



# Exhibitor Directory

14<sup>th</sup> Annual Meeting  
November 5 - 7, 2004

Grapevine Ballroom  
Gaylord Texan Resort  
Dallas, Texas

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**Advanced Biomaterial Systems, Inc.****Table Number: 46****www.advbiomat.com**

Advanced Biomaterial Systems is a leading provider of innovative solutions to the orthopedic and radiological communities. Our ongoing commitment is to create bio-materials and delivery systems for treating targeted sites of the musculoskeletal system damaged by disease, infection or trauma. We currently offer the *twistOR* PrePack™ line of bone cement mixing and delivery systems. These devices are prepackaged with Concert® Bone Cement, a medium viscosity bone cement with 2.4 times the fatigue strength of the market leading bone cement. Other ABS products include Concert® Cranioplast bone cement and the Plexis™ Bone Void Filling System.

**Aesculap****Table Number: 37****www.aesculap.com**

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.

**Aventis Pharmaceuticals****Table Number: 24****www.aventis.com www.lovenox.com**

Please visit the Aventis Pharmaceuticals exhibit, home of Lovenox® (enoxaparin sodium injection), the company’s low-molecular-weight heparin. The very latest information, including educational materials and other useful resources, will be available.

**Biomet, Inc.****Table Numbers: 22 & 23****www.biomet.com**

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.

*Biomet is the Saturday breakfast sponsor*

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**BioniCare Medical Technologies, Inc.** **Table Number: 44**  
**[www.bionicare.com](http://www.bionicare.com)**

BioniCare Medical Technologies' BioniCare® BIO-1000™ is the first and only non-drug, non-invasive system cleared by the U.S. Food and Drug Administration (FDA) for marketing in the United States for adjunctive management of pain and associated symptoms due to osteoarthritis of the knee.

**BrainLAB, Inc.** **Table Number: 21**  
**[www.brainlab.com](http://www.brainlab.com)**

BrainLAB is the technology leader in the manufacture of advanced medical systems for neurosurgery and radiotherapy with more than 500 applications worldwide. The company has completed the challenge of developing a navigation system specially adapted to the needs of orthopedic surgery, using its proprietary and core technology in IGS. BrainLAB believes that this technology will also have a positive impact on the outcome of total hip and total knee replacements. Technical innovation, close attention to customer's needs and the largest distribution network for software-based investment products in neurosurgery have made BrainLAB the market leader in its field. BrainLAB offers worldwide sales and service support through distribution channels in more than 70 countries.

**CeramTec Medical Products** **Table Number: 33**  
**[www.biolo.com](http://www.biolo.com)**

Whether through medical technology or innovative auxiliary products, the medical industry is a decisive factor for the quality of life of every individual. New ideas and products are created ever more quickly, not least thanks to CeramTec's highly specialized ceramic products.

**DePuy, a Johnson & Johnson Co.** **Table Numbers: 31 & 32**  
**[www.depuy.com](http://www.depuy.com)**

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.

*DePuy is the Audience Response System (ART) major sponsor*

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**Elsevier: Saunders/Mosby****Table Number: 15****www.elsevier.com**

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****Table Numbers: 12 & 13****www.encoremed.com**

Encore is one of the fastest growing companies in the orthopedic industry. Product offerings include the EPIK™, Foundation® and 3DKnee™ systems for addressing unicondylar, primary, and revision knee replacement, the Foundation®, Revelation®, Linear® and Vitality® hip systems, which address a variety of surgeon preferences for total hip arthroplasty, and the Keramos™ Ceramic-on-Ceramic and FMP® Metal-on-Metal systems minimize acetabular wear.

**ESKA America****Table Number: 38****www.eska-america.com**

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.

**eTrauma****Table Number: 29****www.etrauma.com**

eTrauma is dedicated to developing medical info-imaging software for the orthopaedic medical specialty that optimizes office work flow and eliminates inefficiencies attributable to managing patient medical data—ultimately enhancing patient care.

eTrauma, a medical device company that is registered with the FDA, is committed to the pursuit of excellence in its products and services by exceeding the quality expectations of the customers we serve. We have accomplished this objective by establishing partnerships with our customers, employees, and subcontractors.

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**Exactech, Inc.****Table Numbers: 8 & 9****www.exac.com**

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****Table Number: 30****www.gentiva.com**

Gentiva is America's leading provider of home healthcare, with over three decades of experience and a network of healthcare professionals that spans more than 250 communities coast to coast.

Our orthopedic program was developed in collaboration with orthopedic surgeons and differs from a traditional approach by allowing patients to go directly home after joint replacement surgery to receive physical therapy in the comfort of their own surroundings. We are devoted to helping our clients achieve the greatest level of independence they can reach.

