EXTERNAL PRESS RELEASE

For use by your institution in publicizing your commitment to better bone health.

Press Contact(s):

[INSERT NAME, PHONE, E-MAIL, WEB SITE ADDRESS]

For Immediate Release:

[ENTER SITE NAME] Recognized for Fragility Fracture Patient Care as World Osteoporosis Day Approaches

[CITY, STATE]—August 27, 2018 – Each year, the International Osteoporosis Foundation kicks off a new campaign with World Osteoporosis Day on October 20, launching a nine month long campaign dedicated to raising global awareness of the prevention, diagnosis, and treatment of osteoporosis and metabolic bone disease This year’s campaign, “This is a Sign” aims to put bone, muscle and joint health on the global health agenda and reaches out to health-care professionals, the media, policy makers and the public at large.

A broken bone, also known as an osteoporotic or fragility fracture, is a serious complication of osteoporosis and often the first sign that a person has the disease. Unfortunately, only about 20% of the nearly two million individuals who experience fragility fractures each year are tested or treated for osteoporosis.

Those fractures are costly; nearly $18 billion in related costs every year. By 2025, experts predict those numbers to rise to nearly three million fractures and $25.3 billion in costs each year.

Failing to prevent future fractures can be deadly; nearly 25% of patients who suffer a hip fracture die within a year. The majority who do survive experience a loss of independence and often require long-term nursing home care.

It’s time to address this silent public health epidemic in health care.

[ENTER SITE NAME] Leading the Way in Post-Fracture Patient Care

[ENTER SITE NAME] has taken steps to ensure its osteoporotic fracture patients receive the treatment and care they deserve through participation in The American Orthopaedic Association’s Own the Bone® quality improvement (QI) program. [ENTER SITE NAME] joins over 240 health care institutions nationwide that have implemented Own the Bone and taken initiative to ensure their osteoporotic fracture patients receive the treatment and care they deserve. Through the Own the Bone program and its national web-based quality improvement registry, [ENTER SITE NAME] has been provided with the tools to establish a fracture liaison service (FLS) and to document, track, and benchmark care of fragility
fracture patients. Through an FLS program, a care coordinator, such as a nurse or physician’s assistant, ensures that fragility fracture patients are identified, evaluated, and treated.

[ENTER SITE NAME] is proud to announce they have received an Own the Bone Star Performer designation for the upcoming year, an achievement reserved only for institutions that perform the highest level of fragility fracture and bone health care. Own the Bone Star Performers like [ENTER SITE NAME] must achieve a 75% compliance rate with at least 5 of the 10 Own the Bone prevention measures, including: educating patients on the importance of Calcium and Vitamin D, physical activity, falls prevention, limiting alcohol intake and quitting smoking; recommending and initiating bone mineral density testing; discussing pharmacotherapy and treatment (when applicable); and providing written communication to the patient and their physician regarding specific risk factors and treatment recommendations.

Through our participation in Own the Bone and recognition as an Own the Bone Star Performer, [ENTER SITE NAME] has demonstrated a commitment to helping patients understand their risk for future fractures and the steps they can take to prevent them. [NOTE: You may wish to provide some success measures here, including # of patients enrolled since date, site compliance, story from a patient, # of years receiving Star Performer designation etc.]

[INSERT QUOTE FROM PHYSICIAN CHAMPION OR DAY-TO-DAY COORDINATOR]

What can people do to protect their bones?

- Get adequate calcium and vitamin D, either through diet or supplements, if necessary.
- Engage in regular weight bearing and muscle strengthening exercise.
- Prevent falls around the home and be careful of stairs, railings, clutter, etc.
- Avoid smoking and limit alcohol intake to 2-3 drinks per day.

Have you or a loved one had a broken bone over age 50? Talk to your health care provider and get a bone density screening to determine if osteoporosis might be the cause and learn additional steps you might need to take to prevent future fractures.

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For more information about [ENTER SITE NAME] program and treatment options, please contact: