

## **Choice Spine Launches Major System into Lucrative Pedicle Screw Spine Market**

KNOXVILLE, Tenn.--([BUSINESS WIRE](#) [1])--Choice Spine, a Knoxville, TN based spine manufacturer, announces the launch of its new Starfire Pedicle Screw System. Pedicle screw systems are a basic product component of any spine company. Having an effective system allows Choice Spine distributors to reach more spine surgeons who treat lumbar conditions. In the short run, this new system should help the company reach its sales goal for the year. In the long run, this system helps the company fill-out its product portfolio as a full-line spine company. "Our goal this year in product management is to develop innovative spine systems that answer a need for surgeons to treat a variety of spine conditions," said Anderson Collins, director of project management. "That said, we worked with our surgeon panel to address their needs for a system that could address post-traumatic spine instability where the adjacent spinal segments are basically normal. For patients with advanced scoliosis, deformity or the management of spinal trauma, a pedicle screw system such as ours can be life saving," he added.

The Starfire System was developed with the companys surgeon panel and addresses three major points: strength and stability; intuitive instrumentation so the surgeon can quickly and easily march through the procedure; and finally, a comprehensive set of top-loading polyaxial screw implants that can address a variety of patient anatomies, including small and large-sized patients.

Now, Choice Spine distributors can target surgeons who treat difficult lumbar procedures. "The Starfire System is a big step forward in the growth of our company," said Rick Henson, one of the companys founders. "There are many pedicle screw systems on the market but we feel that our system is unique in terms of what product features it supplies to the surgeon. Surgeons look to companies that are innovative in their designs and offer thinking that is "outside the box," he added.

Marty Altschuler, the other co-founder, looked at the benefits from a sales perspective. "Now our distributors have an innovative spinal system in their bag to attract new business. This is how we are going to grow as a company. Not only will they be able to attract new surgeons to use this system, but other distributors across the country who want to work with the next "up and coming" spine company will find Choice Spine an attractive alternative," he concluded.

"Were setting ourselves up for a good year," explained Collins. "Sales reps can only sell whats available. We have to provide them with innovative implant systems to answer the needs of their surgeons. We also have to be price competitive to keep up with the ongoing hospital demands to reduce the costs of spinal procedures. We believe that the Starfire System can gain traction in the field and be a "star performer" for the company," he concluded.

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Choice Spine has been in business for six years and reported a 57 percent growth in sales last year. The companys sales target for 2012 has increased with the Starfire Pedicle Screw System being launched and four more systems now in development.

For more information about the Starfire Pedicle Screw System or Choice Spine, please contact Katey Marina at 865. 246. 3330 or email: [kmarina@choicespine.com](mailto:kmarina@choicespine.com) [2].

Posted by Sean Fenske, Editor-in-Chief, MDT

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