



Low-Cost Orthopedic Devices, Without the Sales Pitch

Smaller firms are emerging in response to demand for cheaper alternatives to pricey implants.

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You've heard of generic drugs. How about generic orthopedic implants? The growing push to lower healthcare costs, coupled with a changing landscape in which surgeons are increasingly moving under hospital employment, has created room for start-up orthopedic device companies to offer more affordable versions of pricey implants, [reports](#) the *Wall Street Journal*.

To read the full story, click the link below:

<http://www.outpatientsurgery.net/news/2011/07/5-Low-Cost-Orthopedic-Devices-Without-the-Sales-Pitch>

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