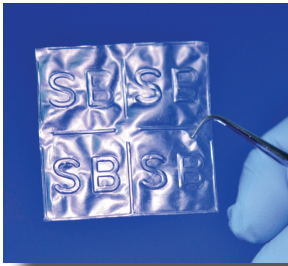




# TEAM CONFIDENTIAL

## AmnioFix Making Gains in the Market

by Mickey Mickenheim, Wentwood Sales Rep



AmnioFix is an exciting product and it is getting a good amount of attention for its wide array of uses and benefits to both the surgeon and the patient. We've had quite a few implants already since the training that was held only a few weeks ago. AmnioFix has separate anterior and posterior applications with distinct differences between the two. Currently there has been usage in the Coble/Holley territory and in the Tsakonas/Good/Archer territory.

AmnioFix has been used in the following cases: ALIF (4x6 cm), ACDF (2x3 cm), Laminectomy (3x6 cm) and Microdiscectomy (16 mm disc). The surgeons using it for the ALIFs are doing so for the healing properties that go along with AmnioFix. The exposing surgeon has been a real advocate here and applies the tissue in cases where there is a possibility of going back in sometime in the future.

This is the same thought process for the Laminectomies; as you well know, once a spine patient always a spine patient. At some point, the patient will have to come back in for more work. The AmnioFix will reduce the amount of inflammation, greatly reduce the amount of scar tissue and the application can eliminate any adhesions between the dura and the soft tissue.

AmnioFix has been implanted in ACDFs for the same reasons as in the lumbar spine, but has additional reasons for usage when moving into cervical. When using this tissue, if the surgeon has to go back in, adhesions between the esophagus and the plate will be minimal. Also, with

the recurrent laryngeal nerve running through there, if there are no adhesions regardless of what the profile of the implant is, there will be less dysphasia.

The 16 mm disc has been used in microdiscs. There's still some uncertainty of the need for this application and how many surgeons

Continued on next page ►

## Success Story

by Amber Crowder, Wentwood Sales Rep

We've had good success in getting approvals for HEMASORB. Here's an update on some of the approvals and pending studies.

- Methodist Dallas has ORTHOCON listed as a vendor and will pay \$224/unit for HEMASORB.
- Approval was granted for HEMASORB at Medical Center of Plano @ \$199/unit. The Neuro and CV surgeons are the main users.
- John Pacifico and I met with Dr. Hobar and Dr. Travato, plastic CMF surgeons, who are going to put together a pediatric study on cranial vaults with and without HEMASORB based on EBL per patient. This should help with Pediatric approval.
- We had our first PO issued from Baylor Dallas and will be assigned a vendor number before the end of the month. HEMASORB is going for \$224/unit and we have no hesitations from the Baylor system.
- Reminder: We do have a REQ # for HEMASORB in the THR system at \$224/unit. #109620
- The applicator unit will be launched in June, we are still awaiting FDA approval for the 1G.

## Wentwood Team Page

TEAM LOGIN

Now available. Log-on to the Wentwood Team page to get any Wentwood product materials. Use your RMD username and password for access.

www.wentwoodconsultants.com

## Sales Leader Board

Thru February 28, 2011 - Top in each category

| Anulex                     | Sales    |
|----------------------------|----------|
| Tsakonas/Good/Archer ..... | \$17,255 |
| Knickerbocker/Ducote ..... | \$15,960 |
| Wyatt .....                | \$15,960 |
| Baskin/Baker/Bolton .....  | \$9,375  |
| Holley/Coble .....         | \$6,980  |
| Bookman .....              | \$5,985  |
| Plemons .....              | \$3,590  |
| ORTHOCON                   | Sales    |
| Michael Murphy .....       | \$9,173  |
| Graffagnini .....          | \$1,255  |
| SpineView                  | Sales    |
| Tsakonas/Good/Archer ..... | \$1,195  |
| Troop Pillow               | Sales    |
| Michael Murphy .....       | \$480    |
| Clark/Rowe .....           | \$480    |

# TEAM CONFIDENTIAL

## AmnioFix Making Gains in the Market

*Continued from page 1*

will go forward with it. The application is a little more difficult to manipulate and a little tough to distinguish the top and bottom of the tissue.

AmnioFix is a great product and it is a natural product. You can have a conversation with your surgeon and talk minimally about the benefit of the layers – the most important factors that benefit both surgeon and patient are the anti-inflammatory and anti-adhesion characteristics.

The folks at MiMedx are working very close with us as a team and they are very excited about the growth and usage that has been realized so far. They are working proactively with hospital systems and GPOs to make the selling process to the surgeons more of a selling process rather than a battle with hospital administration to get product into their facility.

If you have any thoughts or comments about applications, please reach out to myself or any of the guys within the territories where AmnioFix is being used. ■

## New from SpineView

# Do More with Less



### Flex Your MIS Muscles

The enSpire Flex enables maximum effectiveness and efficiency with MIS access. Enspire Flex features an articulating tip that goes in straight and easily articulates to 30° (or any angle in between) with the simple turn of a knob—even when active.

- One Device
- Superior Discectomy / Prep
- Less Time
- Less Instrument Passes



## Wentwood Welcomes National Billing Partners

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**Nancy Moore, president**

12331 Riata Trace Parkway / Building 3, Suite 140 • Austin, TX 78727

Phone: 512-331-1600 / Toll Free: 888-608-7999

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- EMR Stimulus recovery assistance
- Benchmarking and transparent 24/7 reporting
- Assistance and oversight of financial projections by our on-staff CPA