Balloon Kyphoplasty
The Balloon Solution™ for Spinal Fractures

www.kyphon.com
Since its founding in 1994, Kyphon has been dedicated to improving patient quality of life through revolutionizing the practice of medicine.

Restoring spinal function. Regaining quality of life.

A recognized global leader in restoring spinal function through minimally invasive therapies, Kyphon maintains its commitment to ongoing research, innovative product development and advanced professional and patient education.
# KYPHON® HOSPITAL MARKETING KIT

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The following fact sheets may be used as a resource when developing your next story about Balloon Kyphoplasty or spinal fractures and the diseases that cause them. This library of data includes information about osteoporosis, the Balloon Kyphoplasty procedure (including information about reimbursement) and uplifting patient testimonials. These pieces are available on the Hospital Marketing Kit CD in the folder titled “Fact Sheets.”

**FS01 BALLOON KYPHOPLASTY**
The Condition: Spinal Fractures
Osteoporosis causes more than 700,000 spinal fractures each year in the U.S. According to the National Osteoporosis Foundation, this is more than twice the annual number of hip fractures. Spinal fractures can also be caused by cancer, the most common being multiple myeloma. Balloon Kyphoplasty is a minimally invasive treatment for spinal fractures.  

**FS02 PATIENT TESTIMONIALS: Renewed Hope and Quality of Life with Balloon Kyphoplasty**
- “The difference in the way I feel is like night and day.”
- “I threw away all of the pain killers. The cancer caused me to fall apart. This procedure put me back together again.”
- “[I am] “living fully and getting around again.”

**FS03 REIMBURSEMENT FOR BALLOON KYPHOPLASTY**
This fact sheet includes frequently asked questions regarding reimbursement for Balloon Kyphoplasty.
1. Is Balloon Kyphoplasty covered by insurance?
2. What inpatient codes are available for Balloon Kyphoplasty?
3. What outpatient codes are available for Balloon Kyphoplasty?

**FS04 OSTEOPOROSIS RISK FACTORS AND TREATMENT OPTIONS**
Osteoporosis is a disease characterized by low bone mass and structural alteration of bone tissue, leading to bone fragility and an increased susceptibility to fractures of the spine, hip and wrist. The National Osteoporosis Foundation (NOF) states that osteoporosis is a major public health threat for an estimated 44 million Americans (80% of whom are women). Of that total, it is estimated that 10 million already have the disease and nearly 34 million have abnormally low bone mass, placing them at an increased risk for osteoporosis.
FS05 THE DOWNWARD SPIRAL: Consequences of Osteoporosis and Spinal Fractures
The long-term consequences of spinal fractures can be devastating and can include:
- Acute and chronic, debilitating pain
- Change in spinal alignment
- Impaired physical function and decreased quality of life
- Decreased pulmonary function and increased lung disorders
- Sleep disorders
- Decreased appetite and potential for malnutrition due to stomach compression
- Increased dependence on family and friends
- Clinical anxiety and/or depression
Read more on CD

FS06 STEROID-INDUCED OSTEOPOROSIS
Steroids are the most common cause of drug-induced osteoporosis. The connection between steroid-induced osteoporosis and spinal problems reflects the importance for physicians to develop care plans that address all aspects of a patient’s condition, especially patients that require steroids in their treatment therapy. Read more on CD

FS07 CANCER AND SPINAL FRACTURES: Bone Metastasis and Multiple Myeloma
There are many causes of spinal fractures, including diseases that result in a weakened spine that eventually fractures. Two types of cancer, bone metastasis and multiple myeloma, can also affect the stability of vertebrae. Read more on CD

FS08 BY 2020, ONE IN TWO AMERICANS OVER AGE 50 WILL BE AT RISK FOR FRACTURES FROM OSTEOPOROSIS OR LOW BONE MASS: The Surgeon General issues first-ever report on nation’s bone health
Released October 14, 2004
U.S. Surgeon General Richard H. Carmona, M.D., M.P.H., F.A.C.S., warned today in a new report that by 2020, half of all American citizens older than 50 will be at risk for fractures from osteoporosis and low bone mass if no immediate action is taken by individuals at risk, doctors, health systems, and policy makers. This new report, “Bone Health and Osteoporosis: A Report of the Surgeon General” says that 10 million Americans over the age of 50 have osteoporosis, the most common bone disease, while another 34 million are at risk for developing osteoporosis. And each year, roughly 1.5 million people suffer a bone fracture related to osteoporosis. Read more on CD
You may choose to gain the attention of local media by sending one of the following pre-written newsworthy stories which can be used ‘as is’ or customized with your institution’s name and contact details. These press release templates are available on the Hospital Marketing Kit CD in the folder titled “Press Releases—Templates.”

