

Portfolio Expansion

Beginning the journey
from “of” to “with” by designing
to the customer

THE JOURNAL OF BONE & JOINT SURGERY

J B J S

MARCH 2
2011

VOL. 93-A No. 5

ISSN: 0021-9355
JBJS.ORG

EXCELLENCE
THROUGH PEER
REVIEW

SCIENTIFIC ARTICLES

609 Hand Wrist | Trauma

Effect of Calcium Phosphate Bone Cement Augmentation on Volar Plate Fixation of Unstable Distal Radial Fractures in the Elderly
Jae Kwang Kim, MD

615 Shoulder

Risk Factors for Chondrolysis of the Glenohumeral Joint
Brett P. Wiater, MD

624 Adult Hip

Five-Year Comparison of Oxidized Zirconium and Cobalt-Chromium Femoral Components in Total Knee Arthroplasty
Catherine Hui, MD, FRCS(C)

631 Adult Hip

Comparison of One and Two-Stage Revision of Total Hip Arthroplasty Complicated Infection
Christopher F. Wolf, MD

640 Adult Knee | Sports

Instability Dependency of Osteoarthritis Development in a Rabbit Model of Graded Anterior Cruciate Ligament Transection
Yuki Tochigi, MD, PhD

648 Foot/Ankle

Midterm Results of Osteochondral Lesions of the Talar Shoulder Treated with Fresh Osteochondral Allograft Transplantation
Samuel B. Adams Jr., MD

655 Pediatrics

Functional Outcomes Following Single-Event Multilevel Surgery of the Upper Extremity for Children with Hemiplegic Cerebral Palsy
J. Adam Smitherman, MD

662 Spine

A Population-Based Study of Juvenile Disc Degeneration and Its Association with Overweight and Obesity, Low Back Pain, and Diminished Functional Status
Dino Samartzis, DSc

671 Trauma

Autologous Bone Marrow Grafting Combined with Demineralized Bone Matrix Improves Consolidation of Docking Site After Distraction Osteogenesis
Ippokratis Hatzokos, MD

679 Adult Hip

Long-Term Results of Total Hip Replacement in Patients with Legg-Calvé-Perthes Disease
Francesco Trauma, MD

680 Trauma

Does Insurance Status Affect Continuity of Care for Ambulatory Patients with Operative Fractures?
Philip Wolinsky, MD

CURRENT CONCEPTS REVIEW

686

Distal Humeral Fractures in Adults
Aaron Nauth, MD, FRCS

CASE REPORTS

701

Intrathoracic Migration of Large-Fragment Screws After Failed Shoulder Arthrodesis
Scott P. Ryan, MD

In Vivo Wear of a Squeaky Alumina-on-Alumina Hip Prosthesis
Michel P. Laurent, PhD

Delayed Presentation of a Traumatic Spinal Epidural Hematoma in a Preadolescent
Andrew A.R. Lehman, MD

Total Knee Arthroplasty in a Patient with Erdheim-Chester Disease with Massive Joint Destruction
Andre F. Steiner, MD

THE ORTHOPAEDIC FORUM

702

An AAOS-ORS Symposium
Clinical Trials in Orthopaedics Research. Part II. Prioritization for Randomized Controlled Clinical Trials
Jeffrey N. Katz, MD, MSc

TOPICS IN TRAINING

703

The Increased Financial Burden of Further Proposed Orthopaedic Resident Work-Hour Reductions
Atul F. Kamath, MD

COMMENTARY & PERSPECTIVE

704

Risk Factors for Chondrolysis of the Glenohumeral Joint
William N. Levine, MD

Comparison of One and Two-Stage Revision of Total Hip Arthroplasty Complicated Infection
Thomas J. Blumentfeld, MD

A Population-Based Study of Juvenile Disc Degeneration and Its Association with Overweight and Obesity, Low Back Pain, and Diminished Functional Status
Michael J. Bolesla, MD

FOUNDED BY THE AMERICAN ORTHOPAEDIC ASSOCIATION IN 1903
THE OFFICIAL SCIENTIFIC PUBLICATION OF THE AAOS

stm



JBJS

The Journal of
Bone and Joint Surgery

Search

Home

Current Issue

All Issues

Browse by:

