

SALES BULLETIN

DATE **10/19/12** SUBJECT

Cotton Osteotomy

NUMBER

DE478

Flatfoot is the condition in which the arch of the foot collapses and the sole of the foot comes in contact with the ground. The most common cause of flatfoot deformity is dysfunction of the posterior tibialis tendon (PTT). The PTT works as a stabilizer of the hindfoot against valgus forces of eversion, and provides dynamic support to maintain the medial longitudinal arch. Arthrex has developed solutions for each of the three stages of adult-acquired flatfoot. When treating flatfoot pathology, surgeons will combine many of the procedures listed below:

- FDL Tendon Transfer
- Medialization Calcaneal Osteotomy (MCO)
- Arthroereisis
- Lateral Column Lengthening (Evans)
- Opening Wedge Medial Cuneiform Osteotomy (Cotton Osteotomy)

What is a Cotton Osteotomy?

A Cotton Osteotomy (or medial cuneiform plantarflexory opening wedge osteotomy) is a powerful surgical adjunctive procedure in the treatment of collapsing pes planovalgus (flatfoot) with persistent rigid forefoot varus deformity. It is useful, primarily, for plantarflexion of the medial column. Many surgeons think the Cotton Osteotomy is a reliable, predictable, and relatively simple procedure, with few associated complications.

Below you will find the general decision-making process and implant selection a surgeon may go through in surgery and the role the Cotton Osteotomy plays in that process.

Step 1: Rear foot

Medialization of Calcaneal Osteotomy (MCO) with either 6.7 mm Screw or a Calc Step Plate



OR



6.7 mm Screws: \$661

6.7 mm Screws, qty. 2	\$630
2.4 mm Guide Pin	\$ 31

Calc Step Plate: \$2024

Calc Step Plate:	\$1400
3.5 mm Locking Screws, qty. 4	\$ 432
4.0 mm Cancellous Screw, qty. 1	\$ 79
2.5 mm Drill Bit	\$ 113

Becky Rutland, Product Manager, Distal Extremities

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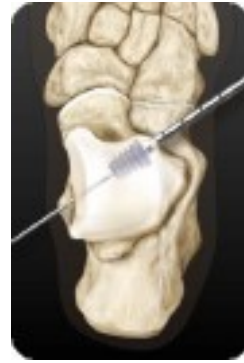
PRODUCT DEVELOPMENT, DISTAL EXTREMITIES

Step 2: Midfoot

Lateral Column Lengthening (Evans) with H-Plate or Arthroereisis with the ProStop



OR



H-Plate: \$1357	
H-Plate	\$858
Non-Locking Screws, qty. 2	\$170
Locking Screws, qty. 2	\$216
Drill Bit	\$113

ProStop: \$1496	
ProStop Plus Screw	\$1465
ProStop Guide Pin	\$ 31

Step 3: Soft Tissue

FDL Tendon transfer with a BioComposite Tenodesis Screw



BioComposite Teno Screw: \$700	
BC Tenodesis Screw	\$450
Disposables Kit	\$250

Step 4: Positioning of the first ray with Cotton Plate



Cotton Osteotomy Plate: \$1687	
LPS Cotton Plate	\$113
Non-Locking Screws, qty. 4	\$372
Drill Bit	\$179

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Case Cash

Two case cash examples are shown below from Holley Hand as well as her approach to Cotton Osteotomies in relation to flatfoot procedures.

Reference	Description	Lot	Exp	Qty	Price	Ext
1	AR-024-20 SPALLSET 1.5MM ALU LON PROFILE PLATE 8 SCREW			1	\$1,100.00	\$1,100.00
2	AR-10211-05 LON PROFILE SCREW CORTICAL T1.23 X 2.5(4)			3	\$60.00	\$180.00
3	AR-10211-06 LON PROFILE SCREW CORTICAL T1.23 X 2.5(4)			1	\$60.00	\$60.00
4	AR-023-17 88-74L THREADED			2	\$100.00	\$200.00
5	AR-023-06 SLIDERSIDE 8.5MM			3	\$100.00	\$300.00
6	AR-023-05 SLIDERSIDE SYSTEM OFF MIN SCORPION 8.5			1	\$1,000.00	\$1,000.00
7	AR-023-18PT SLIDERSIDE SCREW TL DRAL-PT 2.0 X 10MM			1	\$170.00	\$170.00
8	AR-023-17 SPALLSET CANCELATED 1.5MM			1	\$1,700.00	\$1,700.00
9	AR-023-21 SLIDERSIDE 8.5MM/SLIDER LINE 8.5 THREADED 10			2	\$40.00	\$80.00
10	AR-023-22 SLIDERSIDE 8.5MM/SLIDER LINE THREADED 10			1	\$20.00	\$20.00
11	AR-023-17 FURCATED GUIDEWIRE WITH PROCAR T10 3/2			2	\$97.50	\$195.00
12	AR-024-01 PLATE LOW PROFILE COTTON TENNUM 8.5MM			1	\$1,130.00	\$1,130.00
13	AR-024-01 PLATE LOW PROFILE COTTON TENNUM 8.5MM			1	\$1,130.00	\$1,130.00

Sub-total: \$4,818.00
 Grand Total: \$4,818.00
 Sub-total: \$2,595.00
 Grand Total: \$2,595.00

“The great thing about doing a cotton osteotomy is that it's almost always done in conjunction with another flatfoot procedure...so always an opportunity to sell more of our products! FDL tendon transfers with Bio-Tenodesis, medializing calcaneal osteotomies with 6.7 cannulated screws, lateral column lengthening with our H-Plates, or Plantar Plate repair!”

Anytime I see any type of flatfoot procedures on the surgery schedule, I make sure everything possible that we carry is available because a lot of times the surgeon doesn't know exactly what type of correction he will get with each procedure until he gets in there and will decide as he goes along. These orders don't include StimuBlast/Flexigraft/ACP, which we have also been using in these cases as bone void fillers from our opening wedge osteotomies. All in all, a TON of opportunity to bundle and sell many of our products in a single case.”



Holley Hand
Dallas, TX

LPS Cotton Osteotomy Plates

Designed to make opening wedge osteotomies of the cuneiform easier and more stable, these plates provide exact correction and a low profile design to minimize soft tissue irritation. As an addition to the Forefoot Osteotomy Module and the CFS Tray, these plates expand what surgeons can do with this comprehensive set.



Becky Rutland, Product Manager, Distal Extremities

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Exact Correction~ Flat, 2, 4, 6, and 8 mm wedges enable exact correction of the deformity

Low Profile~ At 0.5 mm thick, patients may never feel the plate

Versatile~ Design allows for dorsal or medial placement, depending on type of correction desired

Convenient~ Complete instrumentation set makes procedures easier and quicker

Plates:

Flat Cotton Plate	AR-8948-00	\$795 Stocking/\$1,136 List
Cotton Plate, 2 mm	AR-8948-02	\$795 Stocking/\$1,136 List
Cotton Plate, 4 mm	AR-8948-04	\$795 Stocking/\$1,136 List
Cotton Plate, 6 mm	AR-8948-06	\$795 Stocking/\$1,136 List
Cotton Plate, 8 mm	AR-8948-08	\$795 Stocking/\$1,136 List



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