest cost driver—or your most durable competitive advantage. Most suppliers, pushed by their boards and investors, focus on top-line growth.

“Our customers have found the most value in a GlobalMed Logistix partnership is utilizing our (46-year) playbook of operational excellence and applying that to what they’re doing to grow their business,” said Vane.

### **The Logistics Backbone for the Life Sciences Industry**

GlobalMed Logistix has become the logistics backbone for high-performing surgeons, support staff, sales reps, distributors and OEMs [original equipment manufacturer].

As Vane described to OTW: “Throughout the history of the

company, we have delivered logistical and operational excellence to support everything our customers do. We help break down logistical barriers, which opens up new markets for our customers to expand into.”

“You’re a well-funded startup manufacturer, for example. How are you going to launch across the country with a new distributor if you don’t have your logistics in a great place? We support your launch with new distributors no matter where they are. GMLx becomes a value-add to your organization as you plug these distributors into our logistics ecosystem.”

“Finally, critically, we free up capital. You don’t need to set up your own warehouse. You don’t need to be an expert in inventory or labor management. We provide white-glove operational support to help manage your field inventory, including human tissue, cold chain logistics, and more.”

GlobalMed Logistix’s customers focus on what they do best—surgeon relationships, innovative implants and instrument systems, clinical studies, distributor relations, enabling technologies—while GMLx focuses on getting everything where it needs to be to support their customers’ distributors, surgeons, and patients.

### **All Specialties, Last-Mile Delivery and Scalpel AI**

Besides musculoskeletal products, GMLx has also become a medical device logistics leader in dental, cardio, women’s health, plastics, and ENT. GlobalMed Logistix is a registered tissue bank and stores and distributes tissue for a number of manufacturers all across the country.

In 2023, GlobalMed Logistix made a significant investment in a new warehousing and medical device logistics complex in Atlanta.

As CEO Fleetwood told OTW: “We’ve created a logistics campus now with a total of 125,000 square feet for our customers. It’s designed to raise the bar for white-glove medical device logistics services, supply chain, inventory management, customer service, and quality management.”

“We continue to be a leader in innovative solutions for the market. We’ve developed a last-mile logistics software called Tractix that manages our couriers, route optimization and the delivery of products directly into the sterile processing department at hospitals and ASCs. We’ve also partnered with a best-in-class artificial intelligence company out of London called Scalpel AI.”

“Scalpel uses advanced AI-powered computer vision technology to scan each instrument, instrument tray, implant set, you name it. It validates all the inventory in a matter of seconds.”

### **Instant Inventory Accuracy**

In other words, instant inventory accuracy without the inventory dwell time, tribal knowledge or domain expertise, which has become so standard in the industry.

Scalpel AI was initially focused on building solutions for general instruments in sterile processing, but Fleetwood saw massive value of applying the tech to vendor trays.

Using AI-driven computer vision technology, the Scalpel vendor tray

platform that GMLx is bringing to the U.S. market drives operational efficiency and inventory accuracy.

It also creates an auditable visual trail of the surgical workflow!!

Why does that matter? Two words: Reverse Logistics.

### Using AI to Master Reverse Logistics

Consider this case example: there is an upcoming surgery that requires a loaner set of inventory, and you need implants and instrument trays from a GMLx warehouse. A GMLx logistics specialist completes a tray scan utilizing the Scalpel AI platform before the trays leave the facility.

The case is now *Scalpel certified* and it all takes just a few seconds. The team

at the warehouse lets the rep and the facility know that the trays are on the way and ready for the surgery.

After surgery, the rep or courier can check Scalpel's mobile application to validate that the trays are complete before they leave the facility. And, importantly, when the trays return to GMLx, the team there uses Scalpel to guarantee the accuracy of the inventory for their customer.

At every step of the surgical workflow, GMLx and Scalpel deliver visibility, accuracy, and speed.

Making excellence inevitable.

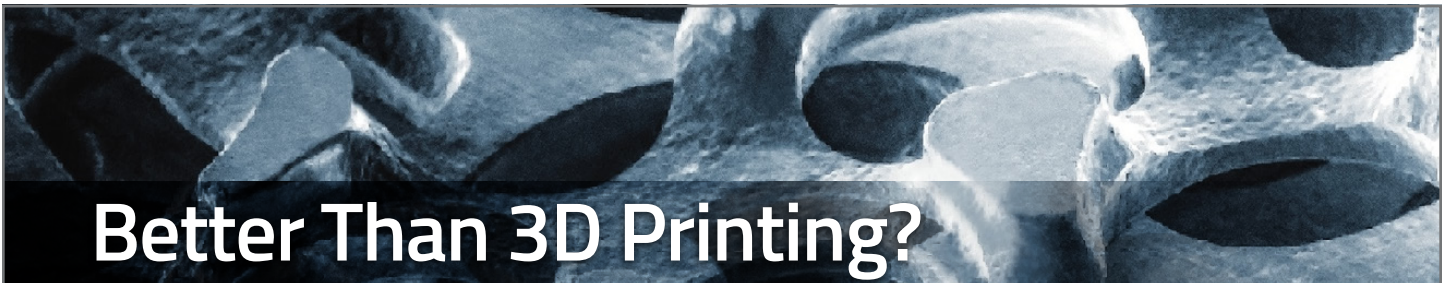
### The Future of Medical Device Logistics

GlobalMed Logistix is investing in the future of medical device warehousing,

distribution, inventory tracking, supply chain efficiencies and last mile solutions—so you don't have to.