CME

Image Quizzes

My JBJS

Scientific Articles | September 07, 2011



Safety Syringes and Anti-Needlestick Devices in Orthopaedic Surgery

Wilmer L. Sibbitt, MD; Philip A. Band, PhD; Lawrence G. Kettwich, BS; Cristina R. Sibbitt, BS; Lori J. Sibbitt, BS; Arthur D. Bankhurst, MD

Background:

The American Academy of Orthopaedic Surgery (AAOS), The Joint Commission, the Occupational Safety and Health Administration (OSHA), and the Ne... [more]

JBJS

Current Issue
September 07, 2011
Volume 93, Issue 17

[Table of Contents](#)
[Podcast](#)

RSS

Scientific Articles | September 07, 2011



Clinical Outcomes of Corrective Osteotomy for Distal Radial Malunion: A Review of Opening and Closing-Wedge Techniques

Takuro Wada, MD;
Masahiro Tatebe, MD;
Yasuhiro Ozasa, MD;
Osamu Sato, MD; Tomoko
Sonoda, DDS; Hitoshi
Hirata, MD; Toshiko
Yamashita, MD

Scientific Articles | September 07, 2011



Parathyroid Hormone 1-84 Accelerates Fracture-Healing in Pubic Bones of Elderly Osteoporotic Women

Peter Peichl, MD; Lukas A.
Holzer, MD; Richard Maier,
MD; Gerold Holzer, MD

**Follow JBJS on
Twitter.**


twitter

**Transforming from
the business *of* a journal
to a business *with* a journal**

THE JOURNAL OF BONE & JOINT SURGERY

J B J S

MARCH 2
2011
Vol. 93-A No. 5
ISSN 0021-9375
EXCELLENCE
THROUGH PEER
REVIEW

SCIENTIFIC ARTICLES

608 **Head Injury | Review**
Effect of Calcitonin Receptor Receptor Agonists on Vibration-Induced Bone Fractures in the Elderly
Jae Kwang Kim, MD

618 **Shoulder**
Risk Factors for Chondrolysis of the Glenohumeral Joint
Paul P. Meek, MD

624 **Adult Hip**
Five-Year Comparison of Unifocal Zirconium and Cobalt-Chromium Femoral Components in Total Knee Arthroplasty
Catherine Liu, MD, FRCSC

631 **Adult Hip**
Comparison of One and Two-Stage Revision of Total Hip Arthroplasty Complicated with Infection
Christopher J. Wozniak, MD

640 **Adult Knee | Sports**
Instability Independence of Unosubstrata Development in a Rabbit Model of Gradual Anterior Cruciate Ligament Transection
Dale D'Amico, MD, PhD

648 **Foot Ankle**
Midfoot Fracture of the Calcaneus Treated with Fresh Osteochondral Marrow Transplantation
Sarav E. Adav-Ji, MD

658 **Foot Ankle**
Functional Outcomes Following Single-Event Midfoot Surgery of the Upper Extremity in Children with Hemiplegic Cerebral Palsy
J. Adam Southworth, MD

662 **Spine**
A Population-Based Study of Invertebral Disc Degeneration and Its Association with Overweight and Obesity: Low Back Pain and Disturbed Functional Status
Dino Samanian, DSc

671 **Trachea**
Autologous Bone Marrow Grafting Combined with Demineralized Bone Matrix Improves Consolidation of C6/6p in After-Dissection Osteopenia
Epiphany Hsu, MD

679 **Adult Hip**
Long-Term Results of Total Hip Replacement in Patients with Legg-Calvé-Perthes Disease
Francesco Tizabi, MD

686 **Trachea**
Dysfunctional Status Affects Continuity of Care in Ambulatory Patients with Operative Trachea
Philip Volinsky, MD

CURRENT CONCEPTS REVIEW

688
Distal Humeral Fractures in Adults
Aaron Smith, MD, FRCSC

CASE REPORTS

701
Intraosseous Migration of Large Fragment Screw After Total Shoulder Arthroplasty
Scott P. Ryan, MD

705
In Vivo Status of a Spinal Motion on Altered Hip Position
Michael J. Dennis, PhD

Delayed Presentation of a Traumatic Spinal Epidural Hematoma in a Prostatectomy
Andrew A. Larson, MD

