



# RLD

## Restoring Life Dispatch

VOLUME 1, ISSUE 7

July 31, 2020

The Restoring Life Dispatch is a monthly resource for orthopedics and leadership. My hope is to provide a single hub with timely news and credible sources that are beneficial to both work and life. Additionally, I'll share what lessons I am learning from my own experiences in leading a small orthopedic business. Be on the lookout at the end of every month for The RLD and please share with others! Thank you for your commitment to restoring life in the orthopedic community by daily serving patients who have lost a critical part of their life and desire to get back to living!



Clay Steves

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## Spino-Pelvic Relationship Affecting Acetabular Cup

### Placement in THA.

*Clay Steves*

The first time I heard anyone talk about this concept was in January 2017 at the [ICJR Winter Knee & Hip course](#). [Dr. Jonathan Vigdorich](#) was actually responding to a question about when he would utilize dual mobility implants, and I remember him confidently but humbly, speaking about a conundrum he and others were wrestling with in their total hip patients.

Radiographically he had some acetabular cups aligned within the [Lewinnik Safe Zone](#), the traditionally accepted window of inclination and anteversion for cup placement to prevent dislocations, but still the patients had dislocated without any other obvious contributing factors. Others had also been [challenging](#) the 1978 accepted “safe zone” and Dr. Vigdorich was beginning to personally evaluate how the spine-pelvis relationship could potentially affect the anterior or posterior rotation of the pelvis through motion and thus alter what optimal cup placement should be.

Now this topic of the Spine-Pelvis relationship as it relates to the ideal cup position is a focus and buzzword within [AAHKS](#) and the orthopedic community. Research is beginning to redefine what the optimal acetabular cup placement is for patients, creating active targets such as the [Functional Safe Zone](#), and the medical device industry is [leveraging technology](#) to actively quantify and deliver prostheses to these optimal positions. This will help all of us within the orthopedic community in our pursuit of creating a truly personalized approach to arthroplasty and providing our patients the best possible opportunity at a positive outcome from surgery.

Of course as we learn more on this topic it will only beget more questions and lead to more opportunities for us to learn and grow as a community. How do we translate this information to the spine world as we see a growing number of patients having lumbar fusions post total hip arthroplasty? Where do we land on the definition of a stiff spine that should trigger us to alter our cup placement? Why do some fused lumbar spines not behave as stiff spines in relation to the pelvis? What role does dual mobility play even as we define a more optimal cup position?

The posture of humility and critical evaluation that led to this cup placement evolution must be a part of our perpetual pursuit and calling within the orthopedic community. We must continue

to challenge our preconceived beliefs and standards of care while not jumping at every new idea, wisely steward the resources granted to us while choosing to invest in the future, and thoughtfully pursue approaches and technology that can truly add value to our community and patients.

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## The Power of Story

*Quincy Taylor*

**Facts and figures inform people, stories *move* people.** A good story invites people into something bigger than themselves. And great stories move people to action. It's the way we talk about our products that move people to buy our products.

Now you may be thinking to yourself, "I'm an orthopedic surgeon/PA/nurse/manufacturing VP, I'm not a storyteller."

But I'm going to have to disagree. We're all storytellers. It's how we make friends, it's how we gain clients, it's how we move forward in life. Now you just have to harness that power and grow your business.

So here are my reasons why storytelling should become a key priority within your marketing strategy.

### **1. Storytelling Creates Connection**

Storytelling enables marketers to develop a deeper connection with the audience. With the constant flood of information and options today's market offers, consumers are looking for the why behind the product. Brand loyalty is everything these days and storytelling plays a huge part in creating that bond.

### **2. Storytelling Creates Learning Opportunities**

One of the unique things about stories is that they transmit knowledge and meaning. People learn through observations and first-hand experiences, and then by sharing those experiences

through stories. Storytelling is a powerful tool that enables marketers to understand what a consumer needs and wants.

### 3. **Storytelling is a Tactical Tool**

Today's society is broken down into millions of fragments. It's no longer men vs. women, adult vs. child, single vs. married. Consumers are looking for a personalized delivery. What about your product or service speaks directly to their life and their circumstances? Storytelling isn't just a creative approach to marketing; it gives your consumers a totally different entry to your brand.

Don't miss out on the opportunity that is storyteller. Move your audience to action through the power of story.

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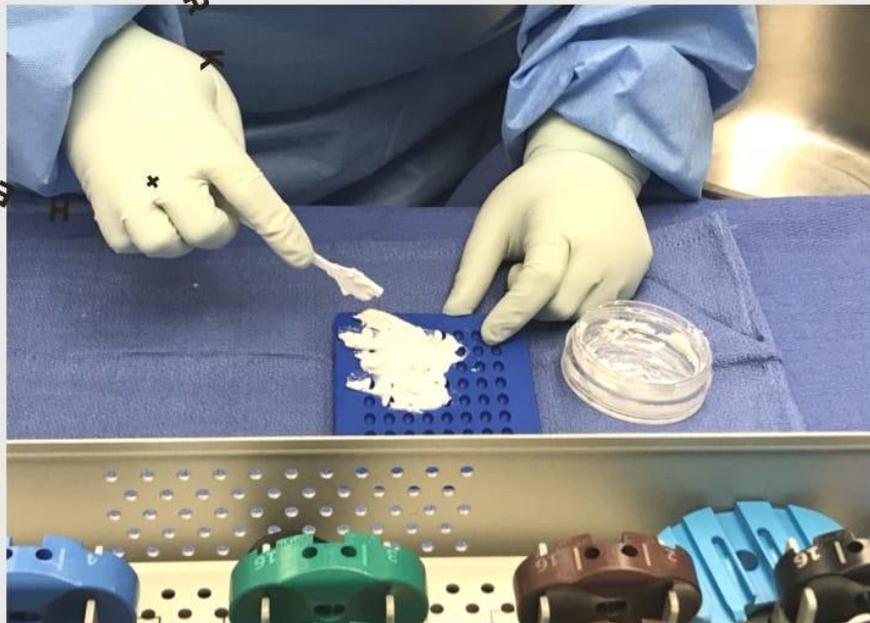
## **Life Priorities**

*Clay Steves*

My father is a retired orthopedic surgeon. That meant that growing up, I thought it was normal for the local high school athletes to show up at my house on a Friday night after being injured to have my dad check out their broken hand or swollen shoulder. I also thought it was normal for my surgeon parent to prioritize his spouse and kids above the other temptations and pursuits the orthopedic industry can tantalizingly present. From industry consulting opportunities to hospital advisory boards to partners meetings, the endless "add on" elements to having an orthopedic practice can consume immense amounts of margin.

15 years into my own career in orthopedics, I have walked with multiple of my friends, from surgeons to device representatives to physical therapists, who have gone through affairs, divorces and marital strain. And yet I rarely hear the topic discussed. Studying this subject doesn't seem much of a focus within our community, and maybe that is because the data seems consistent with other [professions](#). No matter, that reality breaks my heart and makes me thankful for the intentionality my surgeon parent put into pursuing his spouse and prioritizing his children over ancillary opportunities. He modeled it for me and I hope I can do the same for my children.

Given the extreme strain a practice can put on an orthopedic surgeon and their family, compounded by the stress of our current COVID world, I believe it imperative that all of us within the orthopedic community encourage each other through this time to ensure we prioritize the right relationships, maintain healthy outlets and have the courage to bring up the awkward subjects most others avoid. Your kids will thank you someday. I promise.



**Whatever you do, work at it with  
all your heart, as working for  
the Lord, not for human masters**

**COLOSSIANS 3:23**