Historically, medical device manufacturers have had apprehension about outsourcing their logistics to a third party. But times have changed.

GlobalMed Logistix has created a solution that provides best-in-class logistics and quality services for the medical device industry. OTW had the opportunity to see GMLx's growing campus in Atlanta, Georgia. We believe we saw the future of medical device, cold chain, and biologics distribution. For more information and to schedule your own tour (you must go) call or email: Hunter Fleetwood hunter.fleetwood@gmlx.us.com. ♦



## Better Than 3D Printing?

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## Spinal Simplicity and inFormed Consent Join Forces

Spinal Simplicity and inFormed Consent are joining forces to incorporate inFormed Consent's technology into Spinal Simplicity's offerings.

inFormed Consent, as its name indicates, provides informed consent technology. Its technology offerings also include patient education technology. Combined, these tools can educate patients about potential procedures so the patients can make informed decisions.

inFormed Consent's solution is provided via a tablet application that delivers

a video explanation of the relevant medical procedure. The video can be paused at any time to allow the patient to ask questions. The application includes a patented process that ensures the patient has viewed the video. It is also enabled to allow for the patient and physician to provide digital signatures.

The solution can be archived for either the patient or physician to review at a later date. The procedure app is intended to provide, per the inFormed Consent website, a "consistent patient experience"

and "standardized messaging for all providers." The application can also be used to provide pre-appointment education.



Courtesy of Spinal Simplicity and inFormed Consent

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Spinal Simplicity Co-Founder and Chief Executive Officer Todd Moseley expressed excitement about the partnership. Moseley commented, “We are excited to collaborate with inFormed Consent to bring their state-of-the-art informed consent and patient education technology to our valued customers and their patients.”

Moseley added, “At Spinal Simplicity, we are committed to enhancing patient outcomes and experiences, and this partnership aligns perfectly with our mission. By equipping physicians and patients with innovative tools and resources, we can empower individuals to make informed decisions about their spine treatment journey.”

SpinalSimplicityisfocusedondelivering solutions for the treatment of complex

spine and orthopedic conditions. Its product offerings include a spine fusion device and a sacroiliac (SI) joint fusion system.

Spinal Simplicity will integrate inFormed Consent’s procedure app into its product offerings. The Spinal Simplicity sales team will work with its existing customer base to both promote and distribute the app. By integrating the procedure app with Spinal Simplicity’s technology offerings for low back conditions the two companies aim to “revolutionize the way patients engage with their spine treatment and caregivers.”

inFormed Consent Founder Dan Kloster, M.D. remarked, “inFormed Consent is dedicated to revolutionizing the patient experience in their low back treatment journey through accessible and informative technology.” — KD

## Zimmer Biomet + CBRE = Ortho ASCs

Two global companies, Zimmer Biomet and CBRE Group, Inc., are joining forces to develop orthopedic ambulatory surgery centers (ASCs) throughout the United States.



Source: Unsplash and Scott Blake



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Zimmer Biomet will contribute its expertise in medical technology. CBRE will contribute its commercial real estate and investment knowledge. Together the companies will, according to Zimmer Biomet, offer a “comprehensive, turnkey solution to surgeons and institutions looking to expand their orthopedic ASC footprint.” The partnership will focus on both creating and outfitting orthopedic ASCs.

The partnership and other key growth strategies were announced at Zimmer Biomet’s 2024 Investor Day. In the Zimmer Biomet 2024 Investor Day presentation, “compelling ASC market trends” were highlighted including the “clear and increasing shift of orthopedic procedures to ASC site of care.”

When discussing the partnership the presentation highlighted “existing

partnerships with surgical equipment and ASC management companies.” It also disclosed that there are “additional partnerships in progress.”

At Zimmer Biomet’s 2024 Investor Day, Zimmer Biomet provided a detailed review of its top concerns and long-term plan for growth and value creation. It indicated that it would be “accelerating growth through ASC solutions.” It also discussed “compelling ASC market trends” including the more than \$7 billion 2023 Orthopedics ASC market as well as the “January 2024 effective date of CMS [Centers for Medicare and Medicaid Services] approval for Total Shoulder Arthroplasty in ASCs.”

Zimmer Biomet President and Chief Executive Officer Ivan Tornos

commented, “Over the last five years, Zimmer Biomet has undergone a true transformation to become a stronger company with a bright future.”

Tornos continued, “Today, as a global leader in MedTech and Orthopedics, we are laser focused on providing customer-centric solutions designed to reduce safety concerns, maximize efficiency and deliver best-in-class clinical outcomes. We are confident that as we move forward from this position of strength, Zimmer Biomet will continue to innovate, execute and allocate capital to maximize shareholder value.”

Expansion to orthopedic ASCs seems on trend for the coming years. For OTW’s coverage of growth in ASCs, see “[ASC Ortho Procedure Volume – 12% Growth Next Five Years.](#)” — KD



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## Anika Settles With Dissident Shareholder, Expands BOD

Anika Therapeutics, Inc., a global joint preservation company, has appointed two new members to its Board of Directors (BOD) and authorized a \$40 million share repurchase program.

