

LifeLink Tissue Bank springs forward toward a bright future

LifeLink Tissue Bank sets ground for new home

LifeLink Tissue Bank is excited about its new addition in Brandon, FL. The facility which sits on 12 acres of land will be nearly 55,000 square feet with plans to expand to a 136,000 square foot facility that will eventually house all of the LifeLink Foundation staff. The initial phase of the project is on track for LifeLink to have their certificate of occupancy in Dec. of 2009.



LifeLink Tissue Bank building progress. January 2009
Doria Photo Inc.

The new building will be a state-of-the-art facility designed to optimize the processing flow within the clean room space and to maximize efficiency. It also will have a building automation system that will allow the staff to monitor all equipment and systems remotely. All of the HEPA filters in the clean rooms will be monitored so staff can change them based on differential pressure readings. As of the beginning of February, all of the exterior walls and

most of the structural steel (over 300 tons) were constructed. Stay tuned for our new home update in upcoming issues.



Artist rendering of LifeLink Tissue Bank

LifeLink announces distributorship changes in Florida and Alabama

LifeLink Tissue Bank and Biomet Sports Medicine are partnering to distribute LifeLink tissue in Alabama, Georgia, and the Florida panhandle. "This new partnership will increase service and professional external knowledge in the surgical application of allograft tissue," explains Tim Ignatius, VP Sales and Marketing, LifeLink Tissue Bank.

Biomet, Inc. and its subsidiaries design, manufacture and market products used primarily by musculoskeletal medical specialists in both surgical and non-surgical therapy. Biomet's product portfolio encompasses reconstructive

Continued on page 2

LifeLink Tissue Bank
8170 Woodland Center Blvd
Tampa, FL 33614
Tel: 800 683 2400
Fax: 813 886 1851
www.lifelinktb.org

Tissue Connection Trivia

Correctly answer this quarter's question and you'll be entered to win a \$25 gift certificate to Best Buy.

To enter, e-mail your answer to: contactinfo@lifelinkfound.org. Please provide your full name, hospital and phone number.

TRUE OR FALSE:

The blood type of the recipient and donor must match for a patient to have an allograft bone implant.

Only correct answers will be entered into the drawing. One winner per quarter. The winner will be notified and posted in the next Tissue Connection.

products, including orthopedic joint replacement devices, bone cements and accessories, autologous therapies and dental reconstructive implants; fixation products, including electrical bone growth stimulators, internal and external orthopedic fixation devices, craniomaxillofacial implants and bone substitute materials; spinal products, including spinal stimulation devices, spinal hardware and orthobiologics; and other products, such as arthroscopy products and softgoods and bracing products.

Introducing Tim Ignatius

The LifeLink Foundation is pleased to introduce Tim Ignatius as the Vice President of Sales and Marketing for LifeLink Tissue Bank. Tim will oversee the Woodlands office in Tampa, Florida. Woodlands is the distribution center for

the tissue bank that houses the Administration, Contracts and Business Analysis, Hospital Services, Inventory/Distribution, Marketing and Sales and Services departments.

Tim brings to the tissue bank, 29 years of experience in the healthcare industry in sales



Tim Ignatius,
VP Sales and Marketing

and marketing, with the last 15 in Orthopedic and Sports Medicine. Tim has worked closely with surgeons in the O.R. and has a vast knowledge of the industry. His goals for the future of LifeLink Tissue Bank are based on increasing placements and the level of customer service. This transcends the tissue bank's goal to maintain tissue integrity while offering the safest tissue to patients in need.

AORN CORNER

56th Annual AORN Congress in Chicago, Illinois.

The 56th annual AORN Congress will be held at the brand new west expansion building of Chicago's famous McCormick Place convention center. Join us for a 30 minute presentation and study guide entitled, *Effective Quality Measures-Never Having to Say You're Sorry* to receive 2 contact hours. Sessions will be presented throughout the duration of the show by Daniel Schultz, M.D., Medical Director, LifeLink Tissue Bank. Please check your exhibitor education activity and certificate flyer for specific times, refer to activity #8116.



Introducing...

