



Exhibitor Directory

13th Annual Meeting
October 31 - November 2, 2003

Texas Grand Hall
Hilton DFW Lakes Executive Conference Center
Dallas, Texas

AAHKS Exhibitor Directory of Products and Services

Aesculap **www.aesculap.com** **Booth Number: 107**

OrthoPilot® from Aesculap brings CT-free surgical navigation to orthopaedics in the United States. Functioning as a “global positioning system”, the OrthoPilot Knee-Suite™ provides patient specific real-time intra operative data without the added expense of CT or MRI scans. Using the OrthoPilot system, surgeons can make more precise cuts, position implants, and with the introduction of our new Columbus™ knee system, even perform delicate soft-tissue and flexion/extension gap balancing. Globally, over 200 hospitals are using OrthoPilot on a routine basis with over 20,000 knees implanted. The OrthoPilot can be used with any knee system as well as Aesculap’s Columbus knee system.

Aristar, Inc. **www.aristar.com** **Booth Number: 207**

Aristar specializes in the development of handheld computer-based software that enables anywhere/anytime documentation of orthopaedic patient care and sports injuries. Products are modular allowing a low risk adoption approach with a limited up front investment and a gradual process of ramping up from simple coding and charge capture to a full EMR. Significant return-on-investment realized with low cost introductory products and a positive physician experience with handheld computer-based documentation justifies and facilitates the transition to more comprehensive electronic record keeping. Primary benefits of the software include the virtual elimination of dictation and transcription and more timely and accurate coding and charge submission.

Aventis **www.aventis.com** **www.lovenox.com** **Booth Number: 114**

You are cordially invited to visit the Aventis Pharmaceuticals booth, which will feature Lovenox® (enoxaparin sodium injection). Information on education materials and other resources to benefit your practice will be available.

Biomet, Inc. **www.biomet.com** **Booth Number: 212**

Biomet, Inc. and its subsidiaries design, manufacture and market products used primarily by orthopedic medical specialists in both surgical and non-surgical therapy, including reconstructive and fixation devices, electrical bone growth stimulators, orthopedic support devices, operation room supplies, general surgical instruments, arthroscopy products, spinal implants, bone cements, bone substitute materials, and craniomaxillofacial implants and instruments.

CJRW **www.cjrw.com** **Table Top Number: 3**

Cranford Johnson Robinson Woods is a full-service marketing/communications company with a 42-year history of providing clients with results-based and successful strategies in competitive markets, like the medical technology field. CJRW represents public clients with tax-based budgets and publicly-traded clients with positive return on investment expectations. The average length of a client relationship with CJRW is more than 20 years. CJRW gives clients expert advice and tactical implementation of marketing/communications services that range from Public Policy and Public Relations counsel to advertising campaigns to digital production of tradeshow videos, CD-ROMs, sales presentations and web sites.

Centerpulse Orthopedics Inc. (now Zimmer)**www.centerpulseortho.com****Booth Number: 204**

Founded in 1927 and headquartered in Warsaw, Indiana, Zimmer is the worldwide pure-play leader in the design, development, manufacture and marketing of reconstructive orthopaedic, spinal and dental implants, trauma products and related orthopaedic surgical products. Zimmer has operations in more than 20 countries around the world and sells products in more than 70 countries. In October, 2003, the company finalized its acquisition of Centerpulse AG, a Switzerland-based orthopaedic company and the leader in the European market. For the year 2002, the worldwide combined revenues of Zimmer and Centerpulse were approximately \$2.2 billion, supported by the efforts of nearly 7,000 employees.

DePuy, a Johnson & Johnson Co. www.depuy.com Booth Numbers: 102&104

DePuy, a Johnson & Johnson Company, is the world's oldest and largest orthopaedic company as a leading designer, manufacturer and distributor of orthopaedic devices and supplies. DePuy products are used in both surgical and non-surgical therapies to treat patients with musculoskeletal conditions resulting from degenerative diseases, deformities, trauma and sports related injuries.

Digix Solutions www.digixsolutions.com Booth Number: 218

DigiX Solutions™ is a medical implant verification company founded in 2001 to meet the demands of patients with metallic medical implants. We provide instant verification of the presence of metallic medical implants to airport security, law enforcement, commercial security, physicians and patients. Our patent-pending system provides instant verification through a secure website 24 hours a day.

The **VeriCard™** is a unique digital photoradiograph verification card. With built in security features to prevent tampering and counterfeiting, the **VeriCard™** is the cornerstone product of **DigiX Solutions™**.

The implant verification information can only be accessed with the personal identification number (PIN) that is provided by the patient.