**PR01 BALLOON KYPHOPLASTY PROCEDURE PROVIDES SIGNIFICANT IMPROVEMENT IN QUALITY OF LIFE TO PATIENTS SUFFERING FROM SPINAL FRACTURES DUE TO OSTEOPOROSIS**

[Hospital Name] announced today that [Dr. First Last Name] is offering Balloon Kyphoplasty, a minimally invasive treatment option for patients suffering from spinal fractures due to osteoporosis. Balloon Kyphoplasty is designed to correct spinal deformity due to osteoporotic fractures, significantly reducing back pain and improving a patient’s ability to return to daily activities. Read more on CD

**PR02 [HOSPITAL] OFFERS FREE BONE DENSITY SCREENING**

[Hospital Name] announced today that it will conduct free bone density screening tests on [Month] [Day], [Year] from [Time A.M.] to [Time P.M.]. “A bone mineral density test is one way patients can find out their risk for fracture,” says [Doctor], a spine surgeon with [Number] years of surgical experience at [Hospital]. Read more on CD
If you find storytelling an effective way to communicate which procedures your hospital offers, the following articles may be of interest to you. Whether you have a newsletter format or a quarterly magazine, these articles are available to use ‘as is’ or can be a resource for content. This content can be found on the Hospital Marketing Kit CD in the folder titled “Ready-to-Use Content.”

**RC01** ASK THE DOCTOR: New Options Available to Treat Spinal Fractures from Osteoporosis
Doctors have found an innovative way to treat spinal fractures caused by osteoporosis. Dr. Steven Garfin, Professor and Chairman, Department of Orthopedics, University of California, San Diego and past-president of the North American Spine Society, offers informative responses to some common questions.

- How common is osteoporosis and what does it cause?
- How do I know if I have osteoporosis?
- What happens to you if you have a spinal fracture? **Read more on CD**

**RC02** ASK THE PATIENT: New Hope for Patients with Spinal Fractures
Elizabeth Pottinger was gardening in her backyard when one stroke of a tool to hard soil sent a sharp pain through her back and rendered her nearly immobile. Osteoporosis had caused her bones to become so weak and brittle that everyday activities, such as gardening, became more difficult than usual. Elizabeth’s pain, she later discovered, was caused by a fracture in her spine, also known as a vertebral compression fracture (VCF). **Read more on CD**

**RC03** SPINAL FRACTURE RISK ASSESSMENT QUIZ
This short quiz may help raise your patients’ awareness of their risk of developing osteoporosis and spinal fractures. The Assessment Quiz is ideal to position next to any of the stories featuring osteoporosis and is designed to prompt your readers to learn more. **Read more on CD**

**RC04** PATIENT PRE-OP BOOKLET
This booklet explains in simple terms what vertebral compression fractures are and how Balloon Kyphoplasty works. Additionally, the booklet provides a list of most frequently asked questions and popular Web sites for patients to visit to learn more about spinal fractures. **Read more on CD**
If you have written a story about Balloon Kyphoplasty and are looking for a different angle for a specific audience, the following articles may give you some ideas. This content can be found on the Hospital Marketing Kit CD in the folder titled “Other Related Articles.”

Articles are compliments of the NIH Osteoporosis and Related Bone Diseases ~ National Resource Center.

**OA01 OSTEOPOROSIS IN MEN**
Osteoporosis poses a significant threat to more than two million men in the U.S. today. After age 50, six percent of all men will suffer a hip fracture and five percent will have a vertebral fracture as a result of osteoporosis.

