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From: "James Doulgeris" <jdoulgeris@odcsurgical.com>

Reply-To: jdoulgeris@odcsurgical.com

To: "Dan Grayson" <nuspine@hotmail.com>

Subject: Re: Bucs-Carolina

Date: Tue, 26 Sep 2006 18:12:02 +0000 GMT

>Dan, I am already sold. No one else comes close. I just wanted you to know what you were getting yourslef into. That comes as a friend who wants to remain one. JD

>-----Original Message-----

>From: nuspine@hotmail.com

>Date: Tue, 26 Sep 2006 17:46:33

>To:jdoulgeris@odcsurgical.com

>Subject: Re: Bucs-Carolina

>

>Jim,

>

>In all seriousness, if my approach is utilized with surgeons.....it seems to work. As far as the work ethic and knowledge to succeed.....well, you'll have to be the judge. All I know is I've got the skills to do it. I would not have mentioned it, knowing the stakes are high, if I did not feel confident that I could perform. Not every day does a man have a shot at this kind of opportunity, but I perform best when the pressure is high.

>

>The company could elect to position a more tenured person in management, however the approach they will bring is that of a traditional spine instrumentation / implant company. I assure you, that approach will not work and only cause the company problems in the end. It will take creative, out of the box thinking, to make this deal work. As you know, it's difficult to find anyone in the business that is as creative and innovative as me.

>

>I'll understand if the Board elects someone else, but I know I have a lot to contribute.

>

>Dan

>

>

>

>Sent via BlackBerry from Cingular Wireless

>

>-----Original Message-----

>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>

>Date: Tue, 26 Sep 2006 17:15:03

>To:"Dan Grayson" <nuspine@hotmail.com>

>Subject: Re: Bucs-Carolina

>

>No debt or favors here, this is pure self interest. Your strategies are sound and your execution and follow through are excellent. The fact that I like and respect you cannot count when the stakes are this high. The question is, can you translate your skills to build sales and fend off the challenges? This is an unforgiving, high pressure, key position that is performance driven and easily quantifiable. Succeed, and the rewards are commensurate. The downside is proportionate.

>

>Sorry to get so serious, but there is a sharp edge to this thing, and it would be unfair to represent it as otherwise.

>

>With big money and potential come real expectations, so this is serious business. Our outside directors think we can sell this thing for as much as \$750 million. I think lower, but even a third makes for lots of zeros for the key players.

>

>This can be big time or a big disappointment. It will be our job job to see to the former and avoid the latter. .

>Jim

>-----Original Message-----

>From: nuspine@hotmail.com

>Date: Tue, 26 Sep 2006 15:54:56

>To:jdoulgeris@odcsurgical.com

>Subject: Re: Bucs-Carolina

>

>I would be forever indebted.....maybe I would even buy you a Rolex, so the Fossil will have to go!

>

>Dan  
>  
>  
>Sent via BlackBerry from Cingular Wireless  
>  
>-----Original Message-----  
>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Date: Tue, 26 Sep 2006 15:45:10  
>To:"Dan Grayson" <nuspine@hotmail.com>  
>Subject: Re: Bucs-Carolina  
>  
>In the mix means I want a separate option package for you. Our structure requires recommendations from our outside directors who comprise a board committee for that purpose. That ensures everyone is on board and there can be no dispute on commitments. That protects you. There are big boys playing with us with big dollars, and I want things to be properly papered. If we do this right, we all come out of this very wealthy. Welcome to big business.  
>-----Original Message-----  
>From: nuspine@hotmail.com  
>Date: Tue, 26 Sep 2006 15:39:38  
>To:jdoulgeris@odcsurgical.com  
>Subject: Re: Bucs-Carolina  
>  
>In the mix? Heck, I want the position. Get back to me when you can. Thanks.  
>  
>Dan  
>  
>  
>Sent via BlackBerry from Cingular Wireless  
>  
>-----Original Message-----  
>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Date: Tue, 26 Sep 2006 15:01:02  
>To:"Dan Grayson" <nuspine@hotmail.com>  
>Subject: Re: Bucs-Carolina  
>  
>The Board is working on recommendations for options, which represent the real value here. I have requested that you be put in the mix. Will get back to you.  
>-----Original Message-----  
>From: nuspine@hotmail.com  
>Date: Tue, 26 Sep 2006 14:38:04  
>To:jdoulgeris@odcsurgical.com  
>Subject: Re: Bucs-Carolina  
>  
>Jim,  
>  
>Let's say the salary is '0.00' until the company reaches \$20,000,000. Then we can negotiate an adequate salary. I would do this as long as I get to keep my distributorship, even if I have to transfer the majority ownership to "Libby".  
>  
>So, that just leaves us with the title, override, expenses, options and possible health benefits.  
>  
>Title - VP of Sales or Director of Sales.  
>  
>Override - up for your suggestions, but would be based on overall sales including house accounts.  
>  
>Expenses - straightline costs in that whatever is expended is reimbursed. Of course, all expenses are subject to your approval.  
>  
>Options - 'x' options for the position. Additional options based upon milestone achievements.  
>  
>Benefits - at your discretion.  
>  
>See, I'm not that difficult to deal with afterall.....

>  
>Dan  
>Sent via BlackBerry from Cingular Wireless  
>  
>-----Original Message-----  
>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Date: Tue, 26 Sep 2006 13:44:26  
>To:"Dan Grayson" <nuspine@hotmail.com>  
>Subject: Re: Bucs-Carolina  
>  
>OK. Salary, expenses, optioins and override. Let's talk numbers.  
>  
>-----Original Message-----  
>From: nuspine@hotmail.com  
>Date: Tue, 26 Sep 2006 13:38:01  
>To:jdoulgeris@odcsurgical.com  
>Subject: Re: Bucs-Carolina  
>  
>Who's teasing?  
>  
>  
>Sent via BlackBerry from Cingular Wireless  
>  
>-----Original Message-----  
>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Date: Tue, 26 Sep 2006 13:28:58  
>To:"Dan Grayson" <nuspine@hotmail.com>  
>Subject: Re: Bucs-Carolina  
>  
>Dan,  
>  
>Don't tease.  
>  
>Jim  
>-----Original Message-----  
>From: nuspine@hotmail.com  
>Date: Tue, 26 Sep 2006 13:07:27  
>To:jdoulgeris@odcsurgical.com  
>Subject: Re: Bucs-Carolina  
>  
>Jim,  
>  
>Stop pumping my ego and just hire me as the VP of Sales.....ha ha!  
>  
>Dan  
>  
>  
>Sent via BlackBerry from Cingular Wireless  
>  
>-----Original Message-----  
>From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Date: Tue, 26 Sep 2006 06:07:22  
>To:"Dan Grayson" <nuspine@hotmail.com>  
>Cc:"Dave Petersen" <dpetersen@odcsurgical.com>, "Peter Sontag" <psontag@aol.com>  
>Subject: Re: Bucs-Carolina  
>  
>Dan,  
>  
>Brilliant.  
>  
>We will do some fishing for you.  
>  
>Jim

>-----Original Message-----

>From: "NuSpine Innovation In Medical Devices" <nuspine@hotmail.com>

>Date: Mon, 25 Sep 2006 20:42:54

>To: jdoulgeris@odcsurgical.com

>Subject: Re: Bucs-Carolina

>

>Jim,

>

>Thanks for the email. Let me explain a little more about our approach that has been successful in attaining the attention of surgeons. While I don't claim to be the best tool in the shed, I am the sharpest (I thought you would get a big kick out of that one.)

>

>If we go into a surgeon's practice and convey everything that TruFUSE is capable of, then it really scares them and their staff away. As one surgeon told me; 'Dan, there's just no way the allograft dowel is capable of doing everything you say'. That's the last time we went to a surgeon with that approach because it just doesn't work. You have to remember, these surgeons think '40 to 50mm screws'.....not 5mm dowels. It takes some time to convince them to think creatively.

>

>One the other hand, when we approach them using first the tactic of using the allograft dowel for the instability that is created when a laminectomy / decompression is performed, well, we're gaining their interest, confidence and business. After a few cases they start to figure out the rest of the puzzle, of course with a little help from us.

>

>Reps conveying that TruFUSE is the 'be all, end all' solution that will replace pedicle screws is what's getting us targeted by Danek, DePuy and the rest of the spinal instrumentation companies. The reps need to remain in 'stealth mode' until they're doing their first cases.

>

>Think about it, if a surgeon goes to administration and states that there is a possible device on the market that will prevent applicable patients from having to undergo instrumented spine fusions.....that holds a lot of merit.....especially if it offers the financial benefits of TruFUSE. If a rep starts the 'buzz' about TruFUSE too quick before they get a surgeon on-board, then it offers the competitors time to attack and basically delays the game. For example, we have had some slight battles with [REDACTED], which is a Danek stronghold, but I'm letting Dr. [REDACTED] and Dr. [REDACTED] think it's their idea to move to the next level with replacing pedicle screws or using TruFUSE to augment other relative procedures. When it's time, we'll make the appropriate noise with other surgeons in the facility. Believe me, Dr. [REDACTED] knows the plan!

