

The Anterior Column

The Official Newsletter of

CENTINEL SPINE®

DECEMBER 2019 | ISSUE 19



ON A ROLL WITH TIGER WOODS

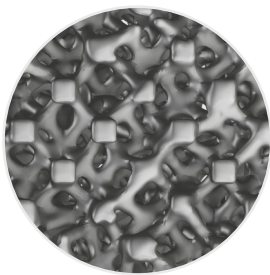
By Bob Swanson, Regional Sales Manager, Mid-Central

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FLX™:
Big Things
Coming Soon PG 4



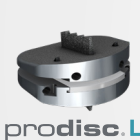
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prodisc.C



prodisc.L



STALIF C FLX



STALIF M FLX



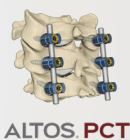
STALIF L



ACTILIF C FLX



FORTOS-C



ALTOS PCT

CENTINEL SPINE®

Brand Names You Know... and Trust.

On a Roll with Tiger Woods

By Bob Swanson,
Regional Sales Manager,
Mid-Central



Racking Up Wins with Each Opportunity

Much like Tiger Woods's record-tying win in October, the Centinel Spine-Tiger Woods partnership keeps putting more and more wins on the board every month.

In one recent example, the Centinel Spine Strategic Accounts Management Team and I recently went to work on a key surgeon opportunity in my region. With a little coaxing, we were able to win over this doctor and secure a series of trial cases with **prodisc C**.

Getting in the door was the first step, but over time his usage increased as he migrated from merely using **prodisc C** for special cases to utilizing it for nearly all of his patients.

While Tiger received a **STALIF M-Ti** implant, his story—and the story surrounding his collaboration with Centinel Spine—has enabled this key surgeon to better explain the benefits of spinal surgery, and sway concerns over complications.

Further, once this surgeon target was made aware of the numerous ways that Centinel Spine has partnered with its practices, he then elected to sign up for the surgeon locator.

In a testament to the power of the Tiger Woods partnership, the surgeon informed his distributor, New Age Medical, that in the last several months, '3 out of 10' visiting patients had seen the Centinel-Tiger online ad campaign—taking them to Centinel Spine's **rediscovermylife.org**.

Ultimately, the Tiger Woods partnership has influenced patients to search for this surgeon, strengthening his practice's traffic flow, and significantly increasing his usage of **prodisc C**.



“

**3 OUT
OF 10**

**OF THE SURGEON'S
PATIENTS SAW THE
CENTINEL-TIGER
AD ONLINE**

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The Innovator of the Year

Steve Sanderson,
VP, Marketing &
Product Development,
Centinel Spine



Centinel Spine CEO Awarded Innovator of the Year by the National Spine Health Foundation

Centinel Spine Chairman & CEO, John Viscogliosi, was awarded the Innovator of the Year by the National Spine Health Foundation (NSHF) at the annual *We've Got Your Back Gala* in Tysons Corner, VA on November 1, 2019.



The NSHF is a patient-focused non-profit organization supporting individuals impacted by spinal injuries and disorders by empowering them with knowledge and hope. This prestigious award recognizes excellence in advancing spinal health care and was awarded to John based on the work of Centinel Spine in improving spinal health through product innovation, research, and patient advocacy.

Below is a video link to the Innovator of the Year award ceremony, along with John's brief inspirational acceptance speech. Please take a few minutes to review.



WATCH THE GALA CEREMONY ACCEPTANCE SPEECH



For more information, please contact:

