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NEW ENGLAND ORTHOPEDIC SPECIALISTS ANNOUNCES NEW NAME, ADVANCED TECHNOLOGICAL CAPABILITIES

PEABODY, MA, Jan. 2, 2007 – Effective today, New England Orthopedic Specialists is the new name for Orthopaedic Trauma and Reconstructive Associates, one of Massachusetts' leading orthopedic practices. According to principal and founder Douglas O. Halsted, M.D., the new name reflects the practice's regional prominence and the leading-edge care it provides to patients for all their orthopedic needs.

"Since our founding in 1981, we have been committed to the highest standards in orthopedic care. With a practice comprised of six highly experienced, Board certified and fellowship-trained physicians, each with their own subspecialty, and use of the most advanced technologies in all aspects of patient care, we felt it was time to adopt a name that speaks to our true capabilities and reach. We believe that it is important that people who live and work north of Boston know that they have access to the most highly trained orthopedic specialists and sophisticated treatment protocols right here, on the North Shore," said Halsted.

The practice also includes four Certified Physician Assistants to provide an additional level of care.

In addition to the new name, the practice is unveiling a new logo and website, www.newenglandorthopedics.com. The website is designed to serve as an educational tool, providing video and content for anyone seeking information about orthopedic conditions or treatments

New England Orthopedic Specialists also announced the availability of advanced technologies for both diagnostics and patient record-keeping. For example, it is the only orthopedic practice on the North Shore to be equipped with an in-house digital x-ray system for immediate diagnosis. The practice also employs an electronic medical records (EMR) system, which enables doctors to retrieve vital information 24 hours a day. This capability enhances patient safety and the accuracy of medical data. It also increases the speed and effectiveness of communication between physicians and their patients, and makes it easy for referring physicians and other health care professionals to interact with the practice.

With its location in the Musculoskeletal Center, just off Rt. 128 at 4 Centennial Drive in Peabody, New England Orthopedic Specialists offers patients access to a complete range of diagnostic and therapeutic services, all under one roof, from Neurosurgery to MRI and PET scan, Orthotics and Prosthetics, Physical, Sports and Occupational therapy, and Physiatry.

New England Orthopedic Specialists is affiliated with the major hospital systems on the North Shore and is a member of the American Association of Orthopedic Surgeons.

For additional information or to schedule an appointment, visit the website www.newenglandorthopedics.com, or call 978-531-0800.

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