Total Knee Arthroplasty in a Patient with End-stage Chronic Ocular Inflammation
Scott D. Stovner, MD

THE ORTHOPAEDIC FORUM

710
An AAOO-IBS Symposium Clinical Trial in Orthopaedic Research: Part II. Presentation to a Randomized Controlled Clinical Trial
Jeffrey N. Katz, MD, MCh, MCh

TOPICS IN TRAINING

718
The Increased Financial Burden of Further Progress Orthopaedic Resident Work Hours Reduction
Ami F. Karwan, MD

COMMENTARY & PERSPECTIVE

724
Risk Factors for Chondrolysis of the Glenohumeral Joint
William N. Levine, MD

728
Comparison of One and Two-Stage Revision of Total Hip Arthroplasty: Concept and Literature
Thomas J. Blumfeld, MD

734
A Population-Based Study of Invertebral Disc Degeneration and Its Association with Overweight and Obesity: Low Back Pain and Disturbed Functional Status
Michael J. Dennis, PhD



PLASTRON *orth* | WRIGHT MEDICAL TECHNOLOGIES |

Subscribe/Register | Help | About | Feedback

J B J S The Journal of Bone and Joint Surgery

Home | Current Issue | All Issues | Browse by: | CME | Image Quizzes | My JBJS

Scientific Articles | September 07, 2011

Safety Syringes and Anti-Needlestick Devices in Orthopaedic Surgery
Wilmer L. Sabbitt, MD, Philip A. Band, PhD, Lawrence G. Kethwich, BS, Cristina R. Sabbitt, DSc, Lori L. Sabbitt, BS, Arthur O. Bankhurst, MD
Background:
The American Academy of Orthopaedic Surgery (AAOS), The Joint Commission, the Occupational Safety and Health Administration (OSHA), and the Ne... [more]

Scientific Articles | September 07, 2011

Clinical Outcomes of Corrective Osteotomy for Distal Radial Malunion: Review of Opening and Closing Wedge Techniques
Takuro Wada, MD, Hisaaki Takeda, MD, Yasuhiro Ozawa, MD, Osamu Sato, MD, Tomohiko Senoda, DDS, Hiroaki Wada, MD, Yusaku Yamashita, MD

