



# MEDCO FORUM<sup>®</sup>

PRESENTING INNOVATIVE PRODUCTS AND SERVICES TO HEALTHCARE PROFESSIONALS

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## VERTEBRON<sup>®</sup> BUILDS A FIRM FOUNDATION

Intellectual Property plays a major role in the highly competitive market of medical devices. A recent study conducted by Morgan Stanley polled hundreds of surgeons and other medical professionals and concluded that innovation and customer service are the most important attributes of a medical device company. In a market dominated by large multinational companies, the smaller, more nimble businesses are better equipped to design and market products quickly and stay ahead of the competition. In the spine field, innovative new businesses and inventive engineers are beginning to make a mark for themselves. Bruce Khalili, Founder and Chief Technology Officer of **VERTEBRON, Inc.**, a company specializing in spinal implants, is proving to be one of the industry's rising stars.

With little more than a handful of patents and some revolutionary design concepts, Bruce established the foundation for an evolving spinal implant company. As market acceptance of his designs began to take hold, Bruce expanded his patent portfolio with a talented team of engineers and has amassed a reservoir of inventive Intellectual Property. VERTEBRON patents include products used in spinal surgery for both spinal fusion and motion preservation.

In October 2007, the Board of Directors appointed Paul Sendro as the new President and Chief Executive Officer of VERTEBRON. Paul has more than 18 years of experience in the orthopedics

industry in such disciplines as engineering, marketing, and sales, and he brings his sharp industry acumen and extensive experience to the business. Paul has a reputation for both unwavering integrity and producing results. He has been assembling his team of highly qualified and talented professionals who are poised and ready to lead the company into a new era of innovation and growth. Together, this proficient, driven, and tenacious team has already increased sales threefold and is creating an infrastructure to streamline operations that will be even more effective in meeting the needs of customers.

This high-functioning team shares the same vision, values, and commitment in

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**Paul Sendro**  
President and CEO

establishing VERTEBRON as a strong force in the market. “This fast-moving, no holds barred environment is not for the faint of heart,” says Diane Venitelli, Vice President of Marketing. Diane describes the corporate culture as having a “fire in the belly.” She comes to VERTEBRON with more than 20 years of marketing and business development experience from a number of technology-based industries, and brings a fresh new perspective and energy to the medical device market. Diane’s success comes from combining established marketing techniques, market-driven product management, and outside-the-box creativity with proven business fundamentals. Diane works intimately with Brian Dukate, Vice President of Sales, and Derek Holland, Vice President of Professional Relations, to ensure the company’s passion for customer relations maintains its focus.

Brian Dukate has more than 19 years experience in the spine industry, having previously worked with Blackstone Medical. Brian possesses strong industry relationships and an expertise in sales operations and customer service. As a registered nurse, Brian also brings with him practical operating room familiarity. Derek Holland was also with Blackstone Medical in a sales management position for close to eight years. He now shares his host of strategic alliances with

VERTEBRON, and adds a high level of excitement to the team. Derek and Brian have established a committed sales network that continues to expand, driving the business into a new phase of expansion.

The unconstrained nature of sales and marketing is tempered by the control and efficiency of legal, regulatory, and finance. Dina Weissman, Vice President, Legal and Regulatory, and a lawyer for 17 years, has an undergraduate degree in biology from Cornell University and eight years of experience in orthopedics working for large established companies like Johnson & Johnson, as well as newer, start-up enterprises. Dina successfully manages FDA filings, CE Marking (Class Three Dossier), PMA, and contracts. Alex Hart, Chief Financial Officer, has been a CPA and tax expert for more than 20 years. Alex left his own CPA firm to work with VERTEBRON to manage and control finance from investment through accounting.

VERTEBRON currently sells a pedicle screw system and a cervical plate system, as well as interbody fusion solutions and graft materials. The **VERTEBRON PSS Pedicle Screw System** boasts angulation up to 84°, superior dual locking integrity, low torque 65 in. lbs. final locking, and a threadless anti-splay cap. The **VERTEBRON SSP Cervical Plate System** is a low-profile, pre-contoured plate

with bend zones to optimize plate flexibility. Featured attributes include a floating tapered ring, single-step drive to lock, and smooth surface resulting from the screw head containment within the plate profile. VERTEBRON recently released its own PEEK interbody fusion system, **V-PEEK™**, on a limited basis and will continue to roll out new products throughout the coming months.

The VERTEBRON team continues to meet milestones and exceed expectations, despite unfavorable market conditions and the usual constraints of a small business. “We will continue to drive a comprehensive and cohesive marketing strategy, launch new, innovative products, expand distribution channels, build relationships, and tighten up processes for better customer relations,” says Paul. “I am confident that this team will be successful in increasing the company value, thereby increasing shareholder wealth.” A recent article featured in the popular investment magazine *MicroCap* identifies VERTEBRON as a leader in Intellectual Property and a company to watch, adding credence to the potential growth and excitement surrounding this business. 

### To Learn More

For more information about VERTEBRON and its products, please visit [www.vertebron.com](http://www.vertebron.com).