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To: Flett, Magnus [DPYGB]; Cary, Polly [DPYUS]
CC: Steadman, Lauren [DPYGB]
Sent: 6/6/2007 4:49:15 PM
Subject: ASR sub hemispherical cup

Magnus and Polly,

I presented at a surgeon meeting in Cornwall today and had a very negative attack from one surgeon [who works closely with Corin] on 'serious design flaws' of the ASR sub hemispherical cup causing much more edge/rim loading than full hemispherical designs - he quoted Pat Campbell as having evidence to support this and that we were likely to see many problem cases in the near future.

This seems to link with Mike Bishay's [another Corin KOL] suggested study of trying to find the 'safe' zone for cup positioning with a design like ASR compared to full hemispherical cups

Subject also came up on Monday when I did demo with a surgeon in Taunton - he wanted our data for advised cup position and range of motion with ASR resurfacing compared to other designs as he was concerned about sub hemispherical cups

Are we seeing this in other markets?

Seems like a campaign against ASR on yet another front - if so we need to supply our salesforce with as much info to refute this as possible

Your comments would be appreciated

Regards,Nick

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