The new additions to the Anika BOD are part of a cooperation agreement with Caligan Partners LP, an SEC registered healthcare investment firm based in New York city.

According to the agreement, MIMEDX CEO Joseph Capper and former Stryker CFO William Jellison will join Anika's board of directors and will serve on Anika's Capital Allocation Committee.



*Courtesy of Anika Therapeutics, Inc.*

Together, they bring more than 50 years of combined experience leading and growing MedTech companies.

Capper will join as a Class II director and Jellison will join as a Class I director. The Anika Board will therefore expand

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to ten directors, but only for a limited time.

At the upcoming 2024 Annual Meeting of Stockholders, Jeffery Thompson, an Anika Board member will retire. The net effect of all this is that Anika's Board of Directors will be dominated by outside members. Indeed, eight of Anika's nine members will be independent outsiders.

According to the company, dissident shareholder Caligan agreed to "support the Board's full slate of directors at the 2024 Annual Meeting" and agreed to a "customary standstill, voting commitments and other provisions." The cooperation agreement will be filed on Form 8-K with the SEC.

Anika President and CEO Cheryl R. Blanchard, Ph.D. said, "We are pleased

to welcome Joe [Capper] and Bill [Jellison] to our Board at this important time for Anika. Over the last several months, we have implemented cost reduction initiatives to further reduce spending and focus our strategy on our core strengths. We are beginning to see the results of these efforts and remain on track to generate \$25-\$30 million in adjusted EBITDA for 2024, up over 75% at the midpoint from 2023."

Dr. Blanchard continued, "In addition, Anika's strong balance sheet allows us to continue to return capital to stockholders under the terms of the announced program. We believe Joe and Bill will bring important perspectives to our ongoing work to deliver meaningful solutions to our customers and their patients and drive

shareholder value. Both new directors bring years of industry experience and have overseen successful transformations that drove significant value, and we are confident they will be immediately additive."

The Anika BOD also announced the authorization of a \$40 million share repurchase program, \$15 million of which "will be effected through a 10b5-1 plan to be completed by June 30, 2025" while the remainder "will be purchased in the open market through June 30, 2026, subject to prevailing stock prices, general economic and market conditions, and other considerations." This latest buyback authorization will take the place of the share repurchase program Anika announced in April 2023. — KD

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## Osteal Therapeutics Closes \$50M Series D Financing

Osteal Therapeutics, Inc., a privately held, clinical-stage pharmaceutical company based in Dallas, Texas, has completed an oversubscribed \$50 million Series D preferred stock equity financing round.

Zimmer Biomet led the financing round. Concurrent with the financing, a Zimmer Biomet representative will join the Osteal Therapeutics Board of Directors. Zimmer Biomet was joined in the financing by the following returning investors: Johnson & Johnson Innovation – JJDC, Inc., the strategic venture capital arm of the Johnson & Johnson Family of Companies; Gideon Strategic Partners, a Santa Monica-based investment management firm; and HM Capital, a capital management firm.

The financing will be utilized for the advancement and development of the Osteal Therapeutics therapies portfolio. At present, priority will be given to advancing VT-X7. According to the company, VT-X7 is a “novel drug/device combination product designed to deliver therapeutic concentrations of vancomycin and tobramycin, well-established, broad-spectrum antibiotics, directly to the joint space

and surrounding tissue to treat PJI [periprosthetic joint infection].”

Osteal Therapeutics Chairman and Chief Executive Officer David Thompson said, “This round of financing represents an inflection point in the company’s progress towards introducing VT-X7 to the market.”

Thompson continued, “From the beginning, Osteal has been extremely fortunate to have the support of a world-class group of financial and strategic partners who share our vision and recognize the tremendous impact our programs will have on patient care. I am delighted to welcome Zimmer Biomet as a partner and look forward to working closely with their exemplary team.”

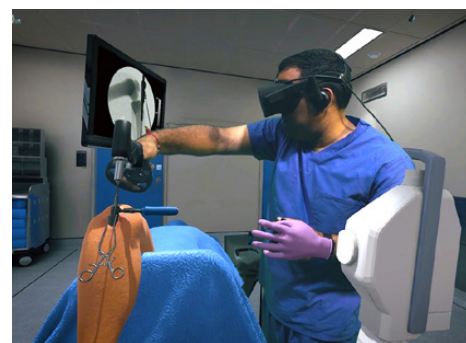
The funds will be used to submit a New Drug Application for VT-X7. The funds will also be used for the accelerated commercial launch of VT-X7. Per the press release, the U.S. Food and Drug Administration (FDA) has “granted VT-X7 Breakthrough Therapy, Orphan Drug, Fast Track, and Qualified Infectious Disease Product designations.”

According to the press release, VT-X7 has already been “the subject of two multicenter, randomized, controlled trials, APEX and APEX-2.” APEX-2 is expected to be completed by the end of 2024. — KD

## Health Training App Now on Apple Vision Pro

San Francisco-based Osso VR, a pioneer in immersive medical instruction, is launching a medical training app on Apple Vision Pro brand named Osso Health.

