

For Immediate Release

**GULF COAST MEDICAL ORGANIZATION APPOINTS FUTURIST
TO GUIDE THEM THROUGH EMERGING HEALTHCARE TRENDS**

*Futurist David Houle Just One of The New Members Joining
Coastal Orthopedics' Board of Directors*

Bradenton, FL (July 15, 2010) — In an effort to prepare their practice and patients for the changing healthcare landscape, Bradenton-Sarasota based Coastal Orthopedics has named renowned futurist David Houle to their Board of Directors.

Houle is nationally recognized for his acclaimed book, “The Shift Age”, his highly respected blog www.evolutionshift.com, and featured contributions to Oprah.com; www.oprah.com/davidhoule. He is well known for his forward thinking approach on growth strategies and predicting future trends. As part of a revamped Board of Directors, Coastal welcomes Houle to the team and are enthusiastic that his insights will help guide them through the approaching healthcare reform.

“David’s pulse on the future allows us to look ahead as we are faced with the current transformation and modernization to America’s Health Care System,” said Coastal Orthopedics Chief Executive Officer, Paul M. Duck. “We look forward to his contributions as Coastal is focused on continually building on our accomplishments and preparing for the new future of healthcare.”

In addition to Houle’s appointment, Coastal also welcomes Jeffrey T. Jackson to the Board. Jackson has over 18 years experience in executive management roles, including Division Chief Financial Officer, Vice President Corporate Controller, and is currently the Executive Vice President and Chief Financial Officer of PGT Industries.

****Interview Opportunity****

David Houle will be available for telephone interviews on the evening of Thursday, July 15. The following morning, July 16, he is available for in studio on camera interviews prior to 8am.

Houle and Jackson’s fellow Coastal Orthopedics Board of Directors includes:

- Lora L. Brown, M.D.
- Daniel S. Lamar, M.D.
- Richard H. Bundschu, M.D.
- Alan L. Valadie, M.D.
- Gregory C. Farino, M.D.
- Arthur L. Valadie, M.D.

About Coastal Orthopedics & Sports Medicine/Pain Management

Coastal Orthopedics & Sports Medicine/Pain Management has been serving the Sarasota-Bradenton area for over thirty years. Coastal Orthopedics is comprised of a group of over 15 specialty and sub-specialty trained orthopedic surgeons and pain management physicians focusing on the care and treatment of patients. Our pain management physicians work with patients to receive treatment focused on restoring activity through the reduction or elimination of pain associated with the musculoskeletal system through minimally invasive, interventional methods. For more information visit www.coastalorthopedics.com.

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