



“Strategic Partnering and Investing in Musculoskeletal Technology”

November 2-3, 2005 · North Dallas, Texas · The Westin Stonebriar Resort

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Pure Play: Innovation

In just five years, SpineVision® has become a leading integrated spinal technology company offering solutions for some 90% of spinal pathologies.

by Ronald C. Trahan

WHILE THE SPINAL SECTOR, as the fastest-growing and most profitable segment of the orthopedic market, continues to attract the attention of investors and entrepreneurs, Spine start-ups over the last few years have focused on new niche technologies such as spinal cages, discs and nucleus replacements, and biomaterials. None have attempted to develop a broad-based spinal surgery product line. But SpineVision (Atlanta and Paris) believes the consolidation of the late-1990s in orthopedics (specifically the acquisitions by Medtronic of spine-specialty company Sofamor Danek and by Johnson & Johnson of DePuy and AcroMed) has disrupted the traditional relationship between spine surgeons and spine-focused companies, leaving a void that the company is looking to fill.



Gérard Vanacker is CEO and founder of SpineVision

SpineVision's goal is to fill this void initially by offering innovations on traditional spinal instrumentation products, which will bring the company head-to-head with well-established product lines offered by the industry's market leaders. With revenues generated by those products, the company hopes to fund product development in emerging technologies." (Source: *IN VIVO*, March 2003)

TIME HAS COME TODAY

Privately held SpineVision is executing its plan flawlessly, having doubled sales annually over the past three years. Current revenues are in the eight-figure range on sales "only" of innovations on traditional spinal instrumentation products. But now, having recently achieved FDA clearance of its first all-new product, PediGuard™, SpineVision has positioned itself for even more rapid growth. How has SpineVision been able to succeed so quickly?

"From the beginning, our sales and marketing strategy has been based on a controlled market release of new products to key opinion leaders in each of our international target markets prior to full-scale product launch," explains Gérard Vanacker, CEO and founder of SpineVision. "The support of key opinion leaders is ensuring market acceptance and endorsement of our products to the wider international spine surgery community," adds Mr. Vanacker. "Indeed, the controlled release strategy has enabled us to be highly responsive to surgeons' requirements while differentiating SpineVision products in the minds of spine surgeons and reducing costs," says Mr. Vanacker, who was Marketing Director Europe at Boston Scientific Europe from 1997-99, prior to founding SpineVision. From 1994-97, he was Business Unit Manager Europe for the Image Guided Surgery Division of Sofamor Danek Group (now Medtronic).

"We are proud to be presenting the SpineVision story at Medtech Insight's 'In Spine & Orthopedics' conference, one of the very best venues in the world at which to interact with quality investors." □

IN SPINE & ORTHOPEDICS: Strategic Partnering & Investing in Musculoskeletal Technology
The Westin Stonebriar Resort, North Dallas, Texas, November 2-3, 2005

Medtech Insight's conferences have drawn a total of more than 4,800 senior execs from the investment community and major medtech companies, and have featured more than 560 innovative early-stage presenting companies. IN SPINE & ORTHOPEDICS will, once again, feature a new group of over 50 early-stage medical technology companies seeking partnering and/or investment.

To register for this conference, please call 949-219-0150 or 888-290-2225 (toll-free in the U.S.), send an email to in3@medtechinsight.com, or **register online at www.medtechinsight.com.**

What leading executives are saying about their participation at Medtech Insight's 'IN SPINE & ORTHOPEDICS':



"It's been my experience that Medtech Insight conferences draw numerous young companies with impressive technologies and products, companies looking for funding and partners—a perfect market in which business development activities can flourish."

Gary Henley, President
Orthofix (Nasdaq: OFIX)
McKinney, Texas



"Based upon past experience we deliberately built our financing strategy around the Medtech Insight meetings. The audience consistently includes very high-quality VC participation as well as very relevant Corporate participation."

Tom Wood, CEO
Applied Spine Technologies
New Haven, Connecticut



"I can say without equivocation that my attendance at last year's Medtech Insight conference was the first giant step that led, ultimately, to a major corporate partnership and a very significant deal for us—which would not have happened as easily and quickly otherwise."

Art Wotiz, CEO
NovaBone Products, LLC
Jacksonville, Florida

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