Osso Health provides procedural education to healthcare professionals, patients preparing for surgery, and anyone interested in medical innovation.



Osso VR TKA Visual Asset / Courtesy of Osso VR

“Osso Health for Apple Vision Pro opens up exciting possibilities for the future of immersive procedural education,” said Justin Barad, M.D., co-founder and chief strategy officer at Osso VR. “Apple Vision Pro unlocks new opportunities to scale spatial computing in healthcare with groundbreaking display quality and virtually lag-free learning experience, helping solve important challenges to education in healthcare.”

The Osso Health app is designed to simulate medical procedures at the highest fidelity, seamlessly integrating the OR into physical spaces and providing on-demand access to hands-on learning from anywhere. visionOS, the operating system that powers Apple Vision Pro, features a new 3D user



Courtesy of Osteal Therapeutics, Inc.

interface and input system controlled solely by the user's eyes, hands, and voice.

Currently, Osso Health app is available for carpal tunnel release and total knee replacement training. According to Osso VR, "The user can walk through the key steps of each procedure using Apple Vision Pro's novel approach to spatial computing. Spatial computing has opened up new possibilities for medical professionals to explore complicated medical procedures in a secure, controlled, and real-world setting. Osso VR's proficiency in medical artistry overlaid onto the real world enhances the authenticity of the training, making it an indispensable tool for medical students, residents, and practicing physicians alike."

OTW asked for details on the three-dimensional user interface and input system and Dr. Barad explained, "Osso VR is the first immersive training platform to launch hand control-based simulation, where you can run through complex procedural simulations realistically using just your hands. When launching Osso Health, we are currently leveraging their gaze-based input system and working on porting our hand control system to the platform for hands-on simulations."

"When developing Osso Health, we knew that the visual quality and performance of the headset would be impressive, but I think we were a bit taken aback at the final results," said Dr. Barad to OTW. "We tried to throw as much at the device as possible to slow it down, but even with 10,000 skulls simultaneously rotating and flying around the screen (yes, we really did this), we could not even get it to manage a hiccup."

"The app videos are impressive but don't do it justice. The headset has a level of clarity that hasn't been possible until now. This is also the first time we've ever made our content publicly available. We were a little nervous about this, but the feedback we've been getting so far has been overwhelmingly positive."

"There are two areas in which I think this technology has a significant impact on patient education. First, understanding the procedures that they may be undergoing or choosing to undergo: Talking about surgery is one thing, but really understanding what takes place, how, and why is another factor. You can't really show patients a surgical video and walk them through that because it can sometimes be unnecessarily terrifying. Understanding their procedure in a safe space at an appropriate level of detail empowers patients to regain control of their care and make more informed decisions about the right procedures for them."

"In addition, More and more patients or their caregivers are required to perform moderately complex technical tasks at home: dressing changes, complex medication administration, orthotic and prosthetic adjustments and much more. It is critical to understand what they need to be doing ahead of time so they have the confidence and proficiency to perform these tasks well and have a good outcome. I find that patients often are sent home who are not ready to perform these tasks and either continue to do them incorrectly, give up and just don't do them, or finally ask for help only after they've made mistakes and run into trouble. This is an area that has been generally overlooked that immersive training can directly and effectively address."  
 — EH

## Kevin McGann Appointed to Accelus Board of Directors

Kevin McGann, Accelus's current president and CEO, has been appointed to the company's Board of Directors. Prior to joining Accelus, McGann was vice president of sales at Stryker Spine, vice president of U.S. sales for Medtronic Spine & Biologics, and area director of sales for Kyphon. McGann, who joined Accelus in 2019, has also held the position of chief commercial officer.



Kevin McGann / Courtesy of Accelus Corporation

McGann has also served as president of Lumenis, Inc. and was regional sales director for U.S. Surgical. McGann earned his B.S. in Business Administration from Villanova University.

As CEO, president and, now, board member, McGann will play the pivotal role in driving Accelus's global and U.S. expansion. In terms of products, that expansion will rely heavily on the company's Adaptive Geometry™ technology, used in the FlareHawk® Interbody Fusion System and its Toro®-L biplanar-expandable lateral implant as well as LineSider® Spinal System, a posterior screw system, and the BioNest® allograft bone matrix.

OTW asked McGan about Accelus's Adaptive Geometry system and he explained, "Adaptive Geometry technology is a pivotal advancement in spine surgery. The brilliance of the engineering behind it cannot be overstated—allowing the implant to be inserted through a small incision and expanded within the interbody space."

"The implant conforms to the endplate surface. While the credit for this innovation goes to the incredible engineers behind our FlareHawk and Toro products, since I have taken over as Chief Executive Office for Accelus, the company's primary focus has been on sharing the benefits that Adaptive Geometry offers to spine surgeons and their patient care through our multidirectional expandable FlareHawk and Toro portfolios."

