

# Integrating Value Priced Implants Into Spine Surgery

Richard A. Kube II, MD, FACSS  
CEO Prairie Spine & Pain Institute




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## Disclosures

- None




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## Implant Cost Drivers

- R & D
- Marketing
- Sales force
- Liability
- Inventory




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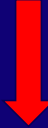
## What's the Premise?

- Different types of cases
- Different needs for each case

Challenge



Needs




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## Areas For Savings

- IP has expired patent protection
- Bulk purchase
- Internalizing roles
  - Sales force
  - Inventory
  - Risk
  - Product usage and management




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## Responsibility Shift

- Consistent OR staff
- Stocking and inventory
- Tray preparation
- Product knowledge




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## Broader Case Types

- Litigated work
- PPOs without carve-outs
- Cash customer




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## Need Remains for Premium Vendors

- New technology
- Difficult cases
- MIS
- Sales force does provide value




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## Thank You

One For The Road




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