LifeGraft® Cortical Spacer



Produced from: Tibia, Femur
Most commonly used for: Anterior cervical fusion, discectomy

- Donor carefully screened using among the most stringent criteria in the industry
- Recovered and processed under aseptic conditions
- Processed utilizing patented Allowash® technology
- Machined to precise specifications
- Texturized to resist migration and increase surface contact
- Cortical surface maximizes compressive strength
- 7mm hole for additional grafting materials
- Lordotic slope is 3.5° on superior and inferior surface
- Unique instrumentation for efficient sizing and delivery of graft

Please contact LifeLink at 800-683-2400 for more information. ■

LifeLink Tissue Bank's Sales and Services Department

You might recognize some of these friendly faces around your operating room or hospital hallways. These men and women are a part of the Sales and Services team who work hard to carry out LifeLink's mission and to ensure that you have the support and resources you need. They function as a technical resource for distributors, they offer hospital staff allograft tissue related training and continuing education, and they maintain consignment inventories.

Brandy Keech, CTBS. A certified tissue bank specialist, Brandy has been a part of the LifeLink team for over three years and is currently the Director of Sales and Training. Brandy studied at the University of Tampa, where she earned her BA in Marketing with a minor in Sociology. She is presently studying for her Masters degree in Career and Technical Education at the University of South Florida. This degree focuses on leadership, management, and training.

Lindsey Butler graduated from the University of Florida in 2004 with a BS in Psychology. She worked in sales for three years before joining the LifeLink team in early 2008 and was awarded Rookie of the Year by the LifeLink Foundation. She is currently studying for the tissue bank specialist certification from the American Association of Tissue Banks. The territory Lindsey covers is in Southwest Florida from Tampa to Naples.

Jennifer Bond, CTBS has been an Account Specialist with LifeLink for over two years. She earned her BA degree in Business Administration from Augusta State University and most recently earned her tissue banking specialist certification from the AATB in October of 2007. She looks forward to a long career with LifeLink. Jennifer's territory spans from Augusta, Georgia to South Carolina.

Cheryl Kuenning has been with LifeLink for 20 years. She has grown with LifeLink working in several departments. Cheryl offers vast knowledge and experience in tissue placement and patient care. She recently moved to Georgia and enjoys her role working closely with surgeons and hospitals. She is currently studying for her CTBS certification and looks forward to advancing further with LifeLink. Cheryl covers the greater Atlanta area.

Scott Raeske, CTBS has been with LifeLink for nearly four years. He has a BS degree in Zoology from Southern Illinois University. He earned his CTBS in September 2006 and has attended many trade shows as a tissue bank representative over the years, including AORN, NASS, AAOS, FOI, and

AANS. Scott covers Southwest Florida from Tampa to Lakeland.

Stacy Rea has lived in Jacksonville for the past six years. She was a surgical tech before getting into medical sales for four years, and has been with LifeLink for over two years. Stacy works in the East coast of Florida.



**Brandy Keech, Director,
Sales & Training**



**Lindsey Buler,
Account Specialist**



**Jennifer Bond,
Account Specialist**



**Cheryl Kuenning,
Account Specialist**



**Scott Raeske,
Account Specialist**



**Stacy Rea,
Account Specialist**

Did you Know?

**LifeLink Tissue Bank
was founded in 1985.**

Special Announcements:

Tissue Connection Trivia Winner:

Susan Smith, CST is this quarter's trivia winner! Susan is the Surgical Supply/Equipment Supervisor at RMC Bayonet Point where she has worked for almost 25 years. She was a Surgical Tech most of her career but when the opportunity for the management position arose about 5 years ago, she went for it. The decision to leave the hands on role of a tech was difficult and she still misses it, but it was time for a new challenge. She plans to continue to help Bayonet Point Surgical Services be all they can be for 2009 and beyond.

Free Tool and Badge Holder Contact Us Today

Tissue Connection readers measure up to LifeLink's high standards!

Call LifeLink Tissue Bank to order your free measuring tape tool and badge holder at 800-683-2400 ext. 4144 or send an email to contactinfo@lifelinkfound.org. This measuring tape is a compact size with a belt clip so you can take it anywhere. The badge holder stays in place with gently locking teeth and is a favorite at many hospitals!



ACCREDITED CONTINUING EDUCATION PROGRAMS



Check out our website for upcoming educational symposia:

Allograft Tissue: The Big Picture

- March 28, 2009 in Mobile, AL
- April 18, 2009 in Atlanta, GA
- June 6, 2009 in Tampa, FL

Register online at www.lifelinktb.org/symposium.



8170 Woodland Center Blvd., Tampa Florida 33614



800 683 2400
Fax: 813 886 1851
www.lifelinktb.org

PRSR STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT 2908