



CoEE INVESTOR SPOTLIGHT: SMITH & NEPHEW



In 2009, global medical technology company Smith & Nephew announced that it would invest \$5 million in a new partnership with the University of South Carolina (USC). The investment funds the Center of Economic Excellence in Rehabilitation and Reconstruction Sciences. The center brings together USC researchers, the Orthopedic Research Foundation of the Carolinas (ORFC), and the Biologics & Spine division of Smith & Nephew to research and develop cutting-edge orthopedic therapies and technologies.

Why would one of the leading global orthopedics companies invest in South Carolina research? According to company leaders, investing in the Centers of Economic Excellence (CoEE) Program gives Smith & Nephew a unique opportunity to investigate new technologies and therapies that can improve people's lives.

Below, Ken Reali, senior vice president and general manager of Smith & Nephew Biologics & Spine, shares more about his company's interest in the CoEE Program.



Ken Reali

Why did Smith & Nephew invest in the CoEE Program?

Reali: No other state had a program that could match the benefits available through the CoEE Program.

What we found in South Carolina provided a unique opportunity for collaboration between our company, a renowned university dedicated to research, and the ORFC, with a network of associated orthopedic clinics. This collaboration draws on the expertise of world-class academic, clinical, and commercial partners to research and develop new technologies that will help future generations of patients.

Advanced, biologic therapies are a new field for Smith & Nephew and one that requires strong partnerships to maximize the opportunities for success. We believe the CoEE collaboration will help us meet our goals. The fact that South Carolina matched our investment dollar-for-dollar was also a powerful incentive.

How do you believe your company will benefit from this investment?

Reali: We are confident that our company will benefit in multiple ways. We believe that innovative new therapies can be initiated by public health and biomedical engineering research partners at USC, developed and advanced with the support of Smith & Nephew, and then studied carefully by the ORFC and its associated clinics. With the help of our partners, we will be able

to evaluate the performance of new products and treatment approaches and to assess the potential they hold for helping patients to regain their lives.

The CoEE Program also provides a cost-effective way to expand the breadth and depth of our research. We want to develop the right technologies in a way that adds value and is beneficial to patients and clinicians.

What do you see as the potential long-term advantages of investing in the CoEE Program?

Reali: We anticipate benefits in working with world-class academic and clinical leaders through this program. Long-term, we hope to see innovative and cost-effective technologies developed for commercialization.

Our aim is to accomplish translational research, taking products from bench to bedside. In the Center of Economic Excellence in Rehabilitation and Reconstruction Sciences, we will be able to consult a broad range of clinicians as well as patients to better understand their needs and problems and to determine the right technology to help them meet those needs.

The overarching theme of our involvement is helping people to improve their lives. We believe the work done in the new center will add value for our business, our customers, and their patients.



About the CoEE Program

Established by the SC General Assembly in 2002, the South Carolina Centers of Economic Excellence Program receives an appropriation from SC Education Lottery funds to help Clemson University, the Medical University of South Carolina, and the University of South Carolina create Centers of Economic Excellence (CoEEs) in research areas that will advance South Carolina's economy and lead to high-paying jobs. The program also provides funding for CoEE endowed chairs, world-renowned scientists recruited to South Carolina to lead the centers. Every dollar the state invests must be matched dollar-for-dollar with non-state funds from companies, philanthropies, or federal agencies.

For details on how your company can benefit by investing in the CoEE Program, please use the following contact information:

Clemson University

Dr. Chris Przirembel

Vice President for Research and Economic Development

864.656.7701 or cprzmb1@clermson.edu

University of South Carolina

Dr. Christine W. Curtis

Vice Provost for Faculty Development

803.777.2808 or curtisch@mailbox.sc.edu

Medical University of South Carolina

Dr. John Raymond

Vice President for Academic Affairs and Provost

843.792.3031 or raymondj@musc.edu

www.sccoee.org