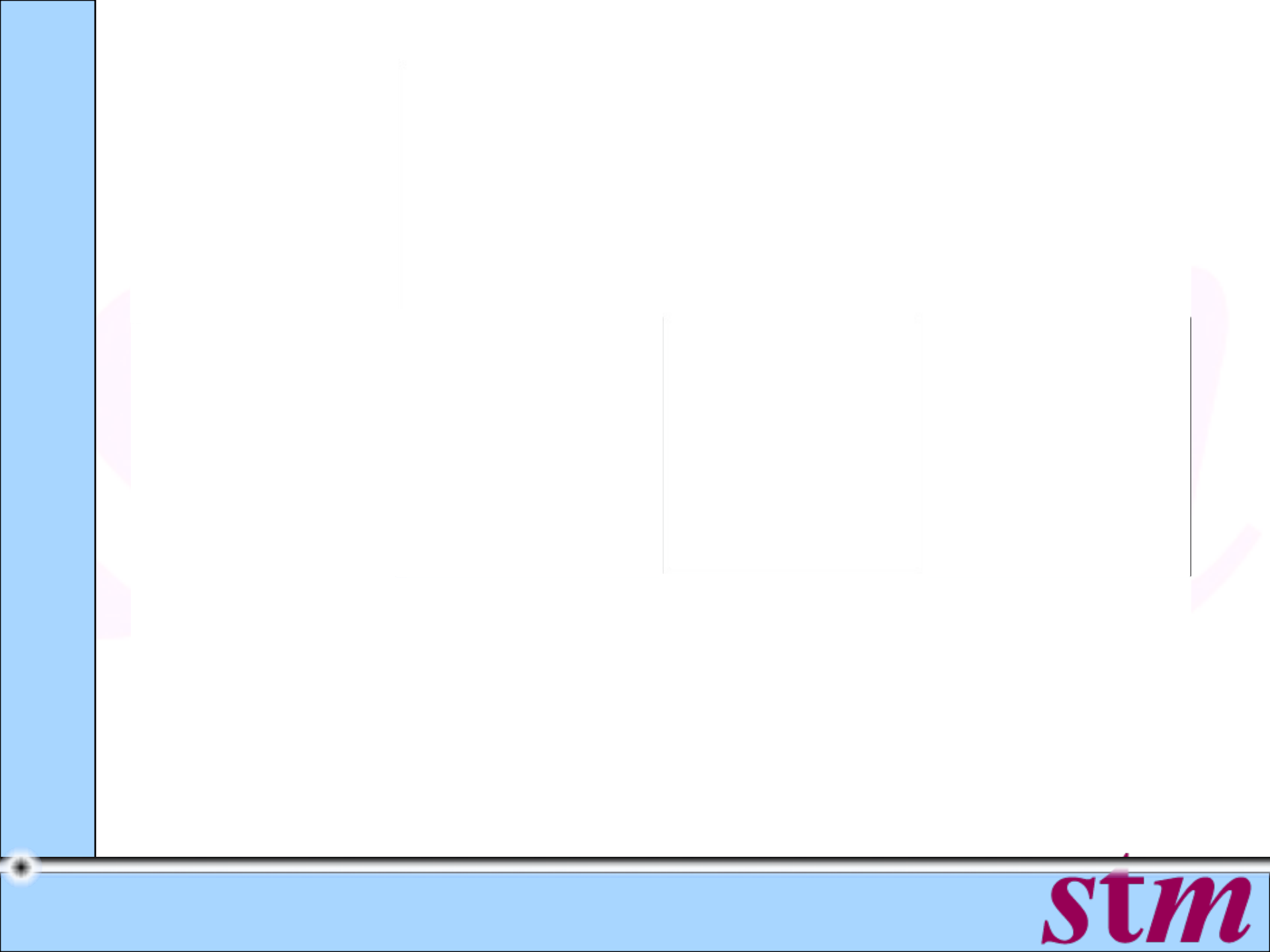
Scientific Articles | September 07, 2011

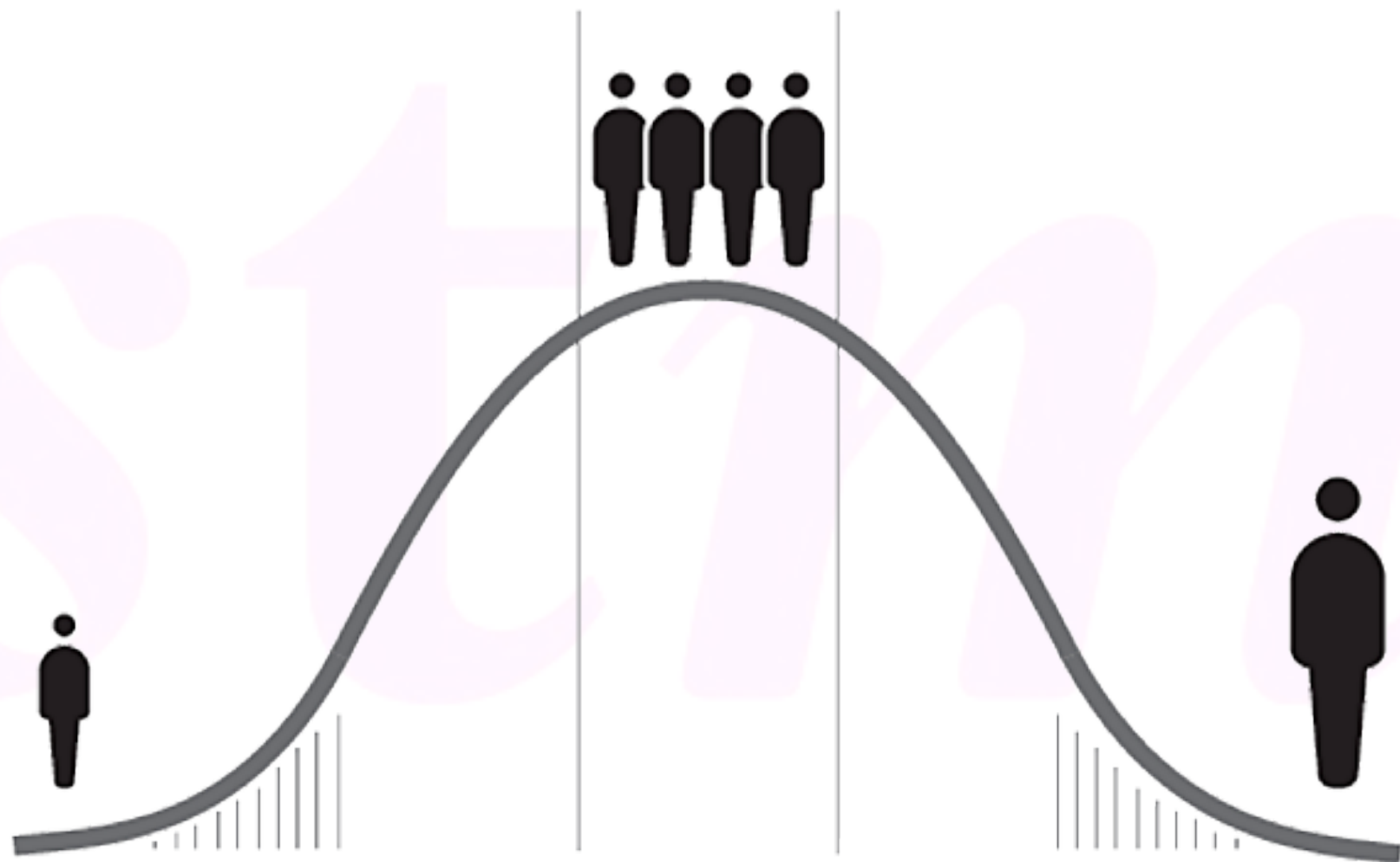
Parathyroid Hormone 1-84 Accelerates Fracture-Healing in Public Bones of Elderly Osteoporotic Women
Peter Perle, MD, Lukas A. Heiber, MD, Richard Mann, MD, Gerald Heiber, MD

