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Wie kann PR-Arbeit die Kommerzialisierung von B2B-Produkten beeinflussen?

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Introduction:

PR-Arbeit beinhaltet heute mehr als reine Pressearbeit, denn Social Media und das veränderte Informationsverhalten von Patienten beeinflussen das Patienten-Arztgespräch und die Patientenerwartungen. Wie kann heute PR-Arbeit genutzt werden, um auch hochspezialisierte, kostenintensive Produkte und Verfahren zum wirtschaftlichen Erfolg zu bringen?

Materials and Methods:

Der Vortrag zeigt Beispiele und aktuelle Studien; der referent ist seit 18 Jahren als PR-Berater in dieser Branche tätig.

Results and Discussion / References:

PR-Arbeit kann enormen Einfluss nehmen auf die Kommerzialisierung / Einführung von Produkten oder Verfahren, allein durch das Entfachen einer Nachfrage bei den Patienten, was in den Kliniken und Pharmaunternehmen einen Druck entstehen lässt.

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Clinical case report: Analysis of a β -TCP bone graft explanted during revision surgery after 28 months *in vivo*

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Introduction:

While autologous bone is still a golden standard to promote spinal fusion, the use of biomaterial grafts has become an established alternative. Especially in spinal deformity surgery, where large amounts of graft are needed, their application can reduce donor site morbidity, operating time and blood loss. β -TCP bone grafts are clinically applied for spinal fusion surgery either stand alone or in combination with autologous stem cells.

This case report presents the analysis of a stem cell impregnated β -TCP bone graft retrieved during revision surgery for implant failure in adult idiopathic scoliosis after 28 months *in vivo*.

Materials and Methods:

A 41-year-old female patient undergoing scoliosis correction Th4-L5 in 2007 was revised due to screw loosening in 2008. During revision surgery, a β -TCP bone graft (chronOS®) chips soaked with bone marrow aspirate was applied. Due to implant failure, the patient was revised again 2011. The bone graft, which was supposed to be resorbed and remodeled to bone tissue within 6-18 months after implantation, was still visible at the operation site.

It was removed and taken to the laboratory for histological analysis. The biomaterial samples were stained with DAPI and analyzed under a fluorescence microscope. Five biomaterial chips were maintained in tissue culture to evaluate outgrowing cells. The remaining samples were embedded in paraffin, sectioned into 7 μ m sections and stained with Hemalaun/Eosin.

Results and Discussion / References:

The morphology and rigidity of the β -TCP bone graft were comparable to the original. The pores were not filled with tissue and could be clearly identified. Only single vital cells were detected on the graft. The outgrowth culture yielded only erythrocytes. No cells of the osteoblastic lineage could be harvested. Histological analysis demonstrated a failure of resorption and the absence of new bone formation.

Histological analysis of bone grafts are rare after implantation in humans due to ethical and clinical limitations of sample harvest. In this study, implantation of a β -TCP bone graft did not result in bone formation after 28 months *in vivo*.