

## **New Spinal Lumbar Device Turning Heads In Medical Industry**

### **Bioactive Surface May Be Key**

**Mequon, WI, Friday October 19, 2007 /PR Newswire/** -- A small medical device company just north of Milwaukee, Wisconsin called Titan Spine is making a positive impression on spine surgeons and their patients. The company's ENDOSKELETON<sup>®</sup> vertebral body replacement device is significantly reducing pain and increasing stability in patients through a simple surgical procedure. Dr. Peter Ullrich, the inventor of the ENDOSKELETON<sup>®</sup>, states, "I wanted to design something that was practical for surgeons to use, had an easy surgical technique, and superior pull-out strength. I also wanted the device to have a large open area for bone graft and good radiographic visualization, with proper stress transfer through the apophyseal ring." The ENDOSKELETON<sup>®</sup> achieves this and more for surgeons and their patients.

Steve Cichy, Vice President of Sales & Marketing for Titan Spine, had stated that "the unique features and benefits of the device are yielding great results for surgeons across the country. Surgeons like the Endoskeleton<sup>®</sup> because it sits on the strongest portion of the endplate yielding excellent resistance to subsidence, and the unique dual acid etched titanium surface provides a strong press-fit and boney in-growth to better fuse and lock in the device. This bond is produced without destroying endplates which gives patients better stability than other devices in the industry."

Charanpreet Bagga, Vice President of Operations & Research for Titan Spine, explains, "reported animal studies suggest that certain roughened surfaces such as ENDOSKELETON'S<sup>®</sup> proprietary dual acid etched surface help stabilize the initial blood clot and wound against the titanium surface resulting in enhanced bone formation." These studies further indicate that a dual acid etched surface may facilitate cell differentiation of osteoblast-like cells. Such a cellular differentiation can in turn stimulate bone formation more aggressively as compared to a smooth implant surface. While the surface texturing process for the ENDOSKELETON<sup>®</sup> implant was customized for Titan Spine implants, similar acid etching techniques have been used successfully in both dental and orthopedic applications where bone in-growth is necessary.

The science and technology behind the ENDOSKELETON<sup>®</sup> is strong and support is growing in the spine market. Kevin Gemas, President of Titan Spine, states, "our VBR device is results-oriented and that is why I believe it has been received well throughout the United States. Revenues for the ENDOSKELETON<sup>®</sup> have steadily increased over the past year and we trust that they will continue to significantly increase in the months to come as more physicians become familiar with our device."

The future certainly looks brighter for people with severe lower back problems.



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