

**TO** Sales Worldwide  
**CC** Marketing, Customer Service, Vice Presidents  
**FROM** Christian Ritter  
**DATE**  
**SUBJECT** Latest BoneScalpel publication & workshop at IMAST

Dear BoneScalpel partners,

July has been a very busy month for BoneScalpel. Not only did we just finish a record year on June 30 with a record number of BoneScalpel placements in the U.S. and worldwide. Furthermore, we just entered the new fiscal year with nothing but a phenomenal start. We are extremely excited to share the news on the key events:

- Peter Newton's team from Rady Children's Hospital in San Diego published the article "**Blood Loss Reduction During Surgical Correction of Adolescent Idiopathic Scoliosis Utilizing an Ultrasonic Bone Scalpel**" in the July edition of Spinal Deformity, which is the official journal of the Scoliosis Research Society (SRS).

Rady Children's is among the top 3 pediatric orthopedic hospitals in the U.S. (U.S. News) and Dr. Peter Newton has been a major contributor to scoliosis surgery and is recognized as lead author of one of "The 100 Classic Papers in Spinal Deformity Surgery" (Spine deformity, July edition)

The article states that **use of BoneScalpel has resulted in a 34% reduction in blood loss and 51% for blood transfusions with cell savers during surgical correction of adolescent idiopathic scoliosis as compared to the average of two single-surgeon controls.**

- The 21<sup>st</sup> International Meeting on Advanced Spine Technologies (IMAST) was held from July 16-19, 2014 in Valencia, Spain. IMAST is organized by the Scoliosis Research Society (SRS) with well over 500 attending orthopedic surgeons from the U.S. (>50%), Europe and Asia.
- Misonix hosted the "Hands-on workshop: Ultrasonic Bone Surgery" on July 17 at IMAST. The workshop was moderated by Peter Newton with faculty being:

<b>Suken Shah, MD</b>	Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE
<b>Amer Samdani, MD</b>	Shriners Hospitals for Children, Philadelphia, PA
<b>Sean Molloy, MD</b>	Royal National Orthopaedic Hospital, Stanmore, UK"
<b>Peter Newton, MD</b>	Rady Children's Hospital, San Diego, CA

All four surgeon speakers are well renowned in the world of spinal deformity and have been heavily involved with both IMAST and SRS as faculty, committee or board members.

Furthermore, all four faculties confirmed a reduction in blood loss when using BoneScalpel for deformity surgery (pediatric and adult) and see particular value in using it for bilateral facetectomies, posterior Ponte release, vertebral column resection and thoracoplasties.

It is no surprise that the combination and timing of Dr. Newton's publication and our workshop with top KOLs generated tremendous interest at IMAST. From start of the exhibit we became the busiest booth and the attraction of the show, clearly standing out from other exhibitors.



Interest for the workshop was simply enormous and beyond any expectation with surgeons standing, crowding and overflowing the lecture room. We could have had an audience of 75 people if the room's capacity was big enough.



Additional hands-on stations outside of the lecture room were packed with attendees and dropouts from competing workshops.



Overall we could have seated 75 surgeons for the workshop given a larger capacity room and took an equal number of leads –in short, we had active sales engagement with 15-20% of overall IMAST

attendees ! Demographics were evenly split between U.S., Europe and Asia, and outstanding in quality with some of the most prominent hospitals in spine surgery approaching us with sincere commitments to purchase.

The key events were featured in no less than three Misonix news releases (see Misonix website) last week, which were then featured by Becker's Spine, Bloomberg and other wire services.

Please share our excitement about BoneScalpel and help us in turning the extreme excitement in the market into placements and sales. The following materials should help you with that:

- **Blood Loss Reduction During Surgical Correction of Adolescent Idiopathic Scoliosis Utilizing an Ultrasonic Bone Scalpel**

Carrie E. Bartley, MA, Tracey P. Bastrom, MA, Peter O. Newton, MD  
Spine Deformity 2 (2014) 285-290

Includes data on reductions in blood loss and cell savers transfused as well as surgical technique changes made possible by BoneScalpel.

**Download article here**

[http://www.spine-deformity.org/article/S2212-134X\(14\)00037-9/abstract](http://www.spine-deformity.org/article/S2212-134X(14)00037-9/abstract)

- **BS-1305 rev A, BoneScalpel Economic Value Flyer, Blood Conserving Surgery**

The flyer contains important clinical and economic arguments about reducing blood loss and blood transfusions, particularly cell salvage. The flyer is updated and includes the reference to Dr. Newton's paper..

- **BoneScalpel top hospital list**

- Top spine users – U.S.
- Top pediatric spine users – U.S.

All material is available on dropbox as well!

Happy selling,

Christian Ritter  
Director, Marketing