



Restoring Life Dispatch

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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

Searching for a quality podcast? Look no further! Click [here](#) to listen to the Choose Life Podcast - hosted by Habakkuk's CEO, Clay Steves.

Transcend & Include: Teaching in Orthopedics

Clay Steves

As we pursue a growth mindset and advance our own skill set to better serve our patients, I was reminded this week how special and critical it is in orthopedics, and life, to share with others what we know and are currently learning. All too often I get laser focused solely on the advancement and upgrade of orthopedic technology, implant design or surgical approach. The advancement of these arenas are critical and no doubt serve to help restore the lives of our patients.

Just this week I was listening to the story of the first arthroscopic procedure performed in the state of Oklahoma at the VA in the 1970's. The tale of a giant single lens, with little to no fluid control, not being able to visualize anything inside the knee and then immediately needing to open the knee with a traditional incision to complete the surgical procedure stands in stark contrast to the advanced techniques and standards of care we have today in arthroscopic surgery today.

Yet just as powerful as these technological advancements are the small, day-to-day moments of an orthopedic surgeon or leader intentionally teaching another member of the orthopedic community. Don't overthink this or disqualify yourself from this responsibility. The power of teaching isn't from the podium, it is in the consistent moments that rarely gain fanfare or attention. Whether an academic attending physician speaking to residents or a private practice surgeon sharing with his or her surgical team, these moments are the gift that transcends one's own singular capacity and scales the needed knowledge to restore even more patients' lives.

We must transcend and include. This approach takes intentionality and patience. I often fall into the trap of gaining a new level of understanding (transcend) and then getting frustrated at those I am called to lead when they don't instantly know what I know. This is where we must show patience. We cannot transcend alone. We must transcend and then intentionally include others on our journey.

I have seen this manifest in numerous scenarios. One high volume adult recon surgeon I served would verbalize, for all to hear, each step of his surgical procedure as he performed the step. As the day wore on, he would additionally express what he was thinking through and what his decision making process was at each step. At first it was a little confounding to newcomers in the surgical suite, but they quickly learned the wonderful gift this discipline was for them. Because of his approach they were able to grasp the surgeon's surgical sequence quicker than having to just observe on their own or reading a technical guide. This gave them an advantage in their role of serving the surgeon as he served his patient. Soon they had

memorized, by listening and acting, every instrument in sequence and could anticipate the surgeon's needs before he even verbalized the request. And when he would gain a new technique or idea about how to better perform a total knee (Transcend!), he would verbalize that new knowledge ahead of time and during the procedure, bringing everyone else along with him (Include!).

Just last week we hosted an upper extremity cadaver lab in our office where another fantastic surgeon took his personal time to invest in five residents from a local program. The surgeon understood that he needed to create additional space outside the operating room for the residents to understand the why behind his surgical thought process and decisions, in addition to gaining valuable hands-on experience executing on their new understanding.

This transcend and include approach is critical for every leader, whether surgeon, manufacturer or distributor, to ensure we are leaving a legacy and foundation far beyond our own footprint. While nearly all of us will never stand on the podium at AAOS to deliver the keynote speech or be visible influencers within the orthopedic community, orthopedic patients for generations to come can be restored and given their life back by your intentionality and patience to take this small, disciplined approach in your practice, leadership and life.

Transcend and include.

Forwarded this newsletter? Don't miss out on next month's ortho and leadership review.

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Baby Boomer Marketing

Quincy Taylor

Ever wondered if you're advertising in the right place? Or using the right lingo? Or if anyone is even paying attention?

You're not alone. But here's the best part – the research has already been done for you! What's even better is that the orthopedic community has been marketing to this particular demographic for decades.

The majority of this aging audience are referred to as, Baby Boomers. As the Baby Boomer generation ages, joint replacements are on the rise. So, who are the baby boomers?

So, who are the baby boomers?

Baby Boomers were born between 1946 and 1964. They're the group that still leaves and listens to voicemails. As the generations beyond them have created new technology, Boomers seem less enthusiastic to embrace it. According to Pew Research, by 2014, 65% of adults aged 50-64 used social networking sites, with the vast majority engaging with Facebook to revive, "dormant" relationships.

As this generation continues to age, so will the demand for orthopedic services.

Here are few quick tips on how to market to the Baby Boomer audience...

1. Brand Loyalty.

If you can prove that your product is of superior quality and will be necessary for an indefinite amount of time, you will earn their trust and even increase the likelihood that they become repeat customers.

2. Be Online.

While this generation may have been slow to adopt social media, they were some of the early adopters of the internet. So even if you are running TV commercials, radio ads or newspaper ads, make sure your internet presence is strong. **Be thorough.** Bad reviews or incorrect information will send this generation straight into the arms of your competitors.

3. Use Facebook.

Baby Boomers use Facebook **far more** than any other social media site. Facebook ads are easy to use and over time can become quite influential for this demographic.

4. Create compelling videos.

Generally, Baby Boomers prefer slower video narratives that explain concepts in detail. This type of media format helps them clearly understand the messages and information for your products.

Implement these four quick tactics and watch your business grow!

Miss out on last month's RLD? No stress! Click [here](#) for every issue ever!

Be The Light

Clay Steves

Sometimes the world we live in can feel that dark, deep, disorienting. Even though it is the world we know, at times it can feel different and darker than other times. We experience this darkness ourselves and see it on the faces of those around us. The question is are we letting that darkness envelope us, consume us, and disorient us? Or are we pushing back against it and shining our light? Are we choosing to let our light shine and stand in contrast to the darkness within the world? To Choose Life we must be the light.

What is intriguing is that I believe most people would answer yes to this question. Yes, I am being a light in a dark world. But to be courageously authentic and radically human, we must have the humility to look in the mirror and ask ourselves the tough questions about our life to ensure we are who we believe we are. Sometimes we even need to pose questions to those closest to us to find the true answers. If you have the courage to try, start with these.

Do I stand in clear contrast to the world around me?

One of the most defining qualities about light is that it stands in crystal clear, definitive and obvious contrast to the darkness around it. Contrast in photography is used to create clarity in the photograph. And if you are consistently being the light in a dark world, you will clearly be different than those around you. You will be counter cultural. You will clearly stand out from the crowd.

Can others see their own life more clearly after being near me?

Another quality of light is that it provides clarity to surroundings. It provides orientation when we are confused and unable to find our way in the dark. If we choose to be the light in a dark world, as other people are close to us they will begin to see their own life, calling and purpose more clearly. They will be able to see the pitfalls and challenges that surround them on life's journey with greater clarity after interacting with you.

Are people drawn to you?

The final quality of light is its near magnetic power to draw people out of the darkness and towards it. From the view of distant cities out an airplane window at 34,000 feet on a crystal

clear black night, to a singular office being lit up at 2 a.m. in the sheer face of a skyscraper, our eyes are naturally drawn to light. We do not keep our focus on the vast darkness, rather we are drawn to the singular light starkly standing out. If you Choose Life, if you choose to be courageously authentic and radically human, if you choose to be the light and stand in contrast to the dark world around you, people will naturally be drawn to you.

These questions are a great starting point to grow in awareness as to how bright your light is shining. If you'd like to hear more on this topic, check out the [Choose Life podcast](#) and episode #12 - Be the Light.

