

OUR PASSION TRANSFORMS:

Restoring the Joys of Life

When my patient Christopher acted like the life of the party, he was just doing his job,” says Markus Michel, M.D., Head Physician of the Orthopaedic Center Munsingen, a Swiss facility world-renowned for preventing and correcting disorders of the body’s support structures, including the skeleton, joints, muscles, ligaments and cartilage.

“For years, Christopher was one of Switzerland’s most successful, in-demand DJs—a high-energy professional who was expected to party late for nights on end,” recalls Dr. Michel. “But his life came to a grinding halt when severe hip problems caused him to feel unrelenting, disabling pain. A year ago, when he was 36, Christopher presented to me. His first words were, ‘My job meant everything—now my whole life is over.’ He told me his work was no longer fun, he couldn’t play sports anymore, and he had even given up driving. He said all his professional and personal relationships were in jeopardy.” Worst of all, Christopher couldn’t remember what a pain-free past had ever felt like—and he couldn’t begin to imagine a pain-free future.

It turned out that Christopher needed an operation usually associated with someone twice his age—he needed a hip replacement.



Markus Michel, M.D., is head physician at Switzerland’s world-renowned Orthopaedic Center Munsingen.

UNMET PATIENT NEEDS Alfonsi—who spent his initial years at DePuy as a bioengineer—goes on to explain that Christopher is a prime example of today’s patient. “This is a younger, information-empowered patient, engaging with surgeons in a discussion of treatment options.”

Adds Alfonsi: “This evolving demographic profile presents a new challenge. Orthopaedic surgeons tell us that patients like Christopher are looking for state-of-the-art surgical interventions offering optimal function and faster recovery—allowing patients to preserve their active lifestyles.”

WITHOUT GEOGRAPHIC BOUNDARIES

“At DePuy, we utilize multinational and multidisciplinary teams to develop the best solutions for the changing needs of today’s hip patients,” explains Professor Graham Isaac, Senior Engineering Fellow for Hips. “We believe that our international approach

NOT FOR SENIORS ONLY “Hip replacement surgery isn’t just for seniors anymore,” explains Stefano Alfonsi, Worldwide Vice President of Hip Marketing for DePuy Orthopaedics, Inc., a leader in developing state-of-the-art technologies for joint reconstruction. “In fact, the orthopaedic patient population is getting younger. Patients are unwilling to accept long-term pain and want to maintain their quality of life. Additionally, treatment options for younger patients are expanding.”

to research and development differentiates DePuy in the orthopaedic industry. We involve surgeons, bioengineers, manufacturers and marketers’ expertise in a true collaborative effort—with people who have the passion to go the extra mile.”

Continues Isaac, “Teams of global surgeons provide insight on unmet patient needs and the surgical procedure. Bioengineers draw on their expertise to find technical solutions to clinical challenges. The product management



BACK IN THE SADDLE At age 36, Christopher—a Swiss DJ—developed severe hip problems that brought his life to a pain-wracked halt. But after receiving a DEPUY PROXIMA™ Hip implant, he can bike with the best.

team responsibly introduces these technologies to the marketplace, with a focus on professional education.”

Alfonsi elaborates on the collaborative product development approach. “If we were automotive engineers who just designed a system improvement, we could climb into the car and go for a test drive. But our team is not licensed to take the patient out for a test drive. Only a surgeon can do that—so we have to rely heavily on professional feedback about our new invention’s efficacy. That’s exactly why DePuy regularly convenes panels of top surgical opinion leaders around the world.”

In the past two years, DePuy introduced major innovations that preserve bone during hip replacement surgery:

- The DEPUY PROXIMA™ Hip, an implant device with a short anatomical stem and POROCOAT® Porous Coating, is specifically designed to preserve femoral bone and soft tissue. This advance in hip replacement was introduced in Europe in 2006. An Investigational Device Exemption study begins in the U.S. in early 2007.
- The DEPUY PROXIMA™ Hip finds a perfect synergy with another DePuy innovation, the DEPUY MICROHIP™ surgical procedure. Developed by surgeons in Switzerland, this is a minimally invasive surgical technique that does

not require a surgeon to cut muscles or tendons, minimizing soft-tissue damage.

- The DEPUY ASR™ XL metal-on-metal bearings are useful for younger people with good cortical bone tissue. They are high-performance bearings, with a larger diameter that facilitates lower wear and high joint stability compared with traditional bearings. The higher stability gives patients a greater level of confidence as they return to daily activities. This new technology was introduced in Europe in 2005 and in 2006 in the U.S.

DJ GETS HIS GROOVE BACK Christopher needed a highly stable and durable joint. For him, Dr. Michel chose the DEPUY PROXIMA™ Hip in combination with the DEPUY ASR™ XL metal-on-metal bearing.

Only three weeks after his operation, Christopher the DJ was “already back running the show,” reports Dr. Michel. “He was booking parties again, making music, driving his car, keeping fit, even playing sports.”

Says Alfonsi: “Year in and year out, our highest aspiration is to help surgeons like Dr. Michel take away their patients’ pain and restore their joy of life itself.” 🍷