

PRESS RELEASE TEMPLATE FOR ZIMMER TM REVERSE SHOULDER SYSTEM

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REVERSE SHOULDER IMPLANT SYSTEM OFFERS A COMBINATION OF TECHNOLOGY AND VERSATILITY

J. Steve Smith, M.D. Utilizes Zimmer® Trabecular Metal™ Reverse Shoulder System as a Solution for Patients with Rotator Cuff Deficiency, Pain and Loss of Movement

Louisville, KY – Dec. 10, 2010 – J. Steve Smith, M.D. of Louisville, KY is now using a high-tech shoulder implant to treat patients who suffer from chronic rotator cuff tears and arthritis. The *Trabecular Metal* Reverse Shoulder implant system, manufactured by Zimmer, a global leader in musculoskeletal care, reverses the typical “ball and socket” relationship between the arm and shoulder blade. This allows the deltoid muscles to power many arm movements even if the rotator cuff no longer exists or functions poorly.

Reverse shoulders have been implanted in the U.S. since 2004, when the Food and Drug Administration approved these devices. There are several reverse shoulders available to orthopaedic surgeons, but the Zimmer *Trabecular Metal* Reverse Shoulder is unique – it is the only system to include a biologic in-growth material that mimics bone in its appearance and function. Named after a type of bone cell, when placed under a microscope, *Trabecular Metal* Technology looks similar to the spongy, cancellous bone found inside most bones of the body. For some patients, this means the implant may be secured in place by their own natural tissue as opposed to traditional bone cement.

Reverse shoulder replacement is considered by surgeons as an alternative to traditional shoulder replacement when the rotator cuff is so damaged that it would not be able to support a traditional joint replacement. Dr. Smith is using Zimmer’s Reverse Shoulder System in particular because of the significant clinical advantages and effectiveness of Zimmer’s proprietary *Trabecular Metal* Technology used in conjunction with the system.

“Candidates for reverse shoulder surgery are patients with a history of shoulder osteoarthritis, either a dysfunctional rotator cuff or a failed rotator cuff repairs, and shoulder fractures,” said Dr. Smith. “The *Zimmer Trabecular Metal* Reverse Shoulder System aids in the restoration of normal function for patients suffering from severe distortion of osseous anatomy and loss of rotator cuff function.”

For more information on J. Steve Smith, M.D., please contact (502) 897-1794. For more information on the *Zimmer Trabecular Metal* Reverse Shoulder System, visit www.zimmer.com.

About J. Steve Smith, M.D.

Dr. Smith is a partner of the Louisville Orthopaedic Clinic in Louisville, KY. He specializes in sports medicine, arthroscopy, and shoulder/knee/elbow reconstruction. He completed his fellowship training at the Kerlan-Jobe Orthopaedic Clinic in Los Angeles, California. This intensive training and research program is one the country's largest and most respected sports medicine fellowship programs.

He served on the medical staff of the Los Angeles Lakers, Los Angeles Dodgers, USC Football Team and numerous other professional, collegiate, and high school sports teams. He currently serves as the team physician for Ballard High School and was a physician for the 2008 Ryder Cup. He has published numerous research papers, abstracts, and has made presentations relating to the advancement of arthroscopic surgery in sports medicine and shoulder reconstruction.

Dr. Smith is a native of Kentucky earning his undergraduate degree at Western Kentucky University and attended the University of Kentucky College of Medicine. He completed his internship and residency at the University of Rochester in New York, and then completed his orthopaedic sports medicine fellowship in Los Angeles. He is board certified in orthopaedic surgery and is a member of many national, state and local medical societies. For more information on Dr. Smith and the Louisville Orthopaedic Clinic, visit <http://www.louisvilleorthopedic.com/doctor-smith.asp>

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