Despite these compelling figures, a majority of American men view osteoporosis solely as a “woman’s disease.” [Read more on CD](#)

**OA02 STRATEGIES FOR OSTEOPOROSIS**
**BONE MASS MEASUREMENT: What the Numbers Mean**
When patients ask the question, “I am confused about my bone density test results—what do the different numbers mean?” they want to know how to interpret the numbers. Though a bone mineral density test (BMD) is non-invasive and painless, sometimes the results can be scary because the numbers are hard to understand. [Read more on CD](#)

**OA03 ONCE IS ENOUGH: A Guide to Preventing Future Fractures**
Detailed information about how patients can reduce their risk for fractures and additional information reviewing osteoporosis, medication and exercise. [Read more on CD](#)
**OA04 FALLS AND RELATED FRACTURES: The Risk of Undiagnosed Osteoporosis**

Falls are serious at any age, and breaking a bone after a fall becomes more likely as a person ages. Because osteoporosis can progress without symptoms, falls are especially dangerous for people who are unaware that they have low bone density. This article includes information on how a person can improve his or her balance and how to prevent fractures and falls. Read more on CD

**OA05 CALCIUM & VITAMIN D: Important at Every Age**

The foods we eat contain a variety of vitamins, minerals and other important nutrients that help keep our bodies healthy. Two nutrients in particular—calcium and vitamin D—are needed for strong bones. This article includes a chart of recommended calcium-rich foods. Read more on CD
The following images and logos may be used with print articles or Web content. These images are located on the enclosed CD in the folder titled “Images and Logos” in both JPEG and TIFF formats. The title of the image and/or description has been saved in a separate document inside the image folder.

*These images have additional text descriptions on the enclosed CD.
Osteoporosis

VCF

Back Pain

Increased Fracture Risk

Increased Lung Problems, Co-morbidities

Spinal Deformity

Increased Mortality

Increased Lung Capacity

More Bone Loss

Decreased Activity

Decreased Function

Sleep Problems

Loss of Appetite

The Downward Spiral

Spinal Fracture

Kyphon Logos

AHEAD OF THE CURVE™
The following support materials and educational programs for healthcare professionals represent an important part of Kyphon’s educational philosophy. The tools in this section may be used to develop internal communications or to provide information and training to healthcare professionals inquiring about Balloon Kyphoplasty or vertebral compression fractures (VCFs) and the diseases that cause them. Contact your Kyphon representative to order any of the following items.

**LITERATURE**

**HP01 The Fracture Line Newsletter**
Find the latest advances in vertebral compression fracture treatment, clinical studies and product offerings from Kyphon in this quarterly newsletter designed for spine specialists. To order the latest issue, ask your local Kyphon representative or visit [www.kyphon.com](http://www.kyphon.com).
- Reference the information featured in *The Fracture Line* in your next physician newsletter.
- Issues of *The Fracture Line* may be placed in physician and/or staff lounges.
- *The Fracture Line* may be used for educating a referring practice about the treatment of VCFs available at your hospital.

**HP02 Vertebral Compression Fracture Consensus Panel Document**
Published in the September 2005 issue of *The Journal of Family Practice*, this clinical update provides recommendations from an interdisciplinary panel of healthcare professionals on current approaches to VCF management. Within the document is a Management Algorithm for patients presenting with acute painful VCFs.

**HP03 Information Cards**
Each card addresses a specific issue related to the causes, consequences and treatment options for VCFs, including the benefits of Balloon Kyphoplasty.
- Metastatic Bone Disease
- Multiple Myeloma
- Steroid-Induced Osteoporosis
- Mortality
- Pulmonary Function
- Pain Reduction
- Quality of Life
- Activities of Daily Living
- What is Orthopedic Fracture Reduction?
LITERATURE continued

**HP04 Balloon Kyphoplasty: Patient Outcomes**
This informative brochure clinically details the patient outcomes associated with untreated osteoporosis and the dramatic improvements related to Balloon Kyphoplasty including:
• VCF clinical consequences
• Procedure description
• Radiographic outcomes, including correction of spinal deformity
• Clinical outcomes, including reduction in pain and improvement in ability to perform activities of daily living
• Complication rates

PRESENTATIONS
The following PowerPoint presentations may be used as teaching tools or to drive discussions at peer-to-peer events, both inside your organization and with other healthcare professionals in your community.