Follow JBJS on Twitter.



STM







Tackling the Challenge

- Small team – CEO, Chair of Trustees, EIC, Assoc. Publisher, Bus. Dev., Marketing
- Worked hard and fast – 8 weeks total time from initiation to final report





IGRAM
SMUCKER
PATRICK FRANK
RESIDENTS — BOSTON
PATIENT: ANDREW
NUGBAUX
WOLFE
FRANCES
ALDRIGHT
RESIDENTS + FELLOWS
PCP PAUL

2014
12 MAY 2014
30 JULY 2014
2 MAY 2014
17 APRIL
NYC
18 MAY

The landscape of orthopedic information

The nature of orthopedic information use

YOU HAVE MANY DIFFERENT USERS WITH MANY DIFFERENT NEEDS

INFORMATION HAS AN EMOTIONAL COMPONENT FOR SURGEONS

THE ORTHOPEDIC INFORMATION SPACE IS COVERED WITH NO CLEAR LEADER

SURGEONS NEED DIFFERENT TYPES OF INFORMATION, WITH DIFFERENT STANDARDS

TWO MODES OF INFORMATION CONSUMPTION: SEEKING & BROWSING

INFORMATION CONSUMPTION IS UNPREDICTABLE

Covering the Spectrum

Who

Surgeons

Residents

Fellows

Nurses

Primary care physicians

Physiotherapists

Patients

Where

Maine

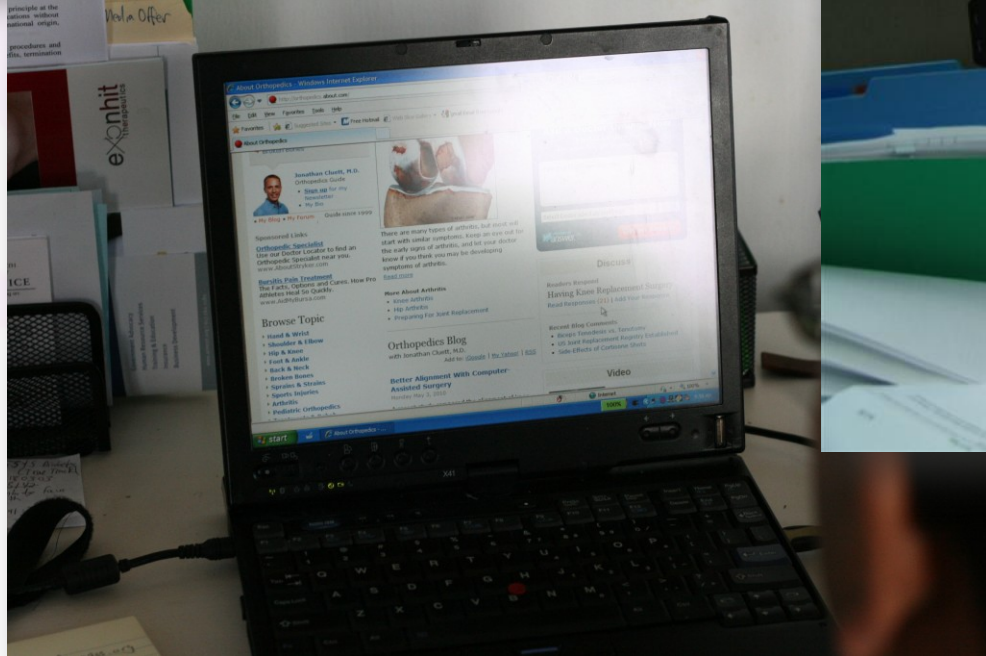
New York

Iowa

Boston

What

- 100+ ideas
- 22 prototype concepts
- A dozen initial prototypes



STM



Insight – Design – Strategy

- Customer insights gleaned from interviews, observations, research, synthesis, and iteration
- Design refined through a process of concept generation, prototyping, and user testing
- Strategy informed by insights into business evolution, strategic vision, and implementation plans

Insights Galore

- Users and needs
 - The road from theory to evidence
- The modes of information consumption
 - How the current product fits into those modes
- The importance of organizing information
- The role of personal interactions
- Print and digital intersections

JB&JS

The Journal of
Bone and Joint Surgery

JB&JS

JBJS

The Journal of
Bone and Joint Surgery

JB&JS

ESSENTIAL
Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JB&JS

Case Connector
Connections & Trends in Orthopaedic Surgery

JB&JS Case Connector

Connections & Trends in Orthopaedic Surgery

Narrow By:

Topics

- Hand & Wrist
- Hip
- Infection
- Knee
- Oncology
- Pain Management
- Pediatrics
- Rehabilitation
- Shoulder
- Spine
- Trauma

Diseases & Conditions

- adverse effects of medication
- anaphylaxis
- aneurysm, periarticular
- ankylosis of hip
- ankylosis, bony
- arthritis
- arthritis of knee
- arthritis, gouty, acute
- arthritis, juvenile rheumatoid

Anatomy

- ankle
- articular cartilage
- bone marrow
- chondrocytes
- common peroneal nerve
- condyle of femur
- distal femur
- external iliac lymph node group
- fabella
- femoral epiphysis

Treatment & Procedures Clear All

- allografting
- amputation above-knee
- arthrocentesis
- aspiration of knee joint
- bacitracin
- bone graft, allogeneic
- bone graft, impaction
- bone transplantation
- bupivacaine
- chondrocyte

Signs & Symptoms

- abnormal cardiac conduction
- abnormal color
- anesthesia (no sensation)
- ankle pain
- ankle swelling
- antalgic gait
- bacteremia
- blister
- cardiac arrhythmia
- clicking knee

Devices

- artificial limbs
- blade plate
- bone cements
- bone nails
- bone plates
- bone screws
- bone wires
- canes
- cannulae, femoral
- condylar plate
- crutches

Patient Demographics

Gender

- female
- male

Age

- adolescent
- adult
- aged adult, 80 and over
- child
- middle-aged adult
- senior adult
- young adult

