



NEWSLETTER

● ISSUE 5 ● September 2009 ● VOL 5



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

8/20 - **Bradshaw Medical** has received all City and State Building Permits meaning that Phase I of 60,000sf State-of-the-Art Design & Manufacturing Facility can begin. The building is scheduled for completion by June, 2010.

8/26 – Preparations are being made for the groundbreaking ceremony. The event will be taking place on Tuesday September 22nd, 2009. If you would like information or would like to attend please contact Becky at 262-925-1374.

Beginning in October watch for the New Facility Update section of the BMI Newsletter!

"Despite current U.S. economic conditions, BMI remains on track for another substantial growth year in the industry. Additional capital equipment is planned and will be in operation by the end of the 4th quarter to better support our growing customer demands. Key personnel in engineering & manufacturing will also be brought on board to the BMI Team as required. We're optimistic that the economy will continue to improve heading into 2010 and we're positioning ourselves to take full advantage of that to better serve our existing OEM customer base while developing key new relationships and strategic alliances where it makes sense for the business", stated Guy Bradshaw, Chairman.

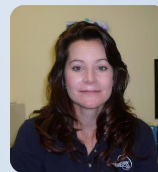
FEATURED PRODUCT



**Comfort Grip™
Handles
Widest Selection
Available in the
Industry Today!**

Patent # US D557,584 S

Employee Spotlight



Kelly Wolcott
Product
Development
Engineer

Kelly Wolcott is involved with Bradshaw Medical's (BMI's) Product Development efforts. She has been with BMI since October 2006 and has been a key player to the progress of the company over the years.

Kelly attended Gateway Technical College where she achieved a degree in Mechanical Design (with highest academic achievement). She gained experience with previous positions including P&H Harnischfeger (mining equipment), Snap-On Tools, Brunswick Billiards and Teleflex.

Kelly is a mother of three and when she is not busy at home she enjoys teaching classes at a local gym. She loves to spend time outdoors including fishing, tennis, biking and trap shooting.



Trade
Show
Watch

NASS
North American Spine Society - 2009
Annual Meeting

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

"Connect Everything. Achieve Anything."

INDUSTRY NEWS

Still on Target

The orthopedic industry historically has been a safe business during economic downturns. Despite positive demographics, orthopedic industry executives and analysts—justifiably—have concerns about price pressure resulting from a weak hospital sector, the impact of probable healthcare reform currently being debated in Washington, D.C., and pending legislation on Capitol Hill (similar versions already are in effect in some states such as Massachusetts) regulating company interactions with physicians and researchers. And, oh yeah, they have to find time to be innovative, too.

A recent survey by the American Hospital Association reported that nearly all of the 1,078 hospitals taking part in the study said their capital situation had not improved since December or was still getting worse. Hospital administrators are looking for cost savings under every rock. This could—and often does—include insisting that surgeons use lower-cost implants. Results of a survey of hospital purchasing managers conducted by Wachovia at the end of the first quarter suggested that price pressure on orthopedics was likely to increase. Those surveyed expected the average joint implant cost to decline by 4.5 percent within the next 12 months, with spine implant costs down 4.7 percent, according to the survey. Michael Matson, a medical device industry analyst with Wachovia Capital Markets, told Reuters news service that he did not expect prices to match the forecasts of the hospital purchasing managers, but said their responses were a sign of "intensified pressure" on orthopedic firms.

Overall, however, fiscal 2008 was positive for the companies on this year's list. Revenues continued to rise, though the economic turmoil that came to a head in the fourth quarter limited gains made earlier in the year. The good news is that most industry watchers still predict overall market growth for orthopedic manufacturers. Solid demographics—and a host of other positive factors—are still on the sector's side. This year's annual Top Companies report illustrates that even though challenges may have increased (and 2009 could prove to be a harder balancing act than last year), the orthopedic industry's heavyweights are equal to the task.

Top 10 Orthopedic Device Manufacturers in FY2008

1.	Stryker Corp.	\$6.7B
2.	DePuy (J&J)	\$5B
3.	Zimmer Holdings	\$4.1B
4.	Smith & Nephew	\$3.8B
5.	Synthes	\$3.2B
6.	Medtronic Sofamor Danek	\$3B
7.	Biomet	\$2.4B
8.	DJO Incorporated	\$980M
9.	Orthofix	\$519M
10.	Wright Medical	\$465M

(Source www.odtmag.com)

Industry Links

Click the logos to follow the links.

ORTHOWORLD

BONEZONE



New Buyers Guide!

Bradshaw Medical, Inc.

5732 95th Ave, Suite 100
Kenosha, WI 53144

Ph: 877.201.7661

Fx: 262-925-1380

www.bradshaw-medical.com

Looking for Information?

info@bradshaw-medical.com

BMI Sales Representatives:

Western

Steve Pubols (530)622-2283
spubols@sbcglobal.net

Central

Dave Delp (574)269-7004
Dave.delp@gmail.com

Eastern

Kim Riemer (262)925-1374
kriemer@bradshaw-medical.com



CEO: Guy Bradshaw
President: Keith Easter
Office Manager: Tonya Young
Marketing Coordinator: Rebecca Lyyski



ISO 13485
FM 541886
FDA Registered