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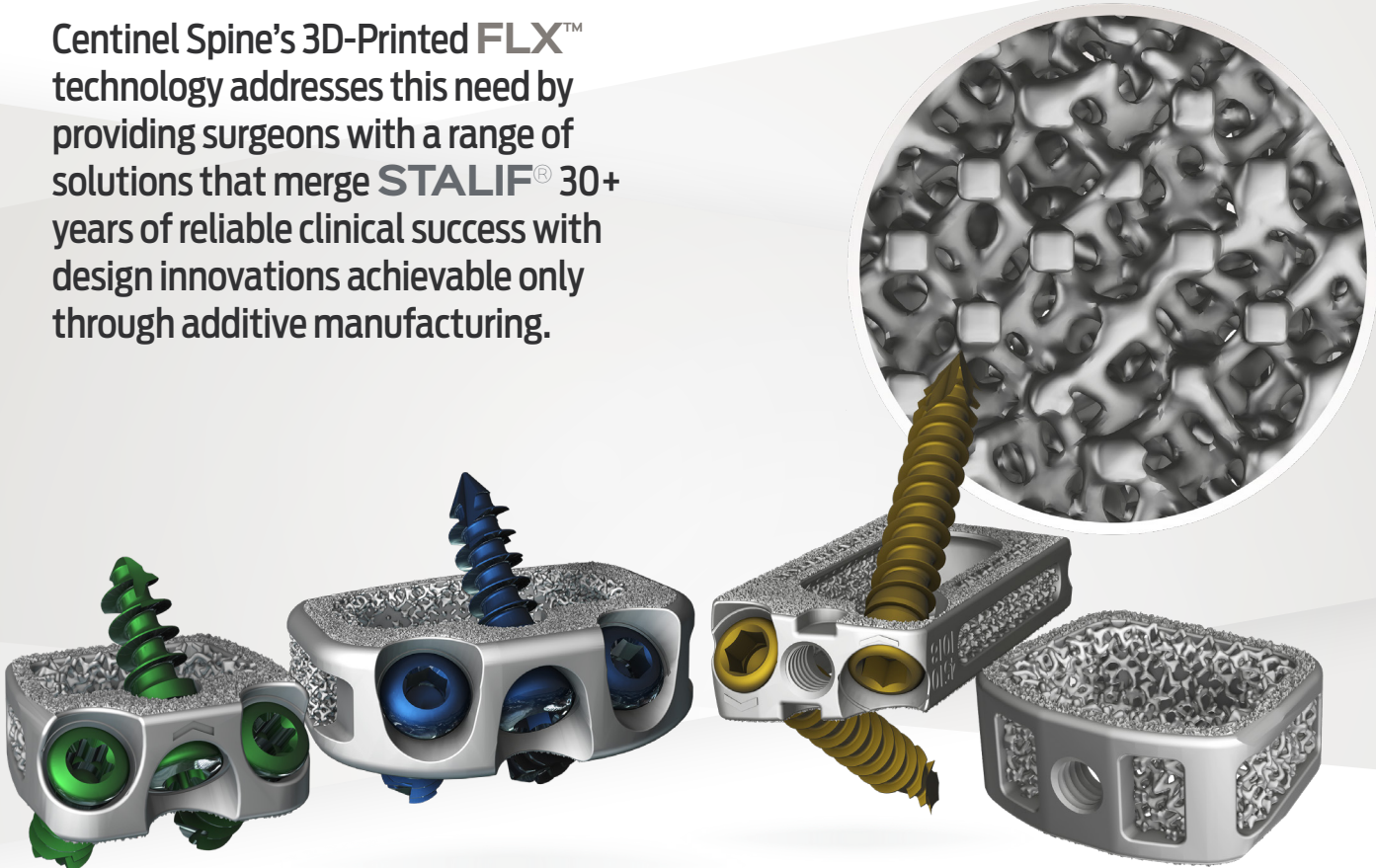
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FLX FACT:

In their continuous effort to improve patient outcomes, spine surgeons may struggle to find solutions that combine clinically proven implant design with the latest technological advancements.

Stay tuned for more **FLX** Facts, soon to be released **FLX** marketing assets, **FLX** educational tools and more—including training webinars that will review these coming assets and when to use them to help you grow your **FLX** business!

Centinel Spine's 3D-Printed **FLX™** technology addresses this need by providing surgeons with a range of solutions that merge **STALIF® 30+** years of reliable clinical success with design innovations achievable only through additive manufacturing.



FLX Story Brochure



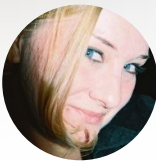
FLX Technical Monograph



FLX Competitive Positioning



FLX Educational Tools



For questions in the meantime, contact:
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Launch of the Centinel Spine Video Channel

Steve Sanderson,
VP, Marketing &
Product Development



The Centinel Spine Video Channel Launches with NASS 2019 Highlights

In addition to our standard communications, Centinel Spine has added another way to communicate with our distributor partners, surgeons, and patients – through video. The company recently launched the 'Centinel Spine Video Channel' to keep you current with everything going on at the company via video. You will soon begin to see more short videos that include valuable information for you and your surgeon customers.

CENTINEL SPINE®
VIDEO

The first video released was an update from the NASS meeting in September and provides a snapshot of what our customers had to say about Centinel Spine. Please click on the link to watch and learn more about Centinel Spine's portfolio innovation, proven products, and partnerships with high-performing individuals.



**WATCH THE
NASS 2019
HIGHLIGHT
VIDEO**



For questions, please contact:

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CSRS & Cedars Arthroplasty

Fall Conference Recaps

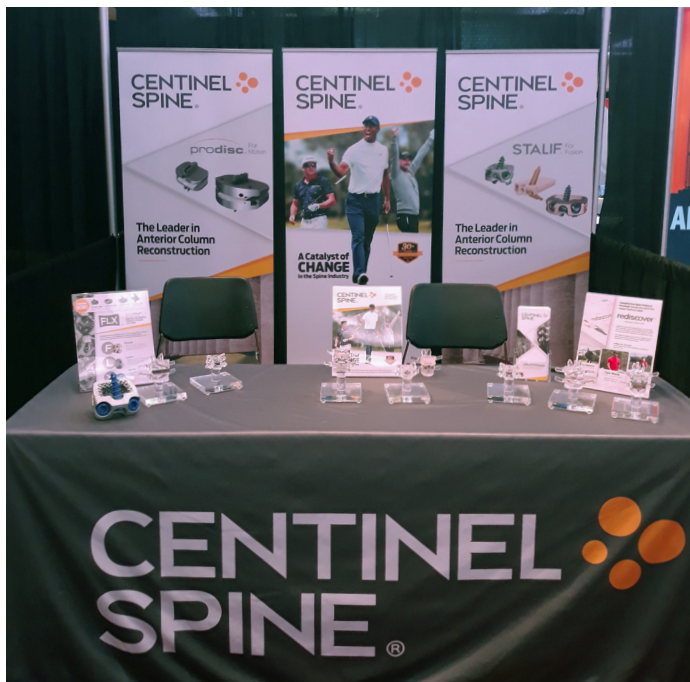
CSRS 47th Annual Meeting

by Mike Clark, Market Development Manager, Northeast



Centinel Spine was proud to be represented at the 47th Annual Meeting of the Cervical Spine Research Society (CSRS) held at the Marriott Marquis in New York City. From the outset of the event, there was a clear and precise objective: Promote discussion of new developments and techniques related to cervical spine research, diagnosis, and treatments.

