
From: Patrick Collins <patrick@mmgmemphis.com>

Sent: September 25, 2018 12:06 PM

To: alan@alancassels.com

Subject: World Osteoporosis Day October 20 - National Osteoporosis Foundation and/or Osteoporosis patient life changed by balloons and cement.

Hello,

October 20 is World Osteoporosis Day. With aging baby boomers being a majority of the population, your audience is interested in Osteoporosis and we have a few great opportunities.

1. The National Osteoporosis Foundation is teaming up with Medtronic to combat a big medical problem - vertebral compression fractures due to Osteoporosis. -- more information below.

We can connect you with CEO of the National Osteoporosis Foundation, Elizabeth Thompson, to discuss these efforts!

2. Patients all over the country who have had vertebral compression fractures have had their life changed with Balloon Kyphoplasty. Ms. Sturgill's story below is a common example.

We can connect you with Ms. Sturgill or another patient and Dr. in your area to discuss how these fractures happen so easily and how this procedure has been known to give patients their active lives back!

Thank you!

Patrick Collins

patrick@mmgmemphis.com

901-219-9944

Noninvasive, outpatient procedure using balloons and cement changes life for Woman with Osteoporosis

Like many other senior females her age, Virginia Sturgill was enjoying her senior years full of weekly Zumba Classes and line dancing events until she mysteriously hurt her back.

The pain started small, but within a few days Sturgill could barely move and her loving husband had

to help her out of the bed. The pain was so bad she lost her appetite along with 16 lbs. in just two weeks.

Sturgill found out she had Osteoporosis which had contributed to vertebral compression fracture of her spine.

20 years ago Sturgill would have been given a prescription of opioids, possibly a back brace, and would have had to live out her life in constant pain while taking opioids.

Fortunately, today, there is Balloon Kyphoplasty and Sturgill's hero, Dr. Andreshak.

Dr. Andreshak performed the one-hour, noninvasive procedure on Sturgill giving her immediate relief from the excruciating pain and getting her out of bed and back to her weekly line dancing events and taking trips to visit her children and grandchildren.

Balloon Kyphoplasty uses balloons and cement to decompress the compress fracture through two small punctures in the back which gives patients a new lease on life in one short hour.

Two Organizations Find Synergies to Combat One Big Medical Problem: Fractures of the Spine or Vertebral Compression Fractures

Spine fractures among osteoporosis patients are often under-diagnosed and traditionally treatment options have been limited. This can cause poor outcomes, opioid reliance, and added costs to the healthcare system.

The National Osteoporosis Foundation (NOF) and Medtronic are working together to educate the general public, osteoporosis patients, and the medical community on osteoporosis, vertebral compression fractures, and treatment options of vertebral compression fractures (VCF) in an effort to increase positive outcomes for vertebral compression fracture patients and the healthcare system overall.

One of the treatment options for vertebral compression fractures is Medtronic's balloon kyphoplasty, a minimally invasive procedure that reduces and stabilizes vertebral compression fractures related to osteoporosis, cancer or benign lesions. Over the years, studies comparing balloon kyphoplasty to non-surgical management have shown balloon kyphoplasty produced better pain relief and quality of life for patients with acute VCF compared to non-surgical management.

"We've built a really strong partnership with NOF and the National Bone Health Alliance, which has helped extend our message related to osteoporosis for patients that are being diagnosed and not treated through the continuum of care," said Jeff Cambra, vice president and general manager of Medtronic's interventional pain therapies – restorative therapies group. "We are trying to build awareness into what VCF is and what options are available to treat that fracture."

The partnership aims to educate clinicians as well as patients about osteoporosis, VCF and available treatment options. One of the biggest opportunities for clinician education is among emergency room staff that see around half a million patients with either hip or vertebral fractures per year.

"We believe that creating a pilot program to provide education to family and ER physicians, starting in eight

to 10 cities, could help us understand how to make change,” said Elizabeth Thompson, CEO of NOF. “We want to get the message out as people present to the ER with pain or fractures to get a complete osteoporosis workup and referral, and if they receive opioids we want to make sure that is really managed. If someone is going back for a refill after two weeks, they should likely have a bone density scan (DEXA) to rule out a vertebral fracture or osteoporosis as the underlying cause.”

Many times, the ER staff refers these patients to orthopedists instead of giving them an osteoporosis work-up and DEXA scan; other times, they prescribe opioids, opening the door for addiction.

“We hope to provide research showing fractures due to osteoporosis isn’t something that can be managed by opioids,” said Claire Gill, chief marketing officer of NOF. “It becomes chronic for patients quickly, and there needs to be further diagnosis of what that pain is for the elder population.”

Through their evidence-based partnership, NOF and Medtronic are developing educational materials, webinars and presentations for the medical professional and patient audience.

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Morris Marketing Group, 456 Tennessee St. Suite 102, Memphis, TN 38103 United States