Elsevier Science www.elsevier.com Table Top Number: 4

Elsevier is proud to present *The Journal of Arthroplasty*, the official journal of the American Association of Hip and Knee Surgeons. Visit us today to see the latest issue of the journal and browse our other renowned books and periodicals in the field of orthopedics.

Encore Medical Corporation www.encoremed.com Booth Number: 103

Encore is one of the fastest growing companies in the orthopedic industry. Stop by and check out how we are addressing options in knee surgery with the new EPIK™ Unicondylar system. Test your knowledge of total knee kinematics with the 3DKnee™. Take a look at all the alternative bearing surfaces we offer from Metal-on-Metal, Ceramic-on-Ceramic, and Compression Molded Poly and even a Ceramic Knee component. At the end of the line in Shoulder options? Check out our new Reverse™. Encore offers full line joint reconstruction products along with unique trauma and spine devices for uncompromised, superior service to your orthopedic needs.

Endo Pharmaceuticals Inc. www.endo.com Booth Number: 205

Endo Pharmaceuticals Inc. is a specialty pharmaceutical company with an established leadership in pain management. We research, develop and market prescription pharmaceuticals used primarily to treat and manage pain and are expanding our presence in complementary areas.

Eska America Corporation www.eska-america.com Booth Number: 112

As a leading company in Europe, ESKA is now offering their uniquely beneficial products to the US orthopedic market. ESKA offers the world's only line of "cast as a single piece" porous orthopedic implants, in which the surface and core form one single homogeneous unit. This presents an advantage in strength, safety, and higher performance as a host for bony ingrowth, beyond methods that employ bead blasting, sintering, or applications of differing materials bonded to a core. We invite you to take a closer look at our line of implants and the benefits they can offer to your patients.

Exactech, Inc. www.exac.com Booth Number: 110

Exactech® develops and markets orthopaedic implant devices, related surgical instrumentation, and biologic materials in the United States and 21 other countries around the globe. Principal products of interest to the AAHKS include the Optetrak® comprehensive knee system, the AcuMatch® hip system featuring the M-Series modular femoral stem, Opteform® formable allograft material, and Cemex® bone cement system. In 2002, Exactech became the exclusive U.S. distributor of LINK Orthopaedics devices including the MP distally fixated modular hip and the Modular Rotational Endo Knee. Exactech's® careful combination of innovative new designs and clinically successful devices provides solutions for an ever-expanding continuum of orthopaedic indications.

Gentiva Orthopedic Services www.gentiva.com Booth Number: 216

Gentiva Orthopedic Services delivers home-based rehabilitation services to patients who have undergone hip or knee joint replacement. Our programs take a team-approach – each team led by a physical therapist with extensive experience in joint replacement rehabilitation. What's more, Gentiva's programs span the continuum of care – from home, to the hospital, and home again, working with the patient's physician and therapists every step of the way.

With more than 30 years experience Gentiva Health Services is the nation's leading provider of home health care services. With our vast network of licensed and certified home health care agencies, we employ an expansive team of caregivers, and provide health services to ½ million patients each year.

Hayes Medical, Inc. www.hayesmed.com Booth Number: 214

Hayes Medical, Inc. will be introducing the UniSyn™ Modular Hip System. It's a system featuring a patented locking mechanism utilizing tapers and an expanding collet to connect three components into one femoral hip stem. Also introducing, the CoCr Tibial Baseplates for the Consensus® Knee System; available with either a non-porous surface or with Hayes' Titanium Surface Technology. In both configurations, CoCr is the material of choice to interface with bone cement and the UHMWPE insert. Hayes Medical will be exhibiting the UniSyn™ Hip System, the Consensus® Hip, and the Consensus® Knee as well as their Patient Specific Hip System.

I.G.O.T.I.T. www.innovative-orthopaedics.com Table Top Number: 9

Innovative Global Orthopaedics of Texas (IGOTIT™) is a medical supplies company created by orthopaedic surgeons. IGOTIT™ has introduced the **HIP-VISE Table™**. This new, innovative surgical positioning table incorporates improved design elements to keep the patient motionless during surgery and provides freedom for the surgeon to move easily around the operating table. The **HIP-VISE™** controls positioning of the upper body, eliminating the need for a Mayo stand with pillows. Anatomic pads provide firm control of the pelvis, without limiting leg movement. **HIP-VISE™** is patented and used in major centers in the United States and Puerto Rico.

Innomed, Inc. www.innomed.net Table Top Number: 6

Innomed will exhibit our specialty orthopedic surgical instruments for total knee, total hip, total shoulder, and trauma surgeries. New this year, are our instruments for minimally invasive total hip and knee surgeries.

Lippincott Williams & Wilkins www.lww.com Table Top Number: 1

See the latest books and journals published by Lippincott Williams & Wilkins.