JB&JS

The Journal of Bone and Joint Surgery

JB&JS

JBJS The Journal of
Bone and Joint Surgery

JB&JS **ESSENTIAL
Surgical Techniques**
Evolving Practice in Orthopaedic Surgery

JB&JS **HIP SURGERY Highlights**
Putting research in context

JB&JS **Case Connector**
Connections & Trends in Orthopaedic Surgery

JB&JS **ORTHOPAEDIC TRAUMA Highlights**
Putting research in context

JB&JS **SHOULDER & ELBOW Highlights**
Putting research in context

JB&JS **SPORTS MEDICINE Highlights**
Putting research in context

JB&JS **KNEE SURGERY Highlights**
Putting research in context

stm

Hip Surgery

JBJS The Journal of Bone and Joint Surgery

JBJS Case Connector
Connections & Trends in Orthopaedic Surgery

JBJS ESSENTIAL Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JBJS HIP SURGERY Highlights
Putting research in context

Trauma

JBJS The Journal of Bone and Joint Surgery

JBJS Case Connector
Connections & Trends in Orthopaedic Surgery

JBJS ESSENTIAL Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JBJS ORTHOPAEDIC TRAUMA Highlights
Putting research in context

Sports Medicine

JBJS The Journal of Bone and Joint Surgery

JBJS Case Connector
Connections & Trends in Orthopaedic Surgery

JBJS ESSENTIAL Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JBJS SPORTS MEDICINE Highlights
Putting research in context

Shoulder & Elbow

JBJS The Journal of Bone and Joint Surgery

JBJS Case Connector
Connections & Trends in Orthopaedic Surgery

JBJS ESSENTIAL Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JBJS SHOULDER & ELBOW Highlights
Putting research in context

Knee Surgery

JBJS The Journal of Bone and Joint Surgery

JBJS Case Connector
Connections & Trends in Orthopaedic Surgery

JBJS ESSENTIAL Surgical Techniques
Evolving Practice in Orthopaedic Surgery

JBJS KNEE SURGERY Highlights
Putting research in context

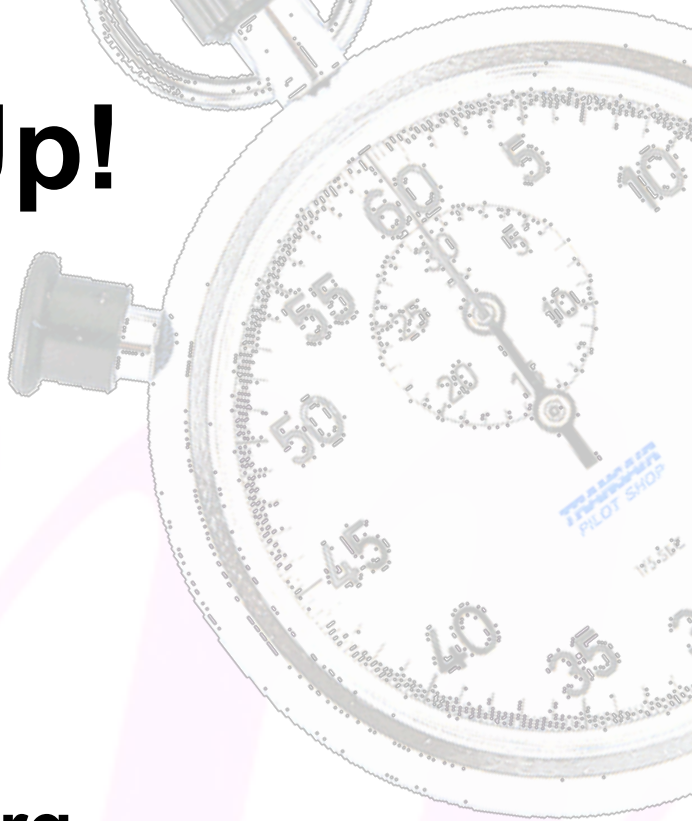
We're Not Done Yet!

- One idea abandoned
- One idea “on hiatus”
- One idea under active development
- One enhancement under active development
- Other initiatives underway
- Business initiatives established and functioning

Was It Worth It?

- User-centered design is expensive and time-consuming
- Knowing your customers reduces risk
- Customer knowledge helps strategy development
- Knowing what to do and knowing how to do it are not the same thing
 - Technology options, business model options are separate initiatives
- Initiatives have potential for a strong ROI

Time's Up!



About your speaker:

Name: Kent R. Anderson

Company: JBJS, Inc.

Tel: 781-433-1209

Email: kanderson@jbjs.org

Social Media: [@kanderson](#)

Blog: <http://scholarlykitchen.sspnet.org>