

newsflash

THE LATEST COMPANY NEWS

10 | 09

Dear Customers, Partners and Friends,



the new joimax® newsflash is here!

In addition to serving as a means to get in touch with our customers personally, this newsletter has been developed to regularly inform you about our company and the developments in endoscopic spinal surgery. We hope you find the content and format interesting and informative.

joimax® began to attract a wide user base for its endoscopic spinal surgery method five years ago. The extensive investment in product development, education of users and in staff laid the foundations for a healthy business company and successful products. They form the basis of the successful establishment of one of the most modern therapy methods for patients suffering from spinal diseases.

Our growth reflects the demands of the market. Although endoscopic spinal surgery was perhaps an outsider amongst minimally invasive operation methods, today it is observed closely by every spinal surgeon and pain therapist. The doctors who work with the TESSYS® technique now report on their results and their satisfied patients at international congresses.

Every day our users confirm our conviction that endoscopic spinal surgery is the way of the future. They put their trust in a future-proof procedure and are confident in the expertise of joimax®. With this in mind we continue to invest in the future and our customers, and as a result in the best possible treatment of our patients.

In the coming months we will launch many new and innovative products which will further advance endoscopic spinal surgery. The number of spinal specialists operating endoscopically is also set to rise considerably.

On behalf of all my colleagues and myself, I would like to thank you for your trust in joimax® and our products.

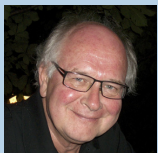
We hope you enjoy reading the first edition of newsflash.

Wolfgang Ries
Founder and President of joimax®



joimax® and the ATOS Private Clinic Munich present their largest international endoscopy workshop incorporating live operations so far.

[Read the article on page 4](#)



Faculty member Dr. Menno Ipreburg (Rugkliniek Ipreburg, Veenhuizen/ The Netherlands) claims: "This was the best workshop so far!"

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The TESSYS® Method

The TESSYS® (Transforaminal Endoscopic Surgery System) Method uses the lateral endoscopic access via the foramen for removal of the herniated disc – essentially utilising the natural access point. With special reamers and instruments the surgeon progressively and gently dilates the transforaminal access millimeter by millimeter. In doing this, he can remove and cut off tissue directly and under constant camera control through the foramen.

The patients - who are analgo-sedated -are bedded in the prone or lateral position and are awake and responsive during the entire surgery.

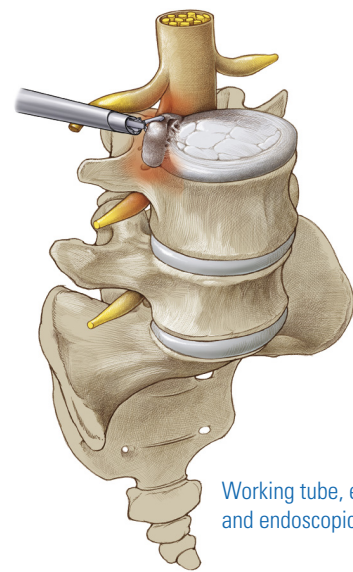


As a result they are able to react immediately upon possible nerve contacts. Due to this, a surgery conducted with the TESSYS® method is far more comfortable and gentle for patients than conventional methods – most of them can get up only a few hours after the surgery and leave hospital the same day.



CME (Continued Medical Education):
The joimax education program for TESSYS® users

The TESSYS® method can be used for almost every minimally invasive operation of a herniated disc. Furthermore the TESSYS® stenosis equipment enables the surgeon to treat cases of foraminal stenosis and osteophytes.



joimax® worldwide

Endoscopic spine surgery is becoming increasingly important to the medical world every day. joimax® products have already been registered in many different countries worldwide. In 2005 joimax® founded a subsidiary in the United States, the joimax® Inc. The affiliate company is working with its own sales team and currently employs nine people.

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Andreas Naujoks, Sales Director Germany, has over 25 years experience in sales in the medical technology field, specialising in orthopaedics, and is a valuable recent addition to the joimax team. He worked in sales for Aesculap for 12 years, including four years as Sales Manager, followed by a position with W. Link GmbH & Co for five years as Sales and Marketing Manager. Prior to joining Joimax he ran his own consulting company focussing on sales and marketing, which included contracts with Biomet Spine Germany and Medacta Germany.



Michael Roberz
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In March 2008 Michael Roberz was employed by joimax® as International Sales Director EMEA. Previously he worked for HMT in Switzerland as Global Sales & Marketing Director. Following this position he directed Sales & Marketing for Brasseler GmbH & Co. KG in the field "Komet Medical" for six years. Afterwards he was employed as Sales & Marketing Director by NSK Nakanishi (High Speed Systems) in Japan. Overall Michael Roberz has lived and worked for several years in Spain, The Netherlands and Switzerland.

PRODUCT NEWS

Available from October: the new

Vitegra® pro

Visual Integration System

The new Vitegra® pro has it all!

The hardware has been completely overhauled and updated to meet the high standards required of a robust industrial PC. This of course has resulted in a considerable enhancement in performance. The new fully integrated digital image and video documentation system is faster than ever, with an additional extra digital port for the video documentation. Let the new Vitegra® pro convince you! We would be happy to provide you with a quote.



Special offer: Exchange your old VitegraHD for the new Vitegra® pro. For more information please contact your respective distributor.