Lumitex www.LightMat.com Table Top Number: 7

Manufacturing the Lumitex LightMat® Surgical Illuminator. The LightMat® attaches to your existing retractors; providing cool, diffuse light placed directly in the surgical site improving visualization. For use in GYN, General, Orthopedic, and Plastic surgeries. It comes in multiple sizes to fit a variety of retractors. Especially helpful in deep or minimally invasive cases. Come see how we can help improve your lighting; visit us at Tabletop #7. Lumitex, we engineer light. 1-800-969-5483

NovaPACS www.novapacs.com Booth Number: 215

NovaPACS was designed specifically for budget-conscious hospitals of up to 350 beds and clinics who thought they could never afford a PACS system. With NovaPACS, your upfront cost is minimal, and the monthly fee is usually less than your current film costs. The NovaPACS viewing station includes use friendly ortho templates and ortho trauma tools.

Omni-Tract Surgical www.omni-tract.com Booth Number: 101

Omni-Tract® Surgical will be demonstrating the Arthro-Tract® Hip Retractor System. Omni-Tract Surgical offers new innovative solutions to exposure on traditional and minimally invasive total hip arthroplasty and hip revision surgery by providing constant, absolute exposure of the acetabulum. Our retractor systems give you consistent performance on all patient sizes and reduce your staffing requirements.

Stop by our booth for a demonstration on how the Arthro-Tract can help you minimize incision size, shorten procedure times and maximize the effectiveness of you surgical team.

OREF**www.oref.org****Table Top Number: 2**

The Orthopaedic Research and Education Foundation is the one foundation serving the entire orthopaedic community. The Orthopaedic Research and Education Foundation (OREF) is an independent organization that raises funds to support research and education on diseases and injuries of bones, joints, nerves, and muscles, OREF-funded research enhances clinical care, leading to improved health, increased activity, and a better quality of life for patients.

Organon Sanofi-Synthelabo LLC www.Arित्रaUS.com Booth Number: 209

Sanofi-Synthelabo and Organon have discovered and are jointly developing compounds for the prevention and treatment of Venous Thromboembolism and Arterial Thrombosis.

OrthoPAC**www.aaos.org****Table Top Number: 5**

The Political Action Committee of the American Association of Orthopaedic Surgeons is the only national political action committee in Washington, DC, representing the interests of the orthopaedic community before Congress. We are your voice within the health policy arena.

The Orthopaedic PAC works to advance the legislative concerns of the AAOS and orthopaedic subspecialties. The PAC has an Executive Committee and a larger Committee made up of regional representatives and representatives from the Council of Musculoskeletal Specialty Societies. The AAOS Committee on Committees chooses all PAC Committee members. All selected members are individuals who are politically active within the orthopaedic community. To visit the OrthoPAC website, click on www.aaos.org, select "Health Policy" and scroll down to the Washington section (requires Log-in)

Pfizer Pharmaceuticals Group**www.pfizer.com****Booth Number: 211**

Please visit the Pfizer Inc, U.S. Pharmaceuticals exhibit featuring: **FRAGMIN®** (dalteparin sodium)

PLUS Orthopedics**www.plusortho.com****Booth Number: 210**

PLUS Orthopedics is featuring the SL-PLUS® cementless femoral stem, the SLR-PLUS® and the MODULAR-PLUS® cementless femoral revision stems, the MPF acetabular cups and the BOFOR revision cup. In addition, PLUS is exhibiting the PLUS-Bipolar, Unipolar, CCG cerclage bands and the Gliding Nail.

We are exhibiting the PLUS Solution knee family consisting of the TC-PLUS™ fixed bearing knee, the RT-PLUS™ rotating hinged knee and the UC-PLUS™ unicondylar knee.

Pyron Technologies www.pyrontechnologies.com**Table Top Number: 8**

Pyron Technologies, Inc. works exclusively with orthopedic clinics helping them improve workflow, lower their fixed technology costs, and enhances patient care and satisfaction. They are a nationally recognized provider of **orthopedic clinic computer technologies** and understand the issues and needs of orthopedic surgeons and their practices. Specializing in Digital Imaging, Electronic Medical Records, Interactive Patient Education, Website Development, Networking, Patient and Staff Communications, Billing / Practice Management, Calendaring, Document Management, and Legacy Systems Integration, Pyron Technologies can help you plan and implement a cost-effective, long-term IT strategy that fits your specific practice needs.

Sanofi-Synthelabo Inc. www.sanofi-synthelabous.com Booth Numbers: 109 &113

Sanofi-Synthelabo welcomes you to Dallas! Please visit our exhibit to speak with our staff about Hyalgan® (sodium hyaluronate).

