



[SMITH Launches new website for cutting edge company, OrthoPathways Group, Inc. \(OPG\)](#)

SMITH, a fully-integrated advertising and marketing agency with offices in Fayetteville, Raleigh and Greensboro N.C., Sarasota, Fla. and Hilton Head Island, S.C., recently developed a website for OrthoPathways Group, Inc. (OPG), www.opg.us.com. OPG is a member of the Global-Med Technologies Group, Inc. (GTG) family of companies located in Sarasota, Florida.

OPG is a medical device company engaged in the development, production and distribution of orthopedic technologies. They provide cost effective, traditional systems to the marketplace, as well as research new science to develop cutting edge, proprietary and patented devices.

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As we broaden our product portfolio and continue to add advanced systems to it, OPG will provide a range of high quality products for unmet orthopedic needs. Providing these innovative solutions will promote healthy living, customer satisfaction, and value to our shareholders, remarked OPG President, Steve Bales.

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OPG has a primary focus to improve the quality of life and enhance patient outcomes while minimizing the economic impact to the hospital, surgery center and all others involved in the continuum of patient care. OPG provides innovation, quality and value in their products, and gives outstanding service to their customers and distribution partners. Working in partnership with orthopedic surgeons, distributors and other healthcare professionals, OPG provides solutions to the clinical challenges of the surgeon and responds to the ongoing

changes in the health care system.

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OPG feels that the orthopedic device sector is healthy and uniquely positioned for robust growth during the next five years and beyond. The company will continue to provide product systems to satisfy both current and contemporary market needs.

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SMITH is an advertising and marketing agency driven by discovering what makes people who they are and what motivates their decisions, and then planning strategic communications accordingly. The 35-year-old firm offers fully-integrated services that include brand development, account planning, marketing research, dialog management, interactive services, creative, media planning/buying and public relations.

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SMITHs clients include regional, national and global companies in travel and tourism, healthcare, consumer products, real estate and financial services. The SMITH team has honed its planning and creative skills on blue-chip and Fortune 500 brands including Hershey, Ruth's Chris, Microsoft, Alliance One, Harley Davidson, Southeastern Regional Medical Center, First Bank of NC, SC and VA, Jeep, Miller, as well as leading travel destinations such as Hilton Head Island, Pinehurst, Augusta, Sarasota, Asheville and Charlotte Harbor & the Gulf Islands, FL and North Carolina's Brunswick Islands. SMITH is also a corporate partner and the agency of record for the Southeast Tourism Society.

For more information on SMITH, call (910) 323-0920 ext. 3107 or visit www.smithadv.com.

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