**HP05 Balloon Kyphoplasty: Orthopaedic Treatment of VCFs**
This slide presentation discusses VCFs and the Balloon Kyphoplasty procedure. It covers fracture epidemiology, fracture diagnosis, Balloon Kyphoplasty procedure description, clinical and radiographic outcomes, and case studies.

**HP06 The Downward Spiral of Vertebral Osteoporosis: Consequences of VCF**
A very effective teaching tool, this slide presentation is divided into three different sections to discuss the following topics: vertebral osteoporosis and vertebral fractures, the consequences of vertebral fractures and case studies.

**HP07 Balloon Kyphoplasty: Minimally Invasive Treatment of Tumor-Related VCFs**
This is an overview of VCFs in cancer patients and how Balloon Kyphoplasty fits into a supportive care treatment plan.
• Epidemiology, clinical presentation, consequences, and treatment goals of primary bone tumors, metastatic bone disease and multiple myeloma
• Balloon Kyphoplasty in tumor-related VCFs
  – Procedures and outcomes
  – Balloon Kyphoplasty and Vertebroplasty
• Sample treatment algorithm
PROFESSIONAL EDUCATION
Kyphon offers educational information to healthcare professionals via scientific symposia, CME programs and other clinical resources (e.g. reprints, white papers and monographs). For more information, please contact your local Kyphon representative or visit www.kyphon.com.

CONFERENCES
Kyphon supports a number of scientific conferences and professional societies in the fields of orthopedics, neurosurgery, interventional radiology, oncology, and internal medicine to name a few.

Ask your local Kyphon representative about upcoming regional and local conferences, including abstract submission details, which may be of interest to you and your institution.

KYPHOPLASTY PHYSICIAN TRAINING
Interested in performing Balloon Kyphoplasty? Kyphon offers beginning and advanced training courses across the country. For more information, contact your local Kyphon representative.
Local stations are always looking for great human interest stories that educate and inform their viewers. You may choose to enhance the video news release (VNR) or pull ideas from the public service announcement (PSA) included in this kit by adding some local flair. Having a local physician and patient lined up for an interview will increase the likelihood that your story will run. This content can be found on the enclosed DVD titled “VIDEO NEWS RELEASE: A Patient’s Perspective.” The Public Service Announcement can be found in the “For Broadcast” folder on the Hospital Marketing Kit CD.

VIDEO NEWS RELEASE: A Patient’s Perspective
Gain the attention of local TV stations. Send a copy of the enclosed video news release with the name of a local physician who performs Balloon Kyphoplasty and the story about a patient who recently received this minimally invasive procedure. The VNR is an informative two-minute made-for-television video that includes:
• The life-changing story of a spinal fracture patient who was recently treated with Balloon Kyphoplasty
• Information and animation about osteoporosis
• Step-by-step animation of the Balloon Kyphoplasty procedure

The Kyphon VNR is available on DVD as part of the Hospital Marketing Kit. To receive a beta version of this video, please contact your local Kyphon representative or fill out the order form on www.kyphon.com located in the media section.

Also available in Spanish

PUBLIC SERVICE ANNOUNCEMENT
A public service announcement can be a promotional message spotlighting the programs, services, activities, or issues of community interest. All nonprofit, tax-exempt community groups and organizations are eligible for public service time.

Read more on CD
You may find that the following selection of patient education materials are effective tools for helping the general public understand osteoporosis. Additionally, some of the educational material covers options for treatment, as well as what to expect before, during and after a Balloon Kyphoplasty procedure. Contact your Kyphon representative to order any of the following items.

**PE01 PATIENT WAITING ROOM BROCHURE***
*Customizable*

These brochures may be placed in patient waiting areas and exam rooms.

They are designed to drive awareness of the minimally invasive Balloon Kyphoplasty procedure offered by your hospital. *Also available in Spanish*

**PE02 PATIENT PRE-OP BOOKLET***
*Customizable*

This comprehensive brochure has been distributed to thousands of Balloon Kyphoplasty candidates, offering pre- and post-op information as well as a detailed description of the Balloon Kyphoplasty procedure. *Also available in Spanish*

**PE03 LENTICULAR CARD: Moving Pictures***

Patients relieved of excruciating pain may want to share their story with friends and family and anyone else who may be in pain.