**GlaxoSmithKline****Table Number: 28****www.gsk.com**

GlaxoSmithKline is one of the world's leading research-based pharmaceutical companies with a powerful combination of skills to discover and delivery innovative medicines. In support of the appropriate use of our products, GlaxoSmithKline offers a number of programs to support our mutual goals to achieve effective health management strategies and improve patient care. Please visit our exhibit to learn more about our products and programs.

**I.G.O.T.I.T.****Table Number: 26****[www.innovative-orthopaedics.com](http://www.innovative-orthopaedics.com)**

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.****Table Numbers: 41 & 42****[www.innomed.net](http://www.innomed.net)**

Innomed will be displaying Minimally Invasive surgery instruments for total hip and total knee surgery. Also displayed, will be total hip and total knee positioners and revision instruments along with Large Patient total hip and total knee instruments.

**Lippincott Williams & Wilkins****Table Number: 6****[www.lww.com](http://www.lww.com)**

On display, will be the most recent publications from Lippincott Williams & Wilkins. Included are “Master Techniques in Orthopedic Surgery: Knee Arthroplasty”; “Master Techniques in Orthopedic Surgery: Reconstructive Knee Surgery”; “Master Techniques in Orthopaedic Surgery: The Hip”; John J. Callaghan, MD – “The Adult Hip” and “The Adult Knee”.

**NovaRad****Table Numbers: 10 & 11****[www.novapacs.com](http://www.novapacs.com)**

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.

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**Omni-Tract Surgical****Table Number: 45****[www.omni-tract.com](http://www.omni-tract.com)**

Omni-Tract® Surgical will be demonstrating the OmniAccess® Hip Retractor. Omni-Tract Surgical offers new innovative solutions to exposure during arthroplasty and hip revision surgery by providing constant, absolute exposure through large and small incisions. The OmniAccess retractor systems give you consistent performance on all patient sizes while reducing staffing requirements. 100% of the surgeons currently using the OmniAccess retractor report improved operative field visualization. Stop by our table for a demonstration. We will be highlighting our Keggi Minimally Invasive System designed with Kristaps J. Keggi, MD.

**OREF****Table Number: 16****[www.oref.org](http://www.oref.org)**

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.

**Ortho Biotech Products, L.P.****Table Number: 40****[www.orthobiotech.com](http://www.orthobiotech.com)**

Ortho Biotech Products, L.P. is a leading biopharmaceutical company that provides innovative products and services designed to help enhance the lives of individuals with serious chronic illnesses. We market a prescription medication for correcting anemia associated with cancer chemotherapy for patients with most types of cancer; AZT-treated, HIV-infected patients; chronic kidney disease patients not on dialysis; and elective, noncardiac, nonvascular, surgery patients.

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## **Othopaedic PAC & AAOS**

### **Medical Liability Reform Campaign**

**Table Number: 19****[www.aaos.org](http://www.aaos.org)**

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](http://www.aaos.org), select "Health Policy" and scroll down to the Washington section (requires Log-in).

## **Pfizer Pharmaceuticals Group**

**Table Number: 5****[www.pfizer.com](http://www.pfizer.com)**

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

## **PLUS Orthopedics**

**Table Number: 25****[www.plusorthopedics.com](http://www.plusorthopedics.com)**

PLUS Orthopedics is the American subsidiary of Medica Holding, a global company that currently represents the number-one, cementless hip prosthesis in Europe. Based in Southern California, our company is dedicated to one goal: successful joint reconstruction.

In addition to the SL-PLUS® cementless femoral stem, we are featuring a number of new products: The Promos® Shoulder System, a revision knee system and a cemented femoral stem.

***PLUS Orthopaedics is a Keynote Speaker sponsor***

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**Pyron Technologies****Table Number: 14****[www.pyrontechnologies.com](http://www.pyrontechnologies.com)**

Pyron Technologies provides orthopedic specific solutions that include: consulting services, secure computer and network infrastructure, document management, patient education, billing / practice management, digital dictation, web development, and digital imaging support.

*Pyron Technologies is the Grand Rounds Prize exclusive sponsor*

**Sanofi-Synthelabo, Inc.****Table Number: 27****[www.sanofi-synthelabo.us](http://www.sanofi-synthelabo.us)**

Sanofi-Synthelabo welcomes you to Dallas! Please visit our exhibit to speak with our staff about our products Hyalgan® (sodium hyaluronate). A major player in the global pharmaceutical industry, Sanofi-Synthelabo has more than 33,000 employees in more than 100 countries. Our 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 55 new compounds, 22 of which are in Phase II or III. Compounds currently in development include potential treatments for deep vein thrombosis, certain cancers, obesity, and depressive disorders.

