

## News from Your Partner for Orthopedic Solutions



### **HAPPY NEW YEAR!!!**

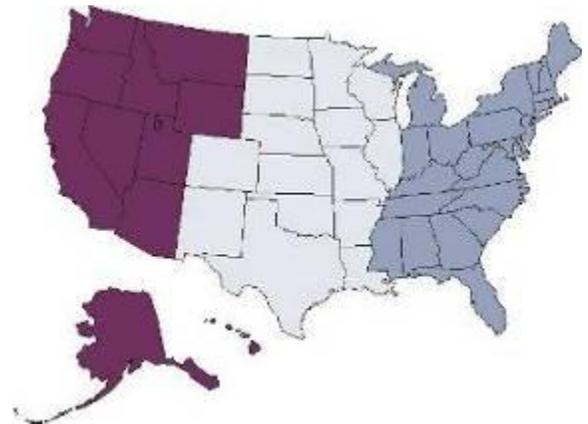
**Greetings everyone! We hope you had a safe and enjoyable holiday season. We have a full course calendar for 2011! Please see the locations and dates at the bottom of this newsletter.**

### **IAP WELCOMES NEW REPS!!!**

Innovative Animal Products would like to welcome **Halliday Donaldson**, our East Coast Rep. She joined the IAP sales team in Oct. 2010. Halliday has been a veterinary technician since 2001. The last 7 years have been at Georgia Veterinary Specialists. She is based in Atlanta, GA but will be traveling up and down the east coast visiting clinics within her region. We are very excited to have Halliday's vet tech knowledge and experience's as part of our sales team, She has already become invaluable to us!

In November, IAP hired **Jody Cushing** of Phoenix, AZ. Jody came to us highly recommended from another sales consultant on our team because they had worked together before. She has years of experience as a pharmaceutical rep; again we feel her knowledge and experience's are invaluable. Jody will be working with vet clinics located in the Central States, she too will be traveling Central US and could be stopping by your clinic soon!

If you would like one of our sales consultants to visit your clinic, please feel free to contact them directly. This has been a big year of growth for IAP. We are excited to have sales consultants in the field that have vast knowledge of orthopedic procedures available to veterinarians today! Please feel free to use our sales team as your orthopedic resource! It would be our pleasure to answer questions and provide training to you and your staff.



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**West Region**  
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**Jody Cushing** - Clinical Representative  
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**Halliday Donaldson** - Clinical Representative  
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**Lori Melhorn** - Sales Manager  
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## SwiveLock® Anchor System

- The Knotless Surgical Technique for Ligament Reconstruction

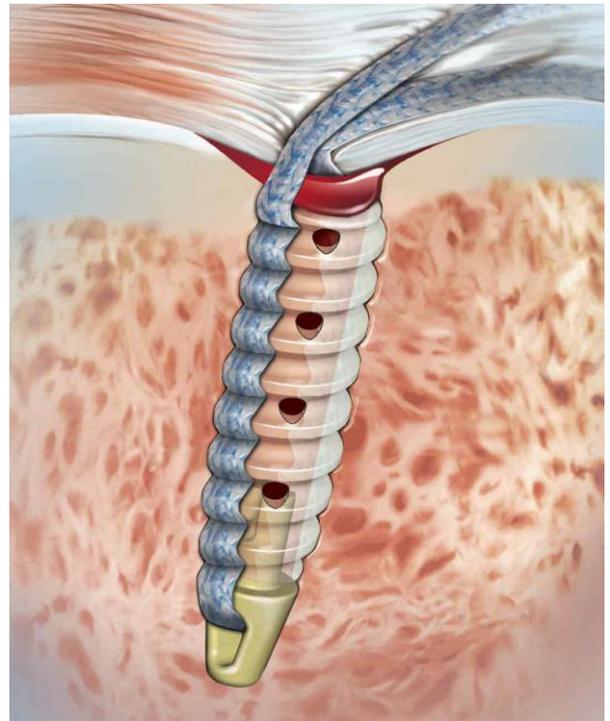
### Features and benefits

- Strong, Knotless Constructs • PEEK Anchor Material  
PEEK (polyetheretherketone) is an inert, nonabsorbable, thermoplastic material
- Vented Anchor Bodies – Promotes bone marrow flow and allows for bony ingrowth – Canine pilot study shows evidence of bony ingrowth at eight weeks
- FiberTape Suture – High strength  
More resistant to tissue cut-through than round sutures – Large footprint

### Surgical technique brochure:

[www.arthrexvetsystems.com](http://www.arthrexvetsystems.com)