With 2002 sales in excess of \$8.17 billion, Sanofi-Synthelabo ranks among the top 20 global pharmaceutical companies. With more than 32,000 men and women in more than 100 countries, its core therapeutic areas are cardiovascular disease and thrombosis, disorders of the central nervous system, oncology and internal medicine.

Today, some 6,000 scientists and support staff in 15 R&D centers worldwide are working to develop some 52 new compounds of which 23 are in Phase II or III. Sanofi-Synthelabo worldwide headquarters are in Paris, France. U.S. headquarters are in New York, NY.

Smith & Nephew, Inc. www.smith-nephew.com Booth Number: 105

Smith & Nephew Orthopaedics specializes in total joint arthroplasty products such as the Genesis II and Profix Total Knee Systems, Accuris Uni Knee, and the Spectron, Synergy and Echelon Total Hip Systems. Our unique Oxinium implant material extends the life of implants making them suitable for younger patients. Also available from Smith & Nephew, Computer Assisted Surgery – improving the accuracy of hip and knee procedures while allowing a less invasive approach. Increased visualization combined with computer tracking promises less morbidity, less pain and better outcomes in orthopaedic surgery. We are **Smith&Nephew** -- helping people regain their lives.

Stryker Howmedica Osteonics www.howost.com Booth Numbers: 201 & 203

Stryker Howmedica Osteonics is the global leader in the development, manufacture and sales of innovative reconstructive orthopedic devices. Our products and services are marketed in more than 40 countries around the globe. We take pride in developing creative technological solutions to clinical issues that can help our surgeon customers enrich the quality of life for patients around the world. Our industry-leading products include: Total Hip, Total Knee, Upper Extremity, bone Cement, Bone Substitutes, Trauma and Spinal Systems.

TissueLink Medical www.TissueLink.com Booth Numbers: 206 and 208

TissueLink Medical offers the orthopaedic surgeon a revolutionary technology for hemostasis and sealing tissue. An optimal tissue seal during total joint procedures may have a positive impact on clinical outcomes associated with blood loss, transfusions, hematoma formation, edema, infection, swelling, pain, deep vein thrombosis, and patient recovery. TissueLink™ technology is simple. And simply revolutionary. TissueLink products connect to most standard electrosurgical generators. We combine that energy with a conductive fluid –saline. The saline cools the tissue keeping temperatures below 100°C, which enables a mechanical closure of vessels through the shrinking of vascular collagen.

Wright Medical Technology www.wmt.com Booth Number: 100

Wright Medical Group, Inc. is a global manufacturer and distributor of reconstructive joint devices and bio-orthopaedic materials. Wright will be displaying its new CONSERVE Total BFH™ hip system with large diameter metal heads ranging in size from 36-56mm. The latest version of this system allows for a mere 6mm difference in head and cup dimensions. For example, a 60mm cup will accommodate a 54mm head, thus creating an extremely stable hip replacement. Wright is proud to be the only major orthopedic manufacturer with both metal on metal and ceramic on ceramic bearings for Total Hip Replacement procedures. In addition, Wright Medical Group, Inc. provides a wide variety of knee, extremity and bio-orthopaedic products for our customers. With over 50 years in business, Wright Medical provides a trusted name in orthopaedics.

Your Practice Online www.yourpracticeonline.net Booth Number: 213

Your Practice Online welcomes you to Dallas!! Your Practice Online provides complete internet and multimedia solutions for health professionals and health organizations. Hipsknees.info, a project of Your Practice Online, will be presenting web and CD based movies on Normal Hip & Knee Anatomy, Total Hip Replacement, Hip Resurfacing, Total Knee Replacement, Knee Arthroscopy, ACL Reconstruction, Unicondylar Knee Replacement, and Revision Hip and Knee Replacements. These animated movies educate your patients on their condition or surgery, the associated risks and complications and provide guidelines for postoperative care. We look forward to meeting you.

Zimmer, Inc. www.zimmer.com Booth Numbers: 106 and 108

Founded in 1927 and headquartered in Warsaw, Indiana, Zimmer is the worldwide pure-play leader in the design, development, manufacture and marketing of reconstructive orthopaedic, spinal and dental implants, trauma products and related orthopaedic surgical products. Zimmer has operations in more than 20 countries around the world and sells products in more than 70 countries. In October, 2003, the company finalized its acquisition of Centerpulse AG, a Switzerland-based orthopaedic company and the leader in the European market. For the year 2002, the worldwide combined revenues of Zimmer and Centerpulse were approximately \$2.2 billion, supported by the efforts of nearly 7,000 employees.

The AAHKS thanks all of its commercial Exhibitors for their support of this year's meeting. We look forward to their continued participation in our Annual Meeting.



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