

PRESS RELEASE 10/24/2013

## **Ortho Kinematics Launches New Physician Web Portal**

### **Spine Diagnostic Technology Now Accessible Via Any Internet-Ready Device**

AUSTIN, Texas – October 24, 2013 — Ortho Kinematics, Inc. (OKI), a privately held healthcare diagnostic company focused on spine imaging informatics, announces the launch of an online portal that provides spine surgeons with a simple way to access the company's flagship diagnostic product, the VMA (Vertebral Motion Analysis).

"This test is really the technology of the future," said Dr. Nancy Snyderman, NBC's Chief Medical Editor, during a demonstration of the VMA system recently featured on The Today Show. The VMA, a valuable new spine diagnostic technology, can replace and potentially improve upon the commonly used flexion and extension x-ray, which has been the standard in spinal instability assessment for over 70 years. Video and comments from Dr. Snyderman as well as other medical professionals can be viewed on Ortho Kinematics' website ([www.orthokinematics.com](http://www.orthokinematics.com)).

The VMA offers surgeons an unprecedented level of detail in assessing spinal instability, the number one diagnosis underlying the 500,000+ spinal fusion surgeries that are performed in the US each year. With the launch of the VMA physician web portal, spine surgeons can now access patient test results as easily as they can access their email. This enables surgeons to review VMA data and interactively educate patients in the exam room, improving patients' understanding of their spine conditions and treatment options.

David Lee MD, a spine surgeon and early adopter of the VMA technology said, "When I order a VMA, I know the data can have a real impact on my surgical decisions. With the new web portal, this data is now always at my fingertips." Dr. Lee added, "This makes it very easy to integrate VMA testing into my everyday practice, which in turn allows me to provide more of my patients with access to state of the art technology in spine clinical decision making."

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#### **About Ortho Kinematics**

Ortho Kinematics is focused on spine imaging informatics and committed to the idea that spine motion matters. The company is working with a group of leading clinicians, researchers and developers who are passionate about leveraging spine biomechanical data to improve the diagnosis and treatment of back pain.

Ortho Kinematics is located in Austin, Texas and is online at [www.orthokinematics.com](http://www.orthokinematics.com). For more information contact Ortho Kinematics, Inc. at [info@orthokinematics.com](mailto:info@orthokinematics.com).