**Pictured: SwiveLock® Anchor**



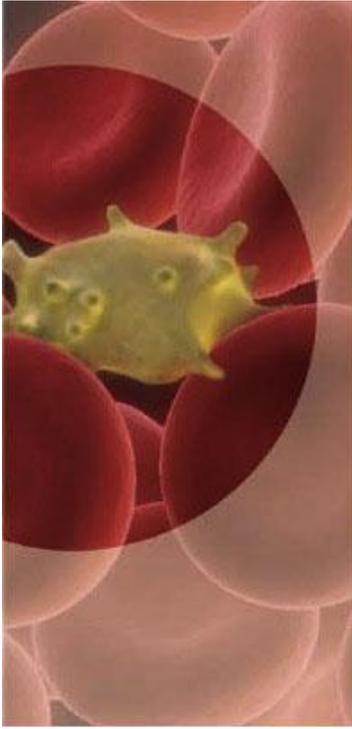
Knotless SwiveLock Anchors and FiberTape® Provide our Strongest and Lowest Profile Constructs!

## Autologous Conditioned Plasma Delivery System

Autologous blood products have created a growing interest for use in a number of orthopaedic therapies. The healing effects of plasma are supported by growth factors released by platelets. These growth factors induce a healing process wherever they are applied.

### Features and benefits

- Producing ACP (Autologous Conditioned Plasma) with the Arthrex ACP System can be performed within minutes. Typical platelet rich plasma (PRP) systems take up to 45 minutes to process the blood for application, thereby delaying treatment and increasing the cost of the procedure.
- The ACP System can be used in clinic or under sterile



conditions in an OR setting. The unique double syringe design allows for convenient and safe handling, as the whole preparation process takes place in a closed system.

- The cost of the ACP System is more affordable than conventional PRP devices.
- The IRAP centrifuge can be converted to work with the ACP System.



## Brochure:

[www.arthrexvetsystems.com](http://www.arthrexvetsystems.com)

## New Product Release

**Innovative Animal Products** is proud to announce a revolutionary new concept in endotracheal tubes! **Safe-Seal™ ENDO TUBE's** advanced technology will transform and modify the face of surgery and will dominate in safe surgical practices.



### Advantages and Benefits:

- ✚ Solid one-piece construction of medical grade silicone is autoclavable, resistant to cold disinfectants and could potentially last for years if carefully inspected
- ✚ No moving parts to fail
- ✚ Can be left in the same position in the trachea for extended periods of time
- ✚ The Y tube adapter fits snug but will not seize to the plastic of the Y tube
- ✚ The tube will rotate in the trachea during surgery without injury
- ✚ Transparent, so blood or fluids can be visualized in the tube

Almost all ET Tubes used today depend upon an inflation cuff to seal the tube in the trachea, *except* the **Safe-Seal™ ENDO TUBE** featuring the Blaine Baffle System. This new technology uses a series of 6 silicone baffles with carefully

## Introductory Offer!

**3 Tubes with stylets \$84.95**

*Plus \$10 shipping & Handling*

engineered pattern and spacing to seal the trachea *without pressure points*.

The **Safe-Seal™ ENDO TUBE** was designed to eliminate the problems associated with inflation cuffs tubes. No danger of leakage, over pressurization or under inflation! The soft and flexible baffles of this ET tube have an extreme advantage over the conventional inflation cuff tubes. The **Safe-Seal™ ENDO TUBE** is atraumatic to the tracheal surface due to the limited contact of the baffles against the tracheal walls. This means the tube can be left in the same position for extended periods of time. Rotation of the patient will not cause harm to the trachea because the baffles rotate easily. The soft, flexible baffles design also cleanses the trachea of all fluids upon extubation.

To order please call:  
**888.551.4394**

Or email:  
[info@innovativeanimal.com](mailto:info@innovativeanimal.com)

More information:  
[www.innovativeanimal.com](http://www.innovativeanimal.com)

## Other Orthopedic Solutions

### VIDEOS



**Arthrex Vet Systems Media Center:** Tightrope CCL technique animation along with surgical videos for both the **Tightrope CCL and CCL Anchor Repair Systems**.  
[www.arthrexvetsystems.com/en/mediacenter](http://www.arthrexvetsystems.com/en/mediacenter)

### Canine Arthroscopy Set Lease Program

A comprehensive selection of specialty instrumentation to perform arthroscopic procedure on the stifle, elbow, shoulder, and hock. From Arthrex Vet Systems.  
**Rental: \$400 plus shipping**

### Arthroscopy Tower Lease Program

Tower includes: Camera, Light source, Monitor, Water Pump, Shaver system, 2.7 and 1.9 scopes.

