

## FOR IMMEDIATE RELEASE

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## Bruce Steinberg, MD, named Chairman of the Board and Medical Director for Jacksonville Orthopaedic Institute

*Jacksonville, FL, March 26, 2014--*Bruce Steinberg, MD, has been elected Chairman of the Board and Medical Director for Jacksonville Orthopaedic Institute (JOI).

Dr. Steinberg is a board-certified orthopaedic surgeon and upper extremity specialist and one of the NFL Jacksonville Jaguars team physicians who has served the entire 18 years that JOI has been the sports medicine provider for the team.

"We are pleased and very excited to have Dr. Steinberg leading our practice," said John Ricchini, Executive Director of Jacksonville Orthopaedic Institute. "Dr. Steinberg succeeds Dr. R. Stephen Lucie, who strategically poised the practice for growth. Our anticipation with Dr. Steinberg's leadership is that we'll see continued differentiation of JOI as a leader in clinical expertise and technology in the care of orthopedic patients," said Edward Sim, President, Physician Integration.

Dr. Steinberg is a graduate of the University of Pennsylvania and Harvard Medical School. While at Harvard, he served as Chief Resident in Orthopaedics and was appointed to the staff of Massachusetts General Hospital, the top ranked hospital in the United States. In 2011, he was recognized in *Becker's Orthopedic and Spine Review* as one of the top 45 hand and upper extremity surgeons in the country.

Dr. Steinberg is an instructor in shoulder arthroscopy and teaches advanced arthroscopic techniques to orthopaedic surgeons from around the world. He holds six patents and has published multiple articles in peer review, medical and engineering journals including *The Journal of Bone* and *Joint Surgery* and *The Journal of Biomechanics*. In addition to his orthopaedic surgery training, he has an engineering background and continues to perform biomechanical research in "compartment syndrome" --a painful condition that occurs when pressure within the muscles builds to

dangerous levels. Most recently, Dr. Steinberg and his co-authors presented groundbreaking research in compartment syndrome which was accepted for publication by the international journal *Physiological Measurement*.

## About Jacksonville Orthopaedic Institute

Jacksonville Orthopaedic Institute (JOI), an affiliate of Baptist Health, is a 28-physician group practice serving Northeast Florida and Southeast Georgia. JOI doctors offer six convenient regional offices and nine rehabilitation centers that provide high quality orthopaedic medical care for patients with musculoskeletal disorders. Strategic areas of services include hand (including upper extremities), foot and ankle, joint replacement, spine, and sports medicine. JOI is the "exclusive sports medicine provider" for the NFL's Jacksonville Jaguars, Jacksonville Sharks, Jacksonville University and Florida State College at Jacksonville organizations. For more information, go to <a href="https://www.joi.net">www.joi.net</a>.