"I'm excited to join the Accelus Board of Directors and know that it will allow me to create an even closer partnership with our Chairman, Alex Lukianov, and our esteemed board members. Our goal for the coming year is clear: to expand our reach and achieve extraordinary growth. With the focus and alignment, we have put into place, I am confident in our ability to execute this year." — EH

GEICO is a group of insurance companies that underwrite automobile insurance. It filed the lawsuit against orthopedic surgeon Erik T. Bendiks, M.D., his medical practice Apex Spine & Orthopaedics, PLLC, Sonia P. Pasi, M.D., and her medical practice Advanced Pain Consultants, P.A. Both are providers of medical and physical therapy services to patients recovering from injuries sustained in automobile accidents.

In the initial lawsuit GEICO alleged that the physicians along with a non-party law firm and its owner violated the Racketeer Influenced and Corrupt Organizations Act (RICO). GEICO claims that the orthopedic surgeons inflated or falsified medical bills to enable larger settlements for automobile accidents.

In its Complaint, GEICO claims that the physicians working with the law firm, "masterminded and implemented a fraudulent and unlawful scheme." GEICO alleges that in order to maximize payments for the lawyer of the injured individual and for the treating physician, the law firm and physicians entered into an unlawful referral and patient brokering scheme.

GEICO alleges that through the scheme the law firm would refer injured parties to the physicians and the physicians would submit "false insurance claims involving fraudulent invoices for medical services that were never performed, unwarranted, or unrelated to the corresponding insurance claim." It is also alleged that the purported "false medical documentation" was then used to enable settlements in the automobile claims that were based on "inflated or fabricated medical conditions."

Two days after the initial lawsuit was filed, Dr. Bendiks and his medical practice filed a motion to dismiss for failing to state a claim upon which relief may be granted. A few months later, Dr. Pasi and her medical practice also filed a motion to dismiss for both lack of jurisdiction and failure to state a claim.

Judge Whitney was not persuaded by the arguments of the moving parties and in a single Order denied all of the motions without a hearing on the motions. In the Order, Judge Whitney stated, "Here, the nature and scope of the claims alleged by Plaintiffs in their 90-page Complaint are much broader and more detailed than simply providing medical billing codes. Importantly, Plaintiffs allege specific, discrete, fraudulent acts which include details such as the who, what, when, where, and why for multiple patient-specific examples."

Judge Whitney continued, "On the face of the Complaint, Plaintiffs have provided the particularity required under Rule 9(b) of the Federal Rules of Civil Procedure to plausibly state a claim." — KD

LEGAL

**GEICO \$2.8M RICO Suit Continues Against Ortho Surgeons**

United States District Judge Frank D. Whitney has denied a motion to dismiss filed by two orthopedic surgeons hoping to stop a \$2.8 million RICO lawsuit filed by GEICO.



Source: Unsplash and Emiliano Bar

## Health System Granted Motion to Dismiss in Antitrust Lawsuit

Adena Health System’s Motion to Dismiss has been granted in an antitrust lawsuit filed by Ohio doctors.

The Motion to Dismiss was granted by U.S. District Judge Sarah D. Morrison in the U.S. District Court for the Southern District of Ohio. It dismissed the litigation against Adena Health System as well as Adena Medical Group, LLC and Maximum Properties, LLC.

The Ohio doctors who filed the lawsuit against the health system include Brian S. Cohen, M.D.; Aaron M. Roberts, M.D.; and James Troy Thompson, D.O. (the “Doctors”). Great Seal Medical Group, LLC and CohenOrthopedic, LLC were also named as plaintiffs. The Doctors all formerly worked for Adena—Dr. Cohen as an orthopedic surgeon, Dr. Roberts as a non-operative sports medicine physician, and Dr. Thompson as a non-operative sports medicine doctor.

The Doctors alleged in the Complaint that “[t]hroughout the relevant time

period, Adena has held a dominant position in the market for health care services—and, specifically, orthopedic services offered in an integrated practice—in” a primary market area. The Doctors further asserted that Adena has tried to expand its market dominance into additional counties.

In the Complaint the Doctors described how Adena is purportedly trying to “limit competitor access” to the Adena Market Area. The Doctors alleged that Adena has “worked to stop or delay its potential competitors from securing real estate.” The Doctors also alleged that Adena utilized employment practices designed to “stifle competition.”

The Court was not persuaded by the Doctors’ assertions and granted Adena’s Motion to Dismiss. The Court stated that the Doctors “failed to allege antitrust standing.” Additionally, the Court found that “no amendment to the Complaint could cure this failure because the insufficiency lies not in the specific claims but in the nature of the alleged harm.”

This is not the first time that the parties have been to court. In 2021, after Adena terminated the Doctors, the health system filed a lawsuit against them

asserting that the Doctors breached their employment agreements. In their response, the Doctors made a number of counterclaims including an antitrust claim. The antitrust claim was dismissed by the state court the following year for lack of subject matter jurisdiction. Many of the other claims are still pending in state court. For OTW’s coverage of the litigation, see [“3 Surgeons Entangled in Bitter Health System Lawsuit.”](#) — KD



Source: Unsplash and Tingey Injury Law Firm

## 510(k) Clearance for Cannulated, Guidewire SI Joint System

The U.S. Food and Drug Administration (FDA) has granted 510(k) clearance to a novel, cannulated, guidewire directed sacroiliac joint (SI) fusion implant to Overland Park, Kansas-based firm, Spinal Simplicity, LLC.

This new SI joint system is brand named: Patriot-SI Posterior Implant System. It is to be used in conjunction with the Liberty-SI lateral transfixing system.



