

## **Magnifi Group and The Spine Arthroplasty Society (SAS) Partner to Rollout Interactive Educational Program for US Members**

*CME-Accredited Courses, Coupled with Multiple Animations and Images*

**San Diego, CA – June 17, 2008** – Magnifi Group, Inc., considered by many industry observers to be one of the most innovative educational and marketing-driven technology companies within the medical device industry, announced today a joint venture with SAS whereby Magnifi Group's Interactive Educational Program (IEP) will be made available to SAS' US membership base – about 700 members.

The IEP, also under contract by 35 leading US spine centers, launches August 1<sup>st</sup> 2008 to coincide with the US Spine Fellowship year. The 600-page IEP includes an online notebook where users can create notes, and post surgical videos, images and animations. Additional features include a Users' Forum, Job Board, Calendar of Events and an Animation/Image Library. The IEP will also be CME-certified by the fourth quarter of 2008.

Stephen H. Hochschuler, MD, past president and founding member of SAS, said Magnifi Group's IEP represents a technological breakthrough for the spine industry. "In many respects, online education has been available for years, but the IEP leapfrogs current industry standards by offering the first didactic interactive educational program authored by some of the field's most noted and respected spine surgeons," Hochschuler said.

The IEP, funded, in part, by medical device companies, provides a platform for the device industry to include its products within the appropriate section of the IEP. The device companies are provided statistical feedback on viewership and which sections of the curriculum are more widely used. This data, according to the device industry, is vital to its own internal surgeon-education programs.

Andrew Wolpe, president of Magnifi Group, said the very nature of the IEP allows for real-time updates. "Unlike a medical textbook, we don't have to wait out a three, or five-year cycle before releasing an update," Wolpe said. "The medical device industry is evolving constantly and each year surgeons are delivering presentations on innovative surgeries; the IEP accommodates these changes." Wolpe said.

The IEP is cross-browser compatible and Mac® and PC compliant.

*About SAS*

The Spine Arthroplasty Society (SAS), The International Society for the Advancement of Spine Surgery, is a global, scientific society organized to provide an independent venue to address and discuss the issues involved with all aspects of basic and clinical science of motion preservation, biologics, innovative new technologies and minimally invasive spine surgery. SAS is dedicated to advancing a major evolutionary step in spine surgery – restoring pain-free mobility. For more information, please visit

<http://www.spinearthroplasty.org>

*About Magnifi Group*

Magnifi Group, Inc. is a San Diego-based company delivering dynamic training and marketing solutions for the medical device and pharmaceutical industries. Magnifi successfully brings to life the industry's most detailed and sophisticated surgical techniques and mechanisms of action through a unique blend of patent-pending polygon construction, database design and integration. For more information, please visit <http://www.magnifigroup.com> .

To keep current on the IEP initiative, please go to [www.spinefellows.com](http://www.spinefellows.com)

IEP Board of Editors' Biographies: <http://spinefellows.com/authors.html>

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