

Client Background

VTI is a pioneer in intra-operative medical assembly technology, which helps spine surgeons perform less-invasive procedures on their patients to minimize post operative pain and accelerate patient recovery times. As a mid-sized medical device company VTI needed a re-design of their current website and the ability to securely communicate with the sales representatives spread across the country.

Challenge

Vertebral Technologies came to Bucca to act as its digital, interactive media agency, after knowing what we had done for the Boston Scientific portal and SalesSource application. The goal was to bring the content and business appeal of the site up to the level of the innovative medical technology they develop. To shine a light on the technology they build with unique presentation techniques and a strong design scheme. While also developing a password protected library of digital documents accessible by the many sales representatives.

Services Provided

- Information Architecture
- User Interface Design
- Web Design
- Web Development
- Custom Programming
- Content Creation & Refinement
- Site Hosting

Solution

VTI challenged us to establish an online brand presence and create a platform for the business to communicate to their sales representatives in the field. We designed a freshly themed site based on their current corporate brand to support and promote the new initiative. Using technology to our advantage we built engagement into the site with interactive video, demo billboards, and dynamic image galleries displaying x-rays of the implanted device at multiple angles.

Building on the success of the SalesSource application we built a similar structured online library for VTI to store documents for sharing with their sales representatives within a password protected area. Bucca continues to help VTI with frequent updates to the content on their website and secured access area.

InterFuse®
Interbody Fusion System

Achieve an ALIF-Sized Footprint and Utilize a Familiar Posterior Surgical Approach

A Large, Customized, Anatomical Footprint.
A Familiar, Less Invasive, Posterior Implant Approach.

Vertebral Technologies has created breakthrough implantable spinal devices based on a proprietary intra-operative assembly™ technology. Explore our site to learn more about:

InterFuse® Interbody Fusion System FDA Cleared
The InterFuse device was designed to enable spine surgeons to achieve an ALIF-sized interbody footprint* while utilizing a familiar, less invasive posterior implant approach. Over 300 InterFuse devices have been implanted in a phase 1 pilot launch. VTI intends to expand InterFuse device commercialization efforts in the 2nd half of 2009.

* Data on file with VTI.

InterFuse®
Unilateral Posterior Surgical Approach (UPLIF)®

- Single, posterior incision
- A large, ALIF-sized footprint customized to patient anatomy
- Less invasive approach designed to:
 - Reduce tissue dissection
 - Reduce nerve root retraction
 - Preserve facet joints

Clinical Experiences with the InterFuse® Interbody Fusion System

Surgeon Experiences

- Neil Wright, M.D.**
Washington University School of Medicine, St. Louis, MO
- Jesse P. Butler, M.D.**
Illinois Bone & Joint Institute Northwestern University, Chicago, IL
- Paul Asfourian, M.D.**
Chief of Spine Surgery Union Memorial Hospital

Image Library

5 Module InterFuse Implant Images

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Case Studies

- InterFuse Case Study #1
Dr. Paul Asfourian
- InterFuse Case Study #2
Dr. Paul Asfourian - 6 month CT scan
- InterFuse Case Study #3
Dr. Jesse Butler
- InterFuse Case Study #4
Dr. Jesse Butler
- InterFuse Case Study #5
Dr. Jesse Butler
- InterFuse Case Study #6
Dr. Pierce Hanley
- Important Safety Information

Agent Access

This secured access area has been created to communicate specific sales management information & messages to VTI Representatives. This section will contain key content related to product launches and product support materials.

Inventory & Sales Material Contacts

Albert Schuler
Email: aschuler@vti-spine.com
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Mobile: 952.878.3538

Connor Jant
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Office: 952.878.1819
Mobile: 763.488.0104

Tia Kelly
Office: 952.878.1820
Mobile: 612.850.6263

Handy Sun
Office: 952.878.1822
Mobile: 651.271.7648

Ordering Additional Demos

Please call one of our Inventory & Sales Material Contacts listed to the right to order any of these additional items:

All Other Sales Inquiries

Document Library

Note: New documents are uploaded in PDF format. To render documents you can click on the column headers to sort documents by Title, Date Uploaded, or File Type.

Document Approved Documents	Title	Uploaded	File Type
	VTI Price Schedule	04/20/09	PDF
	VTI Implant Usage Ticket	04/20/09	PDF
	Surgical Techniques MS #1043	04/09/09	PDF