Patriot-SI Posterior Implant System  
 Source: Spinal Simplicity, LLC

According to the 510(k) summary document, the system is a “minimally invasive sacroiliac joint fusion implant that is intended for implantation on a trajectory in line with the joint space.” It is offered in one size and “may be implanted using the designated surgical instruments through a posterior approach into the SI joint space, fixating on both the sacrum and ilium via external threads.”

The implant system is “intended for sacroiliac joint fusion for conditions

including sacroiliac joint disruptions and degenerative sacroiliitis.” When the system is implanted, it must be used with a transfixing device “implanted across the same sacroiliac joint to create a hybrid SI joint fusion construct for the purpose of stabilizing and fusing the sacroiliac joint.”

Spinal Simplicity CEO Todd Moseley told *OTW*, “This announcement today marks a second product milestone in the past five months for Spinal Simplicity.”

Moseley continued, “We’ve already seen excellent patient outcomes with the Liberty-SI Lateral System since its introduction in December 2023. The Patriot-SI technology is constructed intentionally as a cannulated implant, designed for repeatable, reproducible techniques, with the implant traveling directly over the guidewire for precision placement in the SI joint.”

In addition to the 510(k) clearance, Spinal Simplicity also has patent protection for the device. According to the company, the patent teaches a “novel Patriot-SI cannulated and threaded device, which includes an internal lattice structure to promote fusion.” The cannulated design is “the only posterior SI device that allows continuous control while being delivered over a guidewire.”

Spinal Simplicity submitted the device for 510(k) clearance. Spinal Simplicity is a medical device company focused on developing solutions to treat complex spine conditions.

In order to qualify for 510(k) clearance a device must be substantially equivalent to a predicate device. Here, the implant system has the same indications for use as the predicate device. The predicate device is Ilion Medical Inc.’s NADIA SI Fusion System. — *KD*

**BIOLOGICS**

**Xtant Medical Enters Wound Care Market With Two Products**

Belgrade, Montana-based Xtant Medical Holdings, Inc., an enterprise focused on surgical solutions for spinal disorders, has entered the wound care market with the full commercial launch of two amniotic membrane allografts, SimpliGraft™ and SimpliMax™.

“The launches of SimpliGraft and SimpliMax highlights the strength of our newly revitalized research and development team,” said Sean Browne, president and CEO of Xtant Medical. “We expect our new product launches and robust product pipeline will position Xtant as a leader and innovator in the field of advanced biologic therapies.”

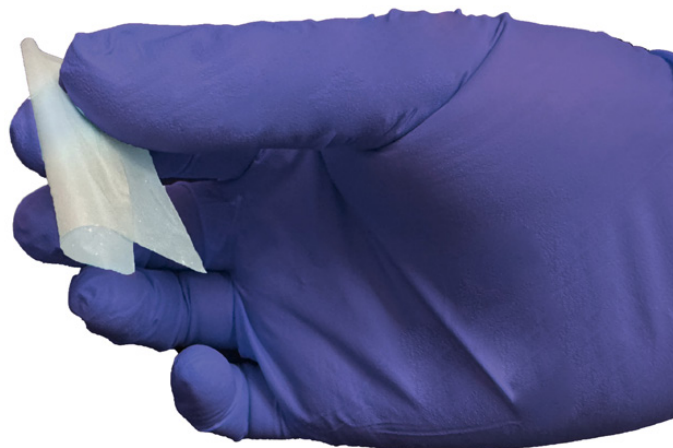
SimpliGraft and SimpliMax are dehydrated, terminally irradiated, single and dual-layer amniotic membrane sheets intended to serve as a barrier and provide protective coverage from the surrounding environment when topically applied to chronic and acute

wounds. The products are manufactured at Xtant’s biologics processing facility in Belgrade, Montana.

When *OTW* asked for details on the dehydration and terminal irradiation, Sean Browne noted, “Our dehydration process is a proprietary preservation method to gently remove the water content from the membrane. This yields a graft with improved handling characteristics and stability over the shelf life of the allograft. The terminal irradiation process is a method to sterilize the graft to a sterility assurance level of 10<sup>-6</sup> via low dose e-beam irradiation.”

The plan is for Xtant to market these new products through its nationwide distribution network of independent agents as well as adjacent market segments through original equipment manufacturer relationships.

Browne commented to *OTW*, “The development and launch of these allografts represent a great achievement for our research and development team and allows Xtant to leverage our biomanufacturing capabilities into additional vertices outside of orthobiologics and spine procedures.” — *EH*



*Xtant’s SimpliGraft and SimpliMax amniotic membrane / Courtesy of Xtant Medical Holdings, Inc.*

LARGE JOINTS

## Robotic and Navigation TKA vs Conventional TKA: New Study

According to new research from NYU Langone, employing computer-navigated and/or robotic-assist in surgery resulted in better alignment and personalization of implant positioning as well as shorter length of hospital stays. Patient reported outcomes, however, were comparable between conventional and navigation or robotic assisted surgery.

These conclusions came after a retrospective review of 16,009 patients who underwent primary unilateral total knee arthroplasty (TKA) from January 2017 to October 2023. Their results were presented at the 2024 annual meeting of the American Academy of Orthopaedic Surgeons in San Francisco.

