



NEWSLETTER

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Rule #1: If we don't take care of our customers, someone else will!

The Bradshaw Medical Message

Our responsibility as a premier manufacturer of orthopedic, trauma, and spinal instruments for OEM companies is to continually provide innovative products to our customers, their doctors, nurses and patients. We strive to meet and exceed our customer's needs with best-in-class research and development, expert technical support, quality manufacturing, superior customer service, and timely delivery.

In the News

7/17 - **Bradshaw Medical** was issued **U.S. Patent No. D596,293 S** for their Spinal Rod Gripping Device. This instrument has been tested to withstand in excess of 100 lbs./in. rotational force without jaw slippage.

"Please extend my congratulations to Hua, Guy, Keith Easter, and Pete Bunten for this great accomplishment. I challenged Pete, Guy, & Keith with the rotational force requirement a few years ago at a NASS convention and had the opportunity to view some of their development efforts (and struggles!!) to achieve this milestone. Dr Gao's tireless commitment to overcome the challenges he faced with this device, along with the support of Guy, Keith, and everyone else at Bradshaw is a testament to the outstanding company Bradshaw Medical, Inc. has become in such a short time. Well done!!"

-Major Spinal Customer – Senior Design Engineer

FEATURED PRODUCT



Rod Cutter

Handheld with extendable handles for increased leverage

RC-000001 ø3.5mm & 5.5mm

**Patent Pending*

Optional table top mounting base sold separately.
604-0117

Employee Spotlight



Joe Post
Special Projects
Manager

Joe Post leads Bradshaw Medical's (BMI's) Special Projects efforts as the company's Comfort Grip™ Silicone Handle "Guru". He has been with Bradshaw Medical since its inception in 2006 and has been essential to the progress of the company over the years.

Joe gained experience while working as a CNC programmer for Converse Industries (7years) and Beere Medical (5 years). Since being with BMI, he has been awarded 3 patents for his designs and has several others pending.

BMI Patents from Joe

Ratcheting Silicone Adjustment Ring Assembly
US D581,763 S

Compressor/Distractor New Linkage
USD566,271 S

Silicone T-Handle
US D557,584 S



Trade
Show
Watch

NASS

**North American Spine Society - 2009
Annual Meeting**

November 10-14; San Francisco, CA
Moscone Center South

INDUSTRY NEWS

ORTHOWORLD Position Paper on Healthcare Reform

As the healthcare reform initiative moves through the halls of Washington, we will undoubtedly be debating what treatments do and do not work and what options should be made available to the American people. When we enter these heated discussions, it is imperative that the facts be examined that allow evaluation of medical procedures and their effectiveness in returning the health and productivity of the citizenry. Orthopaedic care has clearly demonstrated its efficacy. Without question, it has changed tens of millions of lives for the better, forever.

Orthopaedic problems and interventions affect us all at one time or another in our lives. The National Center for Health Statistics estimates that nearly 108 million American adults reported bone and joint medical conditions in 2005. (1) That's nearly half of all Americans over the age of 18. Musculoskeletal disorders and conditions are the leading cause of disability in the U.S. and the most frequently cited reasons for limitations in daily activities of life, with 15 million Americans aged 18+ limited by arthritis, back or neck problems, fractures, connective tissue conditions, etc. More Americans report musculoskeletal conditions than either circulatory (heart disease, stroke, etc.) and respiratory (emphysema, asthma, hay fever, bronchitis, etc.) problems and musculoskeletal conditions remain the greatest cause of lost work days and medical bed days in the U.S. (*ibid*)

In 2004, an estimated \$849 billion was spent in health care costs and lost wages for Americans with a musculoskeletal diagnosis. That's nearly eight percent of our national gross domestic product." (*ibid*) Furthermore, days lost from work neared 438 million, costing workers \$339 billion in aggregate earnings. (*ibid*)

Among the most prevalent musculoskeletal problems are arthritis and back pain.

Arthritis afflicts 47 million Americans and by 2030, nearly 67 million Americans (or about 25 percent of the adult population) could suffer with arthritis. The most common form of arthritis, osteoarthritis, afflicts 27 million Americans and is the leading diagnosis underlying the need for joint replacement procedures.

Industry Links

Click the logos to follow the links.

ORTHOWORLD

BONEZONE



New Buyers Guide!

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Marketing Coordinator: Rebecca Lyyski

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