>

>In my opinion, and I've only had the product since approximately August 1st, we would be committing a grave mistake to market TruFUSE to replace pedicle screw cases.....YET. The key word is 'yet'. We should let the surgeons start that discussion and end it as well. If we do just that, it offers us greater leverage to attain more business with our message.

>

>As I've stated all along, it's sometimes better to walk before one sprints. Maybe I'm wrong, but what I'm seeing in this territory is telling me we're on the right track.

>

>As far as Dr. [REDACTED] options, I think he just wants to ensure that he is a player in the deal. Let me know your thoughts when you get a chance.

>

>One more thing.....if you get leads in other areas that NuSpine or any other distributor does not represent, I will be glad to work them for you.

>

>

>

>

> <mailto:nuspine@hotmail.com>

>Dan Grayson

>

>President

>

>

>

>NuSpine

>

>Office [REDACTED]

>  
>Direct [REDACTED]  
>  
>Fax [REDACTED]  
>  
>Email nuspine@hotmail.com  
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> From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
>Reply-To: jdoulgeris@odcsurgical.com  
>To: "Dan Grayson" <nuspine@hotmail.com>  
>Subject: Re: Bucs-Carolina  
>Date: Mon, 25 Sep 2006 23:32:53 +0000 GMT

> >Dan,  
> >  
> >We will be sure to target docs in your area and pass the leads to you.  
> >  
> >I think we have everyone on the same page, but not just limited to laminectomies and decompressions. Minor instabilities such as grade 1 spondylesthis, retrolesthis and previous PLIF and degenerative joint diseases including osteoarthritis of the facet and adjacent segment disease, and PLIF removals, X-Stop failures, T-LIF same side and, of course 360's all count. All orevent instrumentation, arguably for a long time.

> >  
> >Our new biomechanical tests, which will be released on Wednesday, show TruFUSE to have superior fixation versus pedicles. Admittedly, this will be a tough sell despite the facts. Best for the surgeons to see for themselves.

> >Lastly, I am waiting for the option program to get out od committee. It will be worth the wait.

> >Call if you ned me. I have a pretty full dance card, but will welcome a call.

> >JD

> >-----Original Message-----

> >From: "NuSpine Innovation In Medical Devices" <nuspine@hotmail.com>  
> >Date: Mon, 25 Sep 2006 17:15:16  
> >To:jdoulgeris@odcsurgical.com  
> >Subject: RE: Bucs-Carolina

> >Jim,

> >I was actually pulling for the Bucs! Sure, I can provide you with the information you requested. I think our model with TruFUSE is simple.....we position the product as one that will aid in the stability of the spinal column after a laminectomy / decompression is performed and it very well could prevent that same patient from having to undergo traditional spinal fusion with instrumentation in the future.

> >The real story of TruFUSE has yet to develop and that is when surgeon's really begin to understand the targeted application of the product. I think that's where many of the distributors are misunderstanding the product and in turn targeting the replacement of pedicle screws versus the prevention of them.

> >Have fun at NASS! Please work any surgeons you can find that practice in NC, SC and VA.

> > <mailto:nuspine@hotmail.com>

> >Dan Grayson

> >President

> >  
> >

> >NuSpine  
> >  
> >Office [REDACTED]  
> >  
> >Direct [REDACTED]  
> >  
> >Fax [REDACTED]  
> >  
> >Email nuspine@hotmail.com

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> >-----  
> > From: "James Doulgeris" <jdoulgeris@odcsurgical.com>  
> >Reply-To: jdoulgeris@odcsurgical.com  
> >To: "Dan Grayson" <nuspine@hotmail.com>  
> >Subject: Bucs-Carolina  
> >Date: Mon, 25 Sep 2006 16:50:40 +0000 GMT

> > >In case you were planning to comment on Carolina's win yesterday, the Bucs sucked just a tad more than the Panthers - but both sucked.

> > >

> > >On more important business - do you have information on Nuspine that you would be willing to share (size, employees, affiliates, products and the like)? I would like to set Nuspine up as our poster child with the investment bankers.

> > >

> > >Thanks, JD