The researchers stratified patients into conventional (9,204; 57.5%), computer-navigated (4,309; 26.9%) and robotic-assisted TKAs (2,496; 15.6%). They found that the robotic



Source: Shutterstock

(35.1) and navigated (46.9) cohorts had significantly shorter length of stay compared to the conventional group (53.9 hours). Both robotic (96.8%) and navigated (92.1%) groups showed higher rates of discharge to home compared to conventional (87.6%).

Robotic and navigated groups showed higher odds of achieving perfect activity measure for post-acute care scores on postop day 0 compared to conventional on multivariate regression. All three groups showed comparable patient-reported outcomes and 90-day readmission and revision rates.

“I think we can now see the use of technology benefits patients, at least in the short-term recovery,” co-author Morteza Meftah, M.D., associate professor of orthopedic surgery in the Division of Adult Reconstruction at NYU Langone Orthopedics, told OTW. “I think we have better target for alignment and personalized implant positioning, which has improved out outcomes after TKA.”

“It was striking to see improved AMPAC [activity measure for post-acute care] scores in TKA cases that technology was utilized, especially robotic cases. We also noticed that length of stay was much less in robotic group and most of them were able to be discharged home same day, which was statistically significant.”

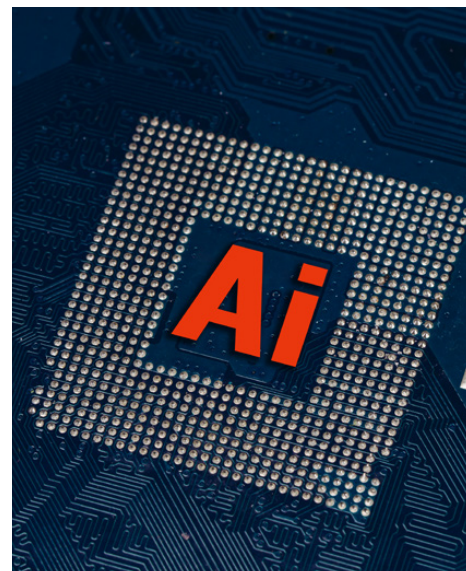
“Hopefully,” said Dr. Meftah to OTW, “longer term follow up can show the benefits of using precision tools such as robotic platforms and we can further enhance the recovery and longevity of total knee arthroplasty.” — EH

EXTREMITIES

## Using Artificial Intelligence Tools for Patient Notes: Case Report

With physicians under more pressure than ever, artificial intelligence (AI) based models offer the promise to ease the bureaucratic burdens of being an active physician.

Keith Michael Nord, M.D., an orthopedic hand surgeon at Sports, Orthopedics & Spine Jackson, Tennessee, was seeing 45 patients a day and spending well over an hour each evening on clinic notes.



AI artificial intelligence concept / Source: Wikimedia Commons and Jernej Furman from Slovenia

And then came artificial technology (AI) in the form of an ambient listening and medical scribe tool.

“I needed to save time,” said Dr. Nord to OTW. “As the sole

orthopedic hand surgeon in my area, I used to see about 45 patients a day and spend well over an hour each evening on clinic notes. Like many of my orthopedic colleagues, I tend to be skeptical of flashy new advancements in technology. I was unsure of what to expect late last year when I decided to give NextGen Healthcare's Ambient Assist a test drive as it was the second AI-driven ambient listening solution I tried. I experimented with one previously that hadn't lived up to the hype."

Now, Dr. Nord sees more than 50-60 patients a day while spending 5 to 10 minutes reviewing notes before he leaves the office. And he says he is always home by 5pm to sit down for a family dinner and help with his children's bedtime routines.

"I've already used NextGen Ambient Assist in more than 500 appointments since adopting it in fall 2023," stated Dr. Nord to OTW. "My patients like the shorter wait times for appointments—and my family likes the extra time with me. Meanwhile, I feel energized and more effective at both work and home."

"I've discovered my own set of 'best practices' that help me tailor the solution to my preferred workflow," said Dr. Nord. "For example, prior to seeing a patient, I like to review their X-rays and dictate my treatment plan notes. This allows me to start each appointment with more context. I am careful not to use medical jargon when I'm with patients, as I feel it may create confusion or unneeded worry. Instead, I'll dictate the physical exam as I walk

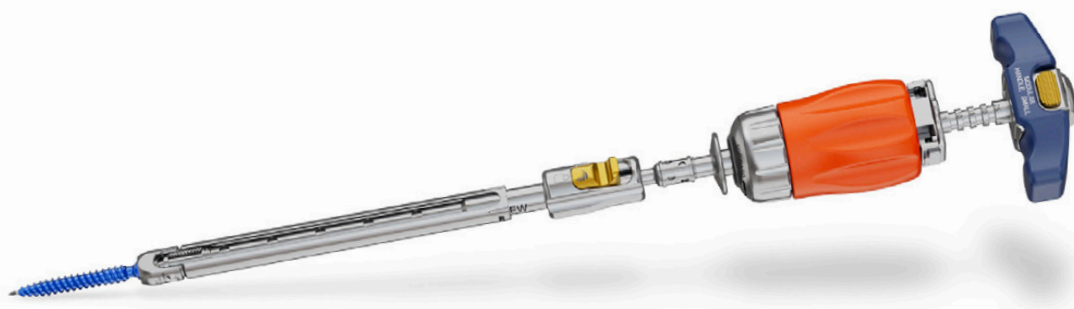
out of the room and then quickly review the note on my phone or iPad."