Sanofi-Synthelabo worldwide headquarters are located in Paris, France; U.S. headquarters are in New York.

**Sectra N.A., Inc.****Table Number: 34****[www.sectra.com](http://www.sectra.com)**

Sectra is one of Sweden's fastest growing high-tech companies in the IT area. Since the mid-1980s, Sectra has successfully developed and sold cutting edge solutions in niche segments. Our strategy is to be active in high growth niche markets where we can establish a very strong position in our domestic market in order to use this base to obtain a global market leadership.

Today, our operation comprises three business areas: Medical Systems, Secure Communication Systems, and Wireless Information Systems. Sectra has more than 300 employees in eight countries and operations that reach out to customers all over the world. All our systems and products are developed in close cooperation with customers. This approach, combined with Sectra's comprehensive expertise in each market segment and our close ties with research institutions, has resulted in cutting edge products characterized by high quality standards and strong user-friendliness.

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**Smith & Nephew, Inc.****Table Numbers: 47 & 48****[www.smith-nephew.com](http://www.smith-nephew.com)**

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 Orthopaedics****Table Numbers: 17 & 18****[www.stryker.com](http://www.stryker.com)**

Stryker Orthopaedics is a global leader in the development, manufacture and sale of orthopaedic products and services. Through technology and innovation, we enrich the quality of life of patients around the world.

Our Hip, Knee, Upper Extremity, Trauma and Spinal Systems, as well as our Bone Cement and Bone Substitutes, are designed to help patients lead healthier, more active lives. Our entire range of products and services makes surgery and recovery from an orthopaedic implant procedure simpler, faster and more effective.

Stryker Orthopaedics is the largest subsidiary of the \$3 billion Stryker Corporation.

**TissueLink Medical****Table Numbers: 1 & 2****[www.TissueLink.com](http://www.TissueLink.com)**

TissueLink Medical offers the orthopaedic surgeon a revolutionary technology for hemostasis and sealing tissue. An optimal bone and soft tissue seal during total joint procedures may have a positive impact on clinical outcomes associated with blood loss, transfusions, hematoma formation, swelling, and pain. TissueLink's products connect to most standard electrosurgical generators. By combining the RF energy with saline, the tissue is cooled, keeping temperatures at or below 100°C. This enables a mechanical-like closure of vessels through shrinking of vascular collagen. TissueLink Medical: Simply Better Surgery.™

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**Wright Medical Technology****Table Numbers: 3 & 4****www.wmt.com**

Wright Medical Technology 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 orthopaedic manufacturer with both metal on metal and ceramic on ceramic bearings for Total Hip Replacement procedures. In addition, Wright Medical Technology 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.

*Wright Medical Technology is a Keynote Speaker sponsor*

**Your Practice Online****Table Number: 39****www.yourpracticeonline.net**

Welcome to Dallas! Your Practice Online provides complete internet and multimedia solutions for health professionals and health care organizations. Our team of medical professionals and multimedia designers create unique websites that include our patient education web 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 and surgery, the associated risks and complications and provide guidelines for postoperative care.

We look forward to meeting you.

**Zimmer, Inc.****Table Numbers: 35 & 36****www.zimmer.com**

Founded in 1927 and headquartered in Warsaw, Indiana, Zimmer is the worldwide #1 pure-play orthopaedic leader in the design, development, manufacture and marketing of reconstructive and spinal implants, trauma and related orthopaedic surgical products. In October, 2003, the Company finalized its acquisition of Centerpulse AG, a Switzerland-based orthopaedics company and the leader in the European reconstructive market. The new Zimmer has operations in more than 24 countries around the world and sells products in more than 80 countries. As a result of the acquisition, reported 2003 sales were \$1.9 billion. Full-year 2003 pro forma worldwide sales of Zimmer and Centerpulse were approximately \$2.6 billion.

*A special Thank You to the  
TJR Documentary sponsors:*

Dr. & Mrs. Dane Miller (Biomet, Inc.)  
DePuy Orthopaedics  
Smith & Nephew Orthopaedics  
Stryker Orthopaedics  
Wright Medical Technology  
Zimmer, Inc.



*The AAHKS thanks all  
of its commercial Exhibitors  
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year's meeting.*



704 N. FLORENCE DRIVE | PARK RIDGE, ILLINOIS 60068-2104  
phone 847/698-1200 | fax 847/825-9294 | Email [helpdesk@aahks.org](mailto:helpdesk@aahks.org)  
Web [www.aahks.org](http://www.aahks.org)