

Introduction of New Products and Increased Uptake of Innovative Materials to Drive US Bone Graft Substitute Market to Nearly \$2.3 Billion by 2015

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TORONTO, Sept. 21 /PRNewswire/ -- According to Millennium Research Group (MRG), the global authority on medical technology market intelligence, the introduction and adoption of new growth factors, combined with greater variety and improved features of newer products, will drive the US bone graft substitute market to nearly \$2.3 billion through 2015.

Medtronic Spinal & Biologics' new bone morphogenetic protein, *AMPLIFY*, is set to be released in the US market in 2011. Unlike *INFUSE*, however, *AMPLIFY* is combined with a collagen and ceramic matrix designed for implantation in single-level posterolateral lumbar fusions—an indication that current bone morphogenetic proteins do not have approval for. BioMimetic Therapeutics' *Augment Bone Graft* is also set to enter the US market in 2011. The device's platelet-derived growth factor is touted by BioMimetic Therapeutics for having five times the rate of chemotaxis (the ability to recruit stem cells) and the ability to stimulate the replication of osteoblasts, not normally typical of bone morphogenetic proteins.

Orthopedic stem cell products, such as NuVasive's *Osteocel Plus*, Orthofix's *Trinity Evolution*, or AlloSource's *AlloStem*, contain stem cells that can differentiate into a variety of tissue cells to promote bone healing. Such products offer superior effectiveness compared with many alternative substitutes. Second-generation synthetic products, such as Orthovita's *Vitoss BA* and Baxter's *Actifuse* have integrated bioactive components that increase osteoinductivity and thus accelerate bone growth and healing. The improved features of these products will promote surgeon adoption of these materials over autografts, while their higher prices compared to older generation products will contribute to revenue growth over the next five years.

"Surgeons certainly have a plethora of choice when it comes to bone graft substitut
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Published on Medical Design Technology (<http://www.mdtmag.com>)

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