"It's an incredible time saver. With one tap, the tool 'listens' to the whole patient encounter and then leverages AI to generate an accurate medical note in about 30 seconds. Physicians can review and edit it immediately or at the end of the day—I also like that there is no copying and pasting needed, because it's fully integrated into their EHR [electronic health record]."

"At about 1/10th the cost of a scribe, which by the way there weren't any available in my area, Ambient Assist interprets patient-provider conversations in real time to summarize appointments and deliver SOAP [Subjective, Objective, Assessment and Plan] notes directly into the EHR." —EH

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SPINE

## Novel, Low Profile Modular Posterior Fixation System Launched

Florida-based Accelus Corporation has announced the launch of its innovative, low profile LineSider® Modular-Cortical System, which, according to the company, gives spine surgeons better visibility and, because it is modular, more options to customize the construct to the patient's anatomy.

Additionally, the system's modular tulip heads feature a slim profile and low

height which is especially helpful for the mid-line approach.

Accelus President and CEO Kevin McGann told OTW: "The LineSider Modular-Cortical System, coupled with the FlareHawk family of implants, allows Accelus to provide a complete procedural offering that maintains the company's goal of delivering a market-leading expandable with a versatile posterior fixation solution through a minimal midline incision. The ability to assemble the tulips *in situ*, following interbody work, assures the surgeon maximum visibility when needed the most."

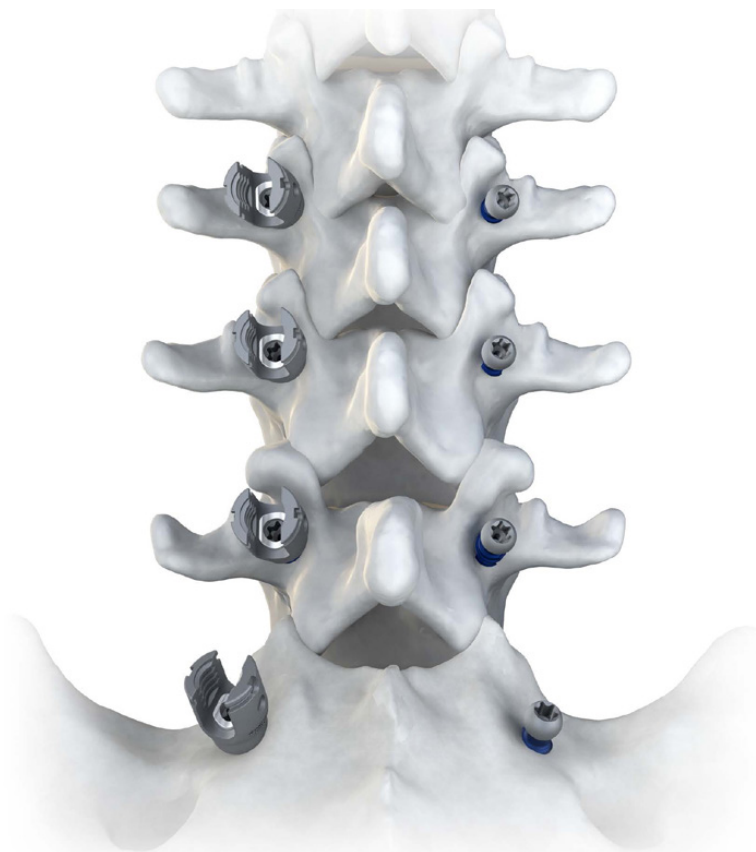
"A memorable instance during the development of the new LineSider Modular-Cortical System was the

testing phase of the dual-to-quad lead shanks for the cortical set. We observed an impressive increase in the purchase of cortical bone, which underscored the system's potential to improve patient outcomes and the surgeon's experience with the system."

"We also realized during the development phase that the modular tulip heads' slim profile could improve the mid-line approach with the system. Both of these insights were a result of practical, hands-on, collaborative efforts with our design surgeons."

"I highly recommend utilizing the LineSider Modular-Cortical System to complement the FlareHawk expandable interbody fusion device," said Ryan Martyn, M.D., orthopedic spine surgeon at Spine Colorado. "There are very tight tolerances in the machining, so there is no toggle between the shank and the driver when inserting the screw, and the modularity of the system allowed me to do my facetectomies much easier with no tulip in the way."

"This launch marks a significant milestone in Accelus's journey to improving patient outcomes and the surgical experience," stated Kevin McGann to OTW. "The LineSider Modular-Cortical System provides increased procedural visibility and versatility. When combined with Flare Hawk's unmatched multidirectional expandable interbody design, these technologies can help surgeons optimize their procedural workflow while enhancing their outcomes."  
 — EH



LineSider® Modular-Cortical System / Accelus Corporation



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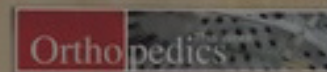
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