

# **SAMPLE PRESS RELEASE**

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## **New, simplified hip replacement procedure performed at Cleveland Community Hospital**

Cleveland Community Hospital, already the site of many area medical firsts, recently added another when it hosted a new hip-replacement procedure in August. The operation has been performed several thousand times worldwide, but never before in Bradley County.

This replacement surgery, which was performed by local orthopedic surgeon Dr. Gary Voytik, makes use of a relatively new type of replacement ball-and-socket joint.

In the new device, the bearing surfaces (where the ball and the socket meet) are made of highly advanced, meticulously mated metal. Unlike a traditional replacement device, there is no need for a plastic or polyethylene component between the parts.

The benefits for the patient?

"It can enable the patient to get back to a functional lifestyle, with less wear in the replacement joint," Dr. Voytik said. "A traditional plastic device is subject to a complication called osteolysis. That's where micro particles of the plastic are released into surrounding tissues, causing the hip replacement to loosen." The physician said studies suggest that the metal-to-metal design will outlast a traditional construct.

The metal-on-metal joint is also a simpler device, requiring one less surgical step, and according to Dr. Voytik it poses no added risk in a hip replacement operation.

"I think that the popularity of metal-on-metal will grow nationwide as more centers, surgeons and patients consider this procedure," Dr. Voytik said. Another factor in its popularity is that multiple manufacturers are responding to the demand, making metal-on-metal hip replacements increasingly available.

Dr. Voytik reported that the greatest number of metal-to-metal hip replacements in this country have been performed by a Dr. Lawrence Dorr in California.

Cleveland Community Hospital, which has received extremely positive support from physicians and the entire Bradley County community, has enjoyed strong growth in activity in recent years, including a 27% increase in the number of surgeries performed at the facility in calendar year 2000.

"We are proud to offer an increasingly robust range of healthcare services to the Cleveland and Bradley County community, and are very pleased to offer Dr. Voytik's capabilities as a member of our medical community," said CCH Chairman of the Board Mike Ruesswig.

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