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Zimmer Helps Physicians and Hospitals Negotiate Emerging Health Care Business Challenges Through New Consulting Programs

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Accelero Partners with Hospitals and Physicians to Improve Efficiencies and Patient Outcomes

SAN DIEGO, Feb. 16, 2011 /PRNewswire/ -- Zimmer Holdings, Inc. (NYSE: ZMH; SIX: ZMH), a global leader in musculoskeletal care, today introduced two new consulting service programs designed to help physicians and hospitals address emerging challenges in the delivery of orthopaedic care. Offered through Zimmer's wholly owned subsidiary, Accelero Health Partners, the Hospital Advantage and Practice Advantage programs are designed to help orthopaedic practices increase market awareness, boost efficiency and profitability and improve patient outcomes and satisfaction.

The dynamics of health care are undergoing extraordinary change in the face of economic challenges, legislative action, emerging technologies and changing patient demographics and consumer expectations. Health care providers are under increased pressure to improve care while reducing costs. In the orthopaedics market, these pressures are exacerbated by a potential future shortage of trained surgeons available to provide care to a growing patient base seeking treatment for musculoskeletal conditions.

"Over the coming years, successful physicians, hospitals and companies will be required to deliver more value in health care than has been delivered in the past," said Dr. Jeffery Pierson, M.D. "A key way in which orthopaedic practices can differentiate themselves and deliver greater value is through the development of programs that offer a unique value proposition to patients while also driving efficiencies."

Recognizing these challenges, Zimmer has developed Hospital Advantage and Practice Advantage programs. These consulting service programs are designed to assist hospitals and surgeons in developing more efficient and successful orthopaedic practices.

The Practice Advantage program is designed to differentiate a physician's practice, focusing on boosting market visibility, increasing efficiency and improving financial performance. Partnering with the physician, Accelero develops strategic brand-building programs, incorporating digital, marketing and social media components. Initiatives to maximize efficiency in the operating room and the back office are addressed via strategic operational plans that assess infrastructure, patient outcomes performance and care, margin and volume goals. The Practice Advantage program also includes support in evaluating and implementing potential technology upgrades, including electronic medical records and practice management software.

With an anticipated significant growth in orthopaedic procedures resulting from changing patient demographics, the Hospital Advantage program enables hospitals to maximize the efficiency of their orthopaedic service lines to grow volume and increase profitability. The program addresses the patient experience, improving patient care processes at all points of the inpatient stay. The Hospital Advantage program also focuses on hospital and service line performance, increasing financial margins through efficiency and revenue enhancement initiatives and growing volumes though marketing and branding programs.

"Our surgeon and hospital customers face a number of complex challenges in the delivery of care," said David C. Dvorak, President and CEO of Zimmer. "Through our Accelero Health Partners consulting service, we are helping customers navigate the new health care landscape and provide more efficient, cost-effective and satisfactory outcomes to all stakeholders, including care providers, patients and payors."

To learn more about the Practice Advantage and Hospital Advantage programs, visit the Zimmer exhibit at the 2011 American Academy of Orthopaedic Surgeons annual meeting in San Diego, CA. Accelero Health Partners will also be sharing insights on the emerging business of orthopaedic care delivery at the Zimmer Institute's medical education meeting, the evening of Thursday, February 17, at the Hotel del Coronado, San Diego, CA.

About the Company

Founded in 1927 and headquartered in Warsaw, Indiana, Zimmer designs, develops, manufactures and markets orthopaedic reconstructive, spinal and trauma devices, dental implants, and related surgical products. Zimmer has operations in more than 25 countries around the world and sells products in more than 100 countries. Zimmer's 2010 sales were approximately $4.2 billion. The Company is supported by the efforts of more than 8,000 employees worldwide.

About Accelero Health Partners

Accelero Health Partners is the wholly-owned, consulting division of Zimmer. Accelero was acquired in 2006 to expand Zimmer's value proposition beyond the high-quality medical device, and bring best-in-class musculoskeletal programs to its customers. Accelero has worked in more than 200 locations across the United States, helping physicians and hospitals anticipate market forces and trends, and respond with quantifiable results.

Zimmer Safe Harbor Statement

This press release contains forward-looking statements within the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 based on current expectations, estimates, forecasts and projections about the orthopaedics industry, management's beliefs and assumptions made by management. Forward-looking statements may be identified by the use of forward-looking terms such as "may," "will," "expects," "believes," "anticipates," "plans," "estimates," "projects," "assumes," "guides," "targets," "forecasts," and "seeks" or the negative of such terms or other variations on such terms or comparable terminology. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that could cause actual outcomes and results to differ materially. For a list and description of such risks and uncertainties, see our periodic reports filed with the U.S. Securities and Exchange Commission. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be set forth in our periodic reports. Readers of this document are cautioned not to place undue reliance on these forward-looking statements, since, while we believe the assumptions on which the forward-looking statements are based are reasonable, there can be no assurance that these forward-looking statements will prove to be accurate. This cautionary statement is applicable to all forward-looking statements contained in this document.

SOURCE Zimmer Holdings, Inc.