



# Restoring Life Dispatch

VOLUME 1, ISSUE 10

October 30, 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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**Learn How To Bring Excellence To Every Situation.** Check out the [Choose Life Podcast](#) - hosted by Habakkuk's CEO, **Clay Steves**.

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## *Clay Steves' Top 5 Updates From The Past Month.*

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### [Integra Extremities Acquired by S&N](#)

One of the realities of being an independent distributor is the risk of your manufacturer partners being acquired by another, typically larger, manufacturer. You over-prepare for these unknown moments by negotiating protections within your contract and building strong relationships with your client base, but in the end, losing a product line through acquisition is an inherent risk in the distributor business model. But it can also go the other way and create new, even more powerful partnerships with the acquiring manufacturer.

[Habakkuk experienced this](#) just last year when Corin acquired OMNILife Sciences and, after 8 months of sifting through the nuances and negotiations, [we landed with Corin](#) and have enjoyed a fantastic start to this new partnership. My hope is for another positive, synergistic outcome after Smith & Nephew has acquired our shoulder product manufacturer, Integra LifeSciences. Only time will tell how this plays out, but I am confident our process and people will thrive no matter the outcome.

### [MedShape New ICD 10 Code](#)

Our partners at [Medshape](#) have been banging the gong that “[a nail is not a nail is not a nail](#)” for quite some time regarding their compression focused, NiTiNOL equipped DynaNail technologies utilized for TTC and Subtalar fusions. Well it seems the U.S. Center for Medicare and Medicaid Services finally agrees. [CMS announced a new ICD-10-PCS code](#) for a sustained compression internal fixation device in both lower and upper extremity joint fusion, and Medshape’s DynaNail TTC Fusion and DynaNail Mini Fusion systems are the only systems approved for use with this code.

This is a fantastic step that should allow the outcome data of these exceptional devices to be clearly collected and differentiated from traditional, static fusion nails that have dominated this arena previously. Congrats to our partners at MedShape!

### [Spinal Elements IPO Announcement](#)

saw the news break recently that they had formally filed with the NASDAQ I was a bit surprised by the timing. Upon further analysis though, I came to recognize that the [IPO market had rebounded](#) in sync with the [stock market rebound](#) in the aftermath of the COVID economic shutdown earlier this year, so they are just continuing their strategic plan toward an infusion of cash.

I am hopeful a portion of these forthcoming resources will be utilized to build out more instrument and implant assets for the distribution network, for while Habakkuk is one of Spinal Elements' smaller distributor partners, acquiring demo and instrument assets to aid in the sales process has been a consistent challenge over the past year.

### Corin Unity Knee™ TKR cases completed using OMNIBotics®

Habakkuk partner Corin recently announced the completion of the first [Unity TKA](#) with the [OMNIBotics® platform](#). The Unity TKA is a Corin legacy product and gaining [FDA clearance](#) to utilize that total knee system with the OMNIBotics® robotic platform was one of Corin's top priorities upon their [acquisition of OMNLife Sciences](#) last year.

Habakkuk has utilized the OMNIBotics® platform since 2010 and completed over 4,200 surgeries coupling this robotic technology with the [Apex TKA](#). I am excited to see Corin leadership continue to execute their strategic approach to integrate the exceptional technologies from both legacy companies into a single, technology-based product portfolio that is focused on providing patients superior outcomes.

We look forward to completing our first Unity TKA with the OMNIBotics® and BalanceBot™ robotic ligament tension device in the very near future!

### AAHKS Hybrid Event

After what I am sure was much discussion the American Academy of Hip and Knee Surgeons (AAHKS) announced they will hold their annual meeting in a hybrid format. Attendees can choose to either attend in person or virtually.

This is our reality in 2020 and for the foreseeable future into 2021. Habakkuk is experiencing the same tensions. We value in-person meetings and see great value in gathering together, but also must weigh the risks of exposure and prioritize team member health.

While their decision will not appease everyone and I am confident many members will express their disagreement, I applaud AAHKS for finding a way to [safely move forward](#) with their in-person Dallas meeting, while also providing an outlet for members who want to be involved but attend virtually.