Throughout the four day event, the team engaged in impactful conversations and exhibitions. While Centinel demonstrated its full line of cervical products—with particular emphasis on the **prodisc C** and **STALIF C®** technologies—the biggest draw was the Tiger Woods partnership and Centinel's innovation in direct-to-patient marketing through its **rediscover** platform.



The Centinel Spine CSRS Booth is ready for business.

Cedars-Sinai 1st Annual DOCS Arthroplasty Summit

by Scott Ellwanger, Sr. Director, Key Accounts



The first annual DOCS Spine Arthroplasty Summit in Los Angeles was a huge success! This two day seminar highlighted the advancement of cervical and lumbar ADR from a viable treatment to the gold standard option.

Centinel and **prodisc** were well represented in relation to not only the number of surgeon and Centinel attendees (both internal team and distributors), but also the number of lectures that focused on the long term clinical outcomes and success of **prodisc C** and **prodisc L**.

This summit left no doubt that the surgeon community feels Centinel and **prodisc** remain one of the best treatment options for their patients—further substantiating why **prodisc** is the most implanted disc in the world.



One of the panels at the DOCS Summit.

For Information on the 2020 Conference Season, contact:

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New, Updated, & Upcoming

CENTINEL SPINE IN THE NEWS



Centinel Spine Supports the National Spine Health Foundation’s Educational Program

RECENTLY RELEASED MARKETING ASSETS



Tiger Woods Partner (Affiliate) Banners



NASS 2019 Highlight Video








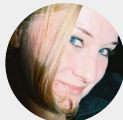






National Spine Health Foundation Gala Video

UPCOMING CALENDAR OF EVENTS (December - March)

	Category	Venue	Location	Date
	PGA Tournament	Presidents Cup	Black Rock, Australia	Dec 12 - 15
	prodisc Bioskills Lab	Total Disc Arthroplasty Course @ Venel Institute	Bethlehem, PA	Dec 14
	PGA Tournament	Sony Open	Honolulu, HI	Jan 9 - 12
	Racing	Rolex 24 at Daytona	Daytona Beach, FL	Jan 23 - 26
	US Tradeshow	Cedars-Sinai Annual Symposium on Spine	Las Vegas, NV	Jan 30 - Feb 1
	PGA Tournament	Waste Management Phoenix Open	Scottsdale, AZ	Jan 30 - Feb 2
	PGA Tournament	AT&T Pebble Beach Pro-Am	Pebble Beach, CA	Jan 30 - Feb 2
	PGA Tournament	The Genesis Invitational	Los Angeles, CA	Feb 10 - 16
	oUS Tradeshow	Canadian Spine Society Annual Conference	Whistler, Canada	Feb 26 - 29
	US Tradeshow	ISASS	San Juan, PR	Feb 26 - 28
	Racing	Mobil 1 Twelve Hours of Sebring	Sebring, FL	Mar 18 - 21

Key Contacts at Centinel Spine

Name		Responsibilities		Contact Info
	Customer Service	<ul style="list-style-type: none">Case Support & Inventory Requests		cs@centinelspine.com or (484) 887-8811
	Demos Requests	<ul style="list-style-type: none">Requests for Demos Sets, Samples, Literature		demos@centinelspine.com
	Charge Sheet	<ul style="list-style-type: none">Email box dedicated to our receipt of charge sheets		ChargeSheet@centinelspine.com
	Purchase Orders (PO's)	<ul style="list-style-type: none">Email box dedicated to our receipt of purchase orders (PO's)		PO@centinelspine.com

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	Ashlyn Miller	Marketing Specialist	<ul style="list-style-type: none">Network Development EventsPGA / Racing EventsTradeshowsApp Access & Management	a.miller@centinelspine.com (602) 748-5173
	Jamie Manos	Product Director, Fusion	<ul style="list-style-type: none">STALIF M™ PortfolioSTALIF L™ PortfolioSTALIF C® PortfolioALTOS® PCTACTILIF C™ PortfolioTRANSOM/FORTOS-C™	j.manos@centinelspine.com (607) 227-4005
	Todd Green	Product Director, Motion	<ul style="list-style-type: none">prodisc Cprodisc LTiger Woods Partnership	t.green@centinelspine.com (908) 391-9821
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	Marcin Niemiec	Product Development Engineer	<ul style="list-style-type: none">Special Instrument Requests	specials@centinelspine.com