

# The right technology in the hands of the right surgeon...

This simple yet powerful combination is the guiding principle behind our Consumer Communication program. Whether it's helping healthcare providers better understand the latest medical advances from Smith & Nephew or helping patients realize how these advances may help improve their lives, this program has been designed to build awareness and drive action.



# Patient education

Comprehensive information is a key to creating a positive patient experience. We believe that a well-informed patient has more accurate expectations, fewer misunderstandings, involved family members and is more likely to speak highly of their experience to friends and neighbors.

## Brochures

Full-color “handbooks” that help patients understand their surgical experience. These informative pieces explain Smith & Nephew technology and the joint replacement experience, answering many questions relating to the procedure, as well as pre and postop protocols. Perfect guide for a patient scheduled for or seriously considering surgery.

## Web content

Much like our printed brochures, this multimedia health information addresses the most common patient questions and can easily be added to a surgeon's website.

## DVD's

Approximately 15 minute videos that discuss anatomy, arthritis, implant design, bearing surfaces, the surgery and post-operative protocols. Professional drawings illustrate steps of the procedure.

## Mini-brochures

Pamphlets that provide a brief synopsis of the featured technology and invite further inquiry from interested patients. Great handouts for your clinic, referrers, pharmacies and community partners.

## Consultation pads/posters

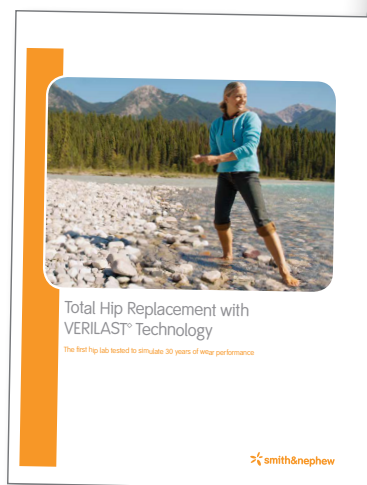
Replace your hand drawn sketches with professional illustrations and photos. Helps you efficiently talk to patients about anatomy, X-Rays and surgical procedures and leaves room for you to add your own notes. Each pad comes with 50 take-home sheets.

## Waiting room posters

Take advantage of your captive audience. Promote all of the advanced technologies you are using with these product specific 18x24 color posters. Hang in your reception areas, clinic or hospital hallways.

## Patient ID cards

Never underestimate the power of a former patient. Whether used to help pass through airport security, or just to help explain their experience to family and friends, these cards give patients an opportunity to further align themselves to you and your implant technology.



# Outreach activities

Consumer and referring physician outreach: At Smith & Nephew, we understand that patient education often extends beyond your clinic walls.

## Referral sources

Product-specific letter templates and presentation decks, along with the many Connections patient education tools, can help inform general practitioners and health care partners of the technologies you are using, and keep your name “top of mind” when they discuss treatment options with their patients.

## Patient ID cards

ID cards offer patients both peace-of-mind as they travel and a convenient way to share their treatment experience with family and friends. Simply select the appropriate Smith & Nephew technology, and personalize this credit card style ID with your patient’s name, type of implant, location on body, hospital name, and date of surgery. Your contact information can also be included on each card.

## Patient ambassadors

The greatest asset any of us has is a satisfied and vocal customer. Smith & Nephew helps harness this powerful asset by featuring personal patient stories on RediscoverYourGo.com – educating the community through real-world patient experiences. Each testimonial includes a link to the surgeon locator profile associated with that patient.

## Educational talks

Whether speaking to healthcare professionals or potential patients, we have tools that can help promote your event, and provide attendees with more detailed information about each of the products or technologies you plan to discuss. And, our PowerPoint templates help ensure that you have the correct presentation information for your audience.

## Web content

This pre-formatted, multimedia health and product information can easily be added to any existing site without changing its look or feel. Also, we take away the concern of providing outdated information by automatically updating your content as changes arise.



# Consumer marketing

For many patients, the first step in their decision-making process is gathering information. Everyday, a large number of potential patients engage in this “information gathering” stage. By connecting the unique benefits of Smith & Nephew technologies with the local expertise of a surgeon’s practice, we can help potential patients take that all-important next step of connecting with a surgeon who can answer their questions and provide the treatment options necessary for their unique situation.

## Web strategies

The internet is increasingly becoming the first avenue patients explore to get information regarding their health – ahead of even family and friends. If you’re in need of website development, content, search engine marketing or optimization and marketing – we can provide content related to our products or recommend specialists who can help you build or maximize your online presence.

## Print advertising

Choose from two distinct layouts: either our award winning direct-to-consumer “Ink” designs or options that are more lifestyle based. Either of these layouts can accommodate any size ad- including billboards- and can be customized with your contact information.

## Press release template