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*Are You an Ideal Team Player?:*

Learn from Table Group founder Patrick Lencioni in this TEDx Talk as he discusses the three indispensable virtues that make some people better team players than others, and how you can get them on your team.

*Mastering Leadership:*

This book is a great resource to analyze your current leadership styles and how they affect not only your abilities but the ability for your leadership to expand exponentially. Led by theory, research, and practice, this won't be a book you'll forget.

*Leadership talk with an Enterprise Leader in Medical Device Sales, Adam King:*

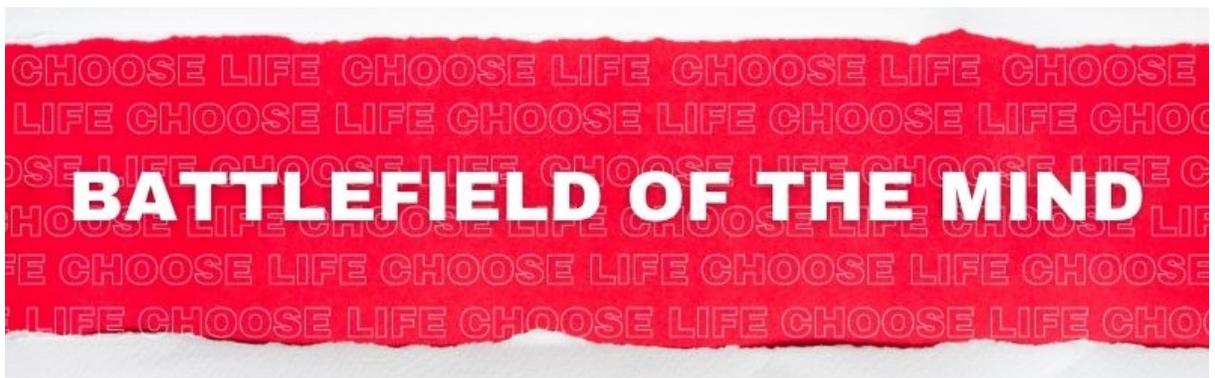
Loved Adam's personal tenants for succeeding in life. All were great, but my personal favorite for a medical device representative was "No Surprises." If you don't have what you need or you make a mistake, own it proactively. Don't wait and react. Great interview and approach to service.

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

[Subscribe Here!](#)

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***Your life is moving in the direction of your strongest thoughts.***

***- Craig Groeschel***

If you want a life you have never had, you must be willing to do something you have never done. To Choose Life, it is time to think about what you think about. There are three practices that will help you win the Battlefield of the Mind.

All development begins with self-awareness. Becoming a student of yourself will allow you to begin cataloging what circumstances illicit negative or positive self-talk.

Observing these thought patterns is the first step to uncovering the unconscious beliefs and the internal operating system you are letting influence your response to everyday life circumstances. Don't try to change all your thoughts at first, just become observant of the self-talk.

### ***CAPTURE - Engage Your Filter***

Next, you must learn to filter your thoughts and capture them. This filtering process will allow you to pursue the deep-rooted, preconceived, and often unconscious beliefs that are fundamentally influencing how you think.

It is one thing to observe your thoughts, but now we are taking the intentional step to capture those thoughts which disrupts something deep inside us.

### ***REPLACE or REINFORCE - Know Your Superhighways***

For every behavior or thought, we have our brain creates a neurological pathway to facilitate that behavior or thought in the future. As we begin to have the thought more often, our brain actually strengthens the neurological pathway by turning a 'dirt road' into a 'superhighway'. This is why it's so hard to change our current thoughts and behaviors.

There is hope! You have the power to break down those unhealthy neurological superhighways you have built in your brain and replace them with new ones that are fed by life-giving thoughts.

Now that we have purposefully observed our thoughts and are taking them captive in the moment, we get to choose what to do with them.