Command via Touchscreen

Command Options



Wireless Microphone System



Remote Foot Switch

Key features:

- > The only 4-channel device on the market
- > Multiple signal input options including new digital video ports SDI/DVI
- > Three command options for surgeon's preference: Touch screen, voice, foot switch
- > Video, audio and picture capture at any time during surgery
- > Save data file to CD/DVD, USB, LAN/DICOM

Duocage® - Osteoconductive Resorbable Cervical Cage

Unique and ready to market

Forget what you have heard about resorbable cages in the past! This mix of β -TCP and PLLA is unique and successful.



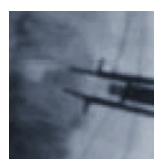
Osteoconductive Resorbable Cervical Cage

Innovative material – DUOSORB®

DUOSORB® is a unique mix of 60% β -TCP and 40% PLLA.

Key Advantages:

- > No inflammatory reaction as known with pure PLLA
- > Resorbable and osteoconductive – the DUOSORB® material stimulates bone healing
- > Cage and TCP filler is completely transformed into healthy bone tissue
- > Primary stability is guaranteed by 45% porous β -TCP
- > Cage can clearly be identified under X-ray control
- > DUOSORB® has the elasticity of healthy bone



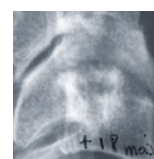
Intraoperativ



D + 1 Day



D + 2 Months

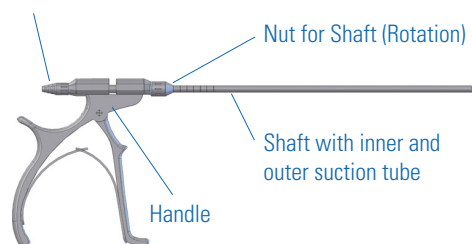


D + 18 Months

joimax® Suction Punch

The joimax® Suction Punch is intended for use in the removal of bone and disc material under endoscopic control. Ablated material is extracted through the inner shaft of the instrument. The joimax® Suction Punch can also be used as a Nucleotome in a MPLD (Mechanic Percutaneous Lumbar Discectomy) procedure.

Nut with suction connector



Nut for Shaft (Rotation)

Shaft with inner and outer suction tube

Handle

joimax® Suction Punch

Three diameters - two lengths

- > \varnothing 2.7 mm L = 320 mm – for use under endoscopic view and minimally invasive discectomy
- > \varnothing 3.5 mm L = 320 mm – fits the working channel with increased suction and punch abilities
- > \varnothing 5.0 mm L = 230 mm – for direct access to the nucleus with increased suction and punch abilities

CONGRESSES AND EVENTS WITH joimax®

joimax® at the Eurospine in Warsaw

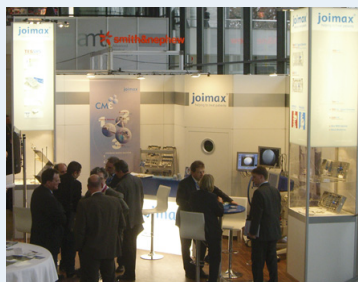
From 21st to 24th October 2009 the joimax® team will be represented with an 18 m² booth at the Eurospine in Warsaw.



We are looking forward to welcoming you to our booth No. 4202 in the Kruczkowski Hall. On Thursday 22nd October joimax® will hold a distributor meeting in Warsaw. A central issue of this meeting will be the introduction of new products in 2010.

Fourth German Spine Congress, 10th – 12th December

The annual congress organised by the German Spine Society (DWG) is of particular importance for the German market. From December 10th to 12th, all of Germany's spine specialists are catered for, with a broad range of scientific lectures as well as the opportunity to meet with spinal industry partners. Once again joimax® is a bronze sponsor of the event, and for the first time will present a live demonstration using the TESSYS® system.



Dr. Michael Schubert, Apex Spine Center, will explain the TESSYS® method. Prof. Jürgen Kiwit and Dr. Florian Maria Alfen will support the live demonstration with further detailed information on the TESSYS® process.

Third international workshop on endoscopic spinal surgery using the TESSYS® method incorporating live operations

On 14th and 15th September a joimax® workshop on the endoscopic removal of disc herniations using the TESSYS® method took place in the ATOS Private Clinic Munich for the third time. A highlight of this international workshop was the transmission of three live operations, which the 25 participating orthopaedic and neurosurgeons were able to follow in the conference room in the neighbouring Sheraton Arabellapark Hotel. Dr. med. Michael Schubert, Apex Spine Center, operated on three patients from Egypt, Denmark and Germany, describing the individual steps of the procedure and answering questions from the auditorium



during the operations. Several workshop participants were also able to follow the operations directly from the operating theatre. The live operations followed a day of intensive training on cadavers in the Ludwig-Maximilian University, Munich. The participants travelled from far and wide for the workshop, with surgeons from Germany, Austria, Spain, Turkey and several Asian countries taking part.

The next cadaver workshop will take place on 9th and 10th November 2009 in Salzburg/Austria.

If you would like to register, please contact our customer service team either by phone: +49 (0)721-255140 or via email: info@joimax.com

EVENT TICKER ..

- > Eurospine in Warsaw: 21st to 24th October 2009
- > Helios group endoscopy course in Groß-Dölln: 26th to 27th November 2009
- > Annual meeting of the German Spine Society DWG: 10th to 12th December 2009

Read more on congresses at www.joimax.com

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