



Leading
Orthopedic
Providers of

Texas Panhandle

Amarillo Bone & Joint—Skilled in the Science of Orthopedic Medicine, Gifted in the Act of Caring



While the enormous economic impact of musculoskeletal injuries and diseases can be measured – perhaps \$254 billion every year in the U.S. – the personal price paid by individuals is incalculable. “One frightening moment or years of abuse and disease can lead to excruciating pain or stiff joints and limited mobility,” says orthopedic surgeon Keith D. Bjork. “Excellent care starts with attending to a patient quickly, with genuine compassion, and in an environment where all the services are under one roof and with one coordinated philosophy.”

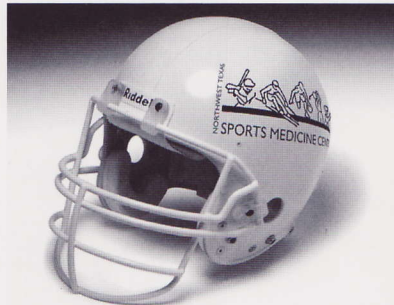
Dr. Bjork founded Amarillo Bone & Joint in 1994 and was joined in the following year by his close friend J. Brian Sims, M.D., MBA to develop a broad-ranging orthopedic practice. Dr. Bjork has special interests in sports medicine, minimally invasive arthroscopic techniques for knees and shoulders and trauma. In 2002, he served as the team physician for the United States Olympic Hockey Team. He serves as co-medical director for the Amarillo Gorillas Hockey Club, Amarillo Dusters Arena Football Team and as team physician for many area high schools.

Dr. Sims’ area of special interest is in upper extremities. He completed fellowship training in orthopedic pediatric surgery at Texas Scottish Rite

Hospital in Dallas. A key provider of pediatric orthopedic surgery in the Texas Panhandle, Dr. Sims volunteers his time for the Children’s Rehabilitation Clinic in Amarillo and Mercy Ships International.

Jim Bob Parker, M.D. joined Amarillo Bone & Joint in 2006, bringing with him extensive training in the areas of sports

medicine, total joint replacement, hip resurfacing and arthroscopic knee and shoulder surgery. Dr. Parker is the co-medical director of the Amarillo Gorillas Hockey Club, Amarillo Dusters Arena Football Team, co-team physician for West Texas A&M University Athletics and team physician for many area high schools.



All three physicians are board certified, upholding a philosophy that conservative non-surgical treatment is usually in the best interest of the patient. When physical therapy and medications are not enough, minimally invasive techniques can get patients back into everyday activities quickly without large, unattractive scars. Patients report much less pain postoperatively and require fewer analgesics compared to traditional open surgery. They go



home much earlier and typically recover weeks sooner as long as they are actively involved in a rehabilitation program.

Drs. Bjork, Sims and Parker perform outpatient surgery at

The Surgery Center on Soncy, which is a facility of Universal Health System of King of Prussia, Pa.

The Golden Rule in Clinical Care

Amarillo Bone & Joint is recognized for its warm, friendly and caring environment. “We know we are often seeing patients experiencing pain and unexpected disability. We go to extremes to make patients comfortable and well cared for,” says Dr. Sims.

An in-office X-ray and MRI machine eliminates the need for patients to leave the office for diagnostics. Patients referred by physicians are seen as quickly as needed, and an innovative Prompt Care Clinic accommodates walk-ins and emergencies.

“Treating patients as we would like to be treated ourselves is an ageless philosophy that our entire staff believes in, from The Surgery Center, Prompt Orthopedic Clinic, Sports Medicine and our group practice. The one stop convenience is the most cost-effective and patient friendly system available and is the model for West Texas,” says Dr. Parker.

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