### ***Observe. Capture. Replace or Reinforce.***

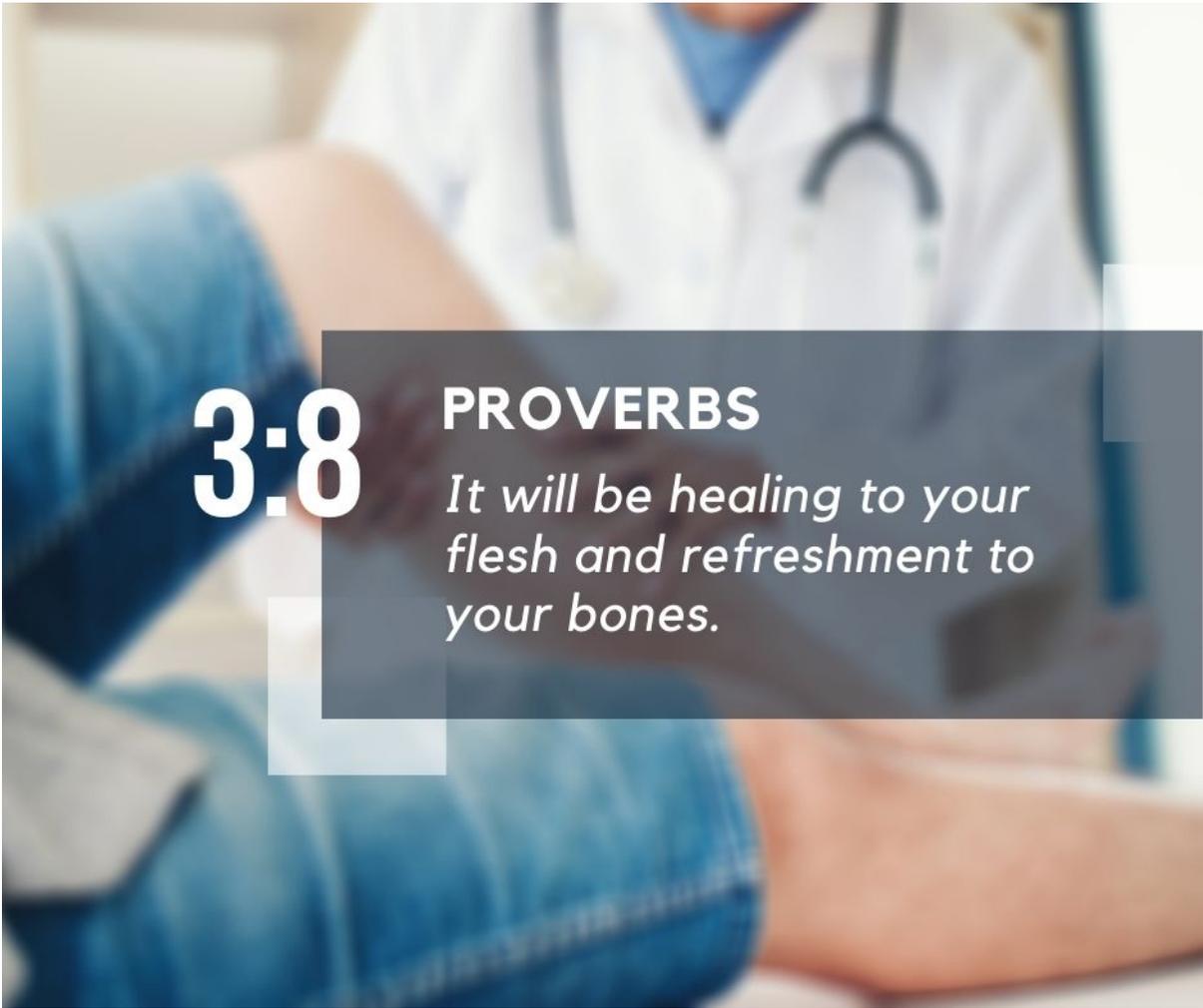
This is the battlefield. If we want a different life, we must begin to think about what we think about. Your life is always moving in the direction of your strongest thoughts. Take captive your thoughts and choose the life you were created to have.

You can listen to the Choose Life podcast on this subject, [here](#) to learn more about this topic.

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

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## PROVERBS

*It will be healing to your flesh and refreshment to your bones.*

