



The CS2 Cup System Gains Some Small Ground

Consensus Orthopedics is excited to offer Global Orthopedics' short stem hip, MSA Stem, to its product distribution portfolio.

This neck sparing stem enhances Consensus Orthopedics hip line adding another versatile option for surgeons.



Consensus is currently the only distributor of the MSA short stem hip in the United States.

The MSA Stem is cleared for use with the Consensus CS2 Acetabular Cup System. This system incorporates an advanced porous-coating of irregular sintered titanium beads, allowing for enhanced initial fixation with a "scratch-fit" to provide stability and encourage long term biological fixation.



Consensus Orthopedics is excited to be distributing the MSA Stem as part of their extensive line of hip products. Combined with the CS2 Cup System, the MSA Stem provides surgeons with a complete bone conserving hip system.

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Upcoming Events:

AAOS - Feb. 7-11

Looking ahead to 2012

Consensus Orthopedics is continually looking for opportunities to grow and expand not only our distribution channels but our product lines as well. It has been a busy and productive 2011 and we are looking forward to an exciting 2012.

In 2011, Consensus completed:

- 510k CKS line extensions for our Consensus Knee System.
- We now offer BIOLOX *delta* ceramic femoral heads for our Consensus Hip Systems.
- Our new CS2 Cup System offers advanced titanium porous-coating.
- Consensus has strengthened its hip product line to include the short stem hip, the MSA Stem.
- The TaperSet His System

In 2012, Consensus is excited to be working on a brand new hip and knee implant, hip extension lines, and a new, disposable, drill/cutting guide for TKA.



2011 COI Distribution Map



- United States
- Japan
- France
- Germany
- Switzerland
- Austria
- Italy
- Greece
- Australia
- New Zealand
- Turkey
- China
- Canada

Distributor Spotlight – Kent Adams, Orthocala Inc.

Where is your territory located? Central / North Florida & Georgia

What made you first get into orthopedic sales/distribution? A friend with Ethicon told me about a position at J&J Ortho in Orlando, FL back in 1988. The rest is history

How long has Orthocala, Inc. been in orthopedic sales? Orthocala, Inc. was founded in 2005 after I sold out my agency to Zimmer.

What is the most significant trend you have seen in orthopedics in 2011? The products are becoming commodities so we have to provide the best pricing and the highest quality service or we will become extinct!

Besides work, what are your passions? I have a tree farm which allows great opportunities for us to hunt, fish, farm and ride ATV's within our own confines! I live on a large lake so I also enjoy boating, water skiing and hanging out with friends on my dock.

Market Trends

The orthopedic industry seems to be rebounding from a rough 2010 and a steady 2011. However, the following article highlights a big concern right now: uncertainty.

OrthoTec says “The medtech environment for innovation is becoming more hostile by the minute. Between the lack of faith in FDA (and the agency’s lack of adequate resources) and the increasing costs of manufacturing, which will undoubtedly become more severe with the device excise tax, the medical device industry is at the beginning of what could be a long and bumpy ride.”

The following article highlights an extremely anxious mood, uncertainty in the industry.

There’s a Lot of Uncertainty in Today’s Medtech Industry (MD+DI)

(<http://www.mddionline.com/blog/devicetalk/>)

Current Products

OFFERING AN INNOVATIVE ARRAY OF ORTHOPEDIC HIP AND KNEE IMPLANTS

Complete product information is available at our new www.consensusortho.com.



Consensus Hip System
Established Design Creates Clinically Proven Results



TaperSet Hip System
Proven Design, Intelligent Engineering



UniSyn Hip System
Patented Connection



MSA Stem
Short stem hip for the CS2 Cup System



CS2 Acetabular Cup System
Maximizes ROM for Long Term Results



BioloX delta Ceramic Femoral Heads
are now available in 28, 32, and 36 mm sizes for use with Consensus Hip, TaperSet Hip, and UniSyn Hip Systems.
*not available with CoCr stems



Consensus Knee System
Engineered For Performance
– Predictably and Efficiently



Revision Knee System
Comprehensive Integration for Complete Stability

Consensus Orthopedics now has a completely re-designed website. Check out:

www.consensusortho.com

for all your orthopedic needs!

Check out Consensus Orthopedics on Facebook, LinkedIn, and Twitter!



Coming Soon

KEEP AN EYE OUT FOR CONSENSUS ORTHOPEDICS' EXCITING NEW PRODUCTS

Product updates will be announced on our website

Bespoke – Disposable drill/cutting guide for TKA

CS2 Stem – New hip stem with improved implant options.

TaperSet Hip – Line extensions including smaller stem options



Did You Know

Total Knee Arthroplasty alleviates pain and increases movement in most patients. Studies by Michael J. Bade and Jennifer E. Stevens-Lapsley have found that early high intensity rehabilitation following total knee arthroplasty improves outcomes. There is little research conducted on high intensity rehabilitation programs following TKA. This study followed 8 patients who underwent high intensity rehab against 8 patients who underwent less strenuous rehab, with patient age and sex matched accordingly.

The study found “A high intensity rehabilitation program leads to better short and long term strength and functional performance outcomes compared to a lower intensity rehabilitation program.”

Click here to read full study or view at <http://www.jospt.org/josptexpress/>

Meet ConsensusUS

Mike Westlund - Director of IT

How long have you worked for Consensus Orthopedics? “I officially started with Consensus Orthopedics in December of 1992. I was a graduate intern prior to starting a full-time position.”

What are your responsibilities at Consensus? “I am the Director of IT (Information Technology). Some of my duties include data management, networking, engineering computer hardware, and database and software design and maintenance.”

Before working here, what was the most unusual or interesting job you’ve ever had? “When I was younger, I worked at a Paint Factory, so if you ever need advice on what color to use on your wall, I would recommend a Lowe’s or Home Depot specialist.”

What do you enjoy doing with your family? “I am happily married with 3 kids. When I am not driving my kids somewhere, we are big into soccer and I enjoy coaching and teaching them the ins and outs of the greatest game on the planet. Go Barcelona!”

What did you want to be when you were 12 years old? “I remember wanting to run out onto ‘The Blast Furnace’ as a star wide receiver for the Black and Gold, also known as the Pittsburgh Steelers.”



Located in El Dorado Hills, California, Consensus Orthopedics pushes itself every day to provide top quality, large joint, orthopedic implants in today’s global market. Consensus is devoted to improving quality of life through uncompromising standards in its products while utilizing proven technologies. Consensus Orthopedics designs, develops, and manufactures all of its products in the United States. The El Dorado Hills, California facility houses a state of the art manufacturing area, a clean room, quality control processes, sterilization, and warehouse.



Consensus Orthopedics, 1115 Windfield Way, Suite 100, El Dorado Hills, CA 95762
P: 916-355-7100 | F: 916-355-7190 | info@consensusortho.com | www.consensusortho.com