This picture requires no words. Moving the card displays a full ‘animation’ (lenticular) of the Balloon Kyphoplasty procedure. Lenticular cards are available in a variety of shapes and sizes and in the form of notebooks and refrigerator magnets. All are fantastic giveaway items for patient candidates at health fairs and hospital events.
Are You at Risk for Fracture?

Take this simple quiz:

- Have you lost height over the years? Yes/No
- Have you had a broken bone as an adult? Yes/No
- Do you have back pain unrelated to a specific injury? Yes/No
- Do you have a family history of osteoporosis? Yes/No
- Do you currently, or have you ever, smoked cigarettes? Yes/No
- Do you have a sedentary lifestyle? Yes/No
- Are you small-boned? Yes/No

These are risk factors commonly associated with osteoporosis. This quiz is meant for informational purposes only and is not a substitute for medical advice. Only a qualified health-care provider can assess your health and prescribe treatment.

If you answered "yes" to one or more of these questions, you could be at risk for fracture, especially a spinal fracture. Talk to your doctor—take this card with you for reference.

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**PE04 OSTEOPOROSIS SLIDE GUIDE**

This piece has been a popular giveaway at community health and wellness events.

This informative guide to understanding osteoporosis answers several frequently asked questions as well as provides a variety of facts about calcium-rich foods.

**PE05 SPINAL FRACTURE RISK ASSESSMENT QUIZ**

You may find that this is a great piece to put into a newsletter or to hand out at a community event with your medical contact information.

An assessment quiz is an interactive way to help patients assess their fracture risk as well as facilitate dialogue with their physicians. Assessment Quiz only available on the Hospital Marketing Kit CD in the folder titled “Patient Education.”

*Indicates that this piece is available to order from your Kyphon representative. ‘Customizable’ specifies that the piece features a blank area for you to add your medical contact information.
Whether your hospital hosts a local event or partners with a non-profit group conducting a local activity, you may find that community outreach is an easy way to increase exposure and educate patients at the same time. This section lists a number of ideas for events centered on Balloon Kyphoplasty, spinal fractures and their associated diseases, as well as other useful tools. The content in this section can be found on the Hospital Marketing Kit CD in the folder titled “Community Outreach.”

**FLYER TEMPLATE**
You may choose to use the flyer template to create small posters to advertise your next event. Placing a flyer around the community is an affordable way to create awareness of speaking engagements.

**COMMUNITY TALKS**
Community talks may be an opportunity to forge deeper patient relationships and to develop new patient relationships. Speaking to at-risk patients in a group setting may be a great way to provide ongoing education about spinal fracture symptoms and treatment options.

- **Better Bones**—You may choose to create an osteoporosis symposium at a local senior center with a surgeon speaker and offer free bone density screening provided by your healthcare system.
- **Women’s Health Night at the Hospital**—You might want to invite members of women’s health advocacy groups to discuss osteoporosis and VCFs.
- **Community Health Fairs**—You may decide to sponsor a talk on bone health presented by a physician or healthcare professional affiliated with your hospital.
- **Awareness Groups**—Health topics may work well with audiences interested in local non-profit organizations, senior health groups or women’s health initiative groups. For instance, a talk about osteoporosis and breast cancer may be a good program to offer.

**PATIENT AMBASSADOR PROGRAM**
You may consider formalizing a patient ‘ambassador’ program. Patients talk about the health issues they face daily with friends and family members. Happy patients who have had good outcomes can become wonderful and willing ambassadors for your hospital and physicians. These patient ambassadors may even become a feature of your advertisements and a convenient go-to resource for media interviews, testimonials and personal appearances.
Although the complication rate with Balloon Kyphoplasty has been demonstrated to be low, as with most surgical procedures, there are risks associated with Balloon Kyphoplasty, including serious complications. For complete information regarding indications for use, warnings, precautions, adverse events and methods of use, please reference the devices’ Instructions for Use. Kyphon and KyphX Xpander are registered trademarks of Kyphon Inc. HV-R, Balloon Solution and Ahead of the Curve are trademarks of Kyphon Inc. ©2005 Kyphon Inc. All rights reserved. 16000507-01
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