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MAGAZINE ADS PROMOTE PATIENT SAFETY INITIATIVES

HARRISBURG, PA (May 12, 2006) – Orthopaedic Surgeons and their patients are doing more than ever before to improve medical outcomes and prevent errors. That’s the theme of a magazine advertisement sponsored by the Pennsylvania Orthopaedic Society (POS) in this month’s Top Doctors issues of the Philadelphia and Pittsburgh magazines.

“Orthopaedic surgeons across Pennsylvania are employing scores of patient safety initiatives which range from complex medical technology to simple commonsense measures such as signing the site proposed for surgery with a felt tip pen,” said POS President Joshua Port, M.D. “Doctors, hospitals and patients working together are the best team for excellent outcomes.”

The POS ad promotes *Sign Your Site*, which is one of many standard procedures in place to help prevent errors in the operating room. Before any surgery, the doctor signs the correct spot on the body where an operation is to occur, while the patient watches and verifies.

POS is a professional medical specialty organization representing more than 1,000 orthopaedic surgeons across Pennsylvania and advocating for excellence in orthopaedic care in every community. .

This year POS celebrates its 50th Anniversary ***”50 Years and Growing Stronger”*** with a series of public education materials and activities highlighting the excellence of orthopaedic medicine in Pennsylvania and the importance of bone, joint and muscle health at every age. To find out more, go to: www.growingstronger.org.

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