**Rental: \$750 per week plus shipping to and from your clinic**  
(Reservations required. Allow 2-3 days for shipping to your facility.)

### Original Interlocking Nail ® System Lease Program

**Average costs per procedure when using the lease program:**

Rental of equipment: \$275 - Interlocking Nail: \$73 - Bolts (4): \$60

Overnight Shipping: approx \$60 (actual cost to be determined at time of shipping)

**Total cost = approx \$457.00 per procedure**

If you use our lease program and then decide to purchase an Interlocking Nail System, the price of the new system will be reduced by \$275.

## Lab and Conference Schedule 2011



### Tightrope CCL Labs

Date	Location	Exhibit/Lab
Jan 16	Orlando FL	NAVC
Feb 24	Las Vegas NV	WVC
Mar 12	Columbus OH	Ohio State CE
April 9	Baltimore MD	
May 14	Boise ID	
Sept 17	Atlanta GA	
Oct 8	Denver CO	
Oct 22	San Francisco	

#### MINIMALLY INVASIVE TECHNIQUE FOR TREATING CCL INJURIES

This laboratory will provide a didactic section covering the principles of the Tightrope CCL materials, a step-by-step presentation of the surgical technique, and presentation of data regarding the clinical results of the technique from a prospective cohort (TPLO) study in canine patients. The laboratory period will include hands-on training in which each person can perform the technique on a cadaveric canine stifle.

To register: [www.arthrexvetsystems.com](http://www.arthrexvetsystems.com) Call 888.551.4394

### NEW! SwiveLock Knotless Anchor & Corkscrew CCL Repair Labs

Date	Location	Exhibit/Lab
Jan 15	Orlando FL	NAVC



Jan 21	San Diego CA	AVORE
Feb 21	Las Vegas NV	WVC
March 5	Columbus OH	Ohio State CE
July 16	Scottsdale AZ	

**NOVEL TECHNIQUES FOR TREATING CCL TEARS AND THE MENISCUS**  
 This course is a lecture/laboratory experience with the objective of providing in-depth exposure to common rear limb instability problems veterinary practitioners experience in daily practice. Learn and practice the concept, techniques and instrumentation of selected joint stabilization procedures in the canine cadaver pelvic limb. Repair cranial cruciate ligament (CrCL) tears, meniscal injuries, collateral ligament disruption, patellar luxation, tarsal collateral ligament injury using easy-to-learn techniques and the latest specialized implant. This course will cover the isometric sites for suture placement.

To register: [www.arthrexvetsystems.com](http://www.arthrexvetsystems.com) Call 888.551.4394



**Arthroscopy Labs: Basic – Intermediate – Advanced**

Date	Location	Exhibit/Lab
March 19	Columbus OH	Ohio State CE
June 17-19	Scottsdale AZ	Residence Course
July 23	Scottsdale AZ	
Aug 18-19	Naples FL	
Nov 3-5	Chicago IL	ACVS
Dec 3	Los Angeles CA	

**ARTHROSCOPY**  
 Discussion of equipment needs and care, specific indications and methods to consistently achieve successful visualization and management of joint disorders will be discussed in a lecture format. Participants will learn to gain access to the elbow and shoulder, develop working portals and become familiar with instruments available for treatment of intra-articular lesions in a cadaver limb.

To register: [www.arthrexvetsystems.com](http://www.arthrexvetsystems.com) Call 888.551.4394



**FIXIN**

**FIXIN Labs**

Date	Location	Exhibit/Lab
Feb 5	Columbus OH	Ohio State CE
Feb 22	Las Vegas NV	WVC
Nov 3-5	Chicago IL	ACVS
Nov TBD	Honolulu HI	HI State Meeting

**INTERNAL FIXATION FEATURING THE FIXIN SYSTEM**  
 The course is designed to introduce the Veterinary Surgeon to the new FIXIN internal fixation system explaining mechanics innovation, instruments, implants, surgical technique, technical errors and possible complications. A series of case histories also shows a selection of clinical cases selected from over 600 applications in four years that highlight the flexibility and simplicity of the system.

**For more information and case logs:** [www.traumavet.it](http://www.traumavet.it)  
 To register: [www.innovativeanimal.com](http://www.innovativeanimal.com) Call 888.551.4394

**Have an innovative idea or solution? Need help with product development or marketing? Contact us!!!**

**Innovative Animal Products**

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**Exclusive distributor for:**  
**Arthrex Vet Systems**  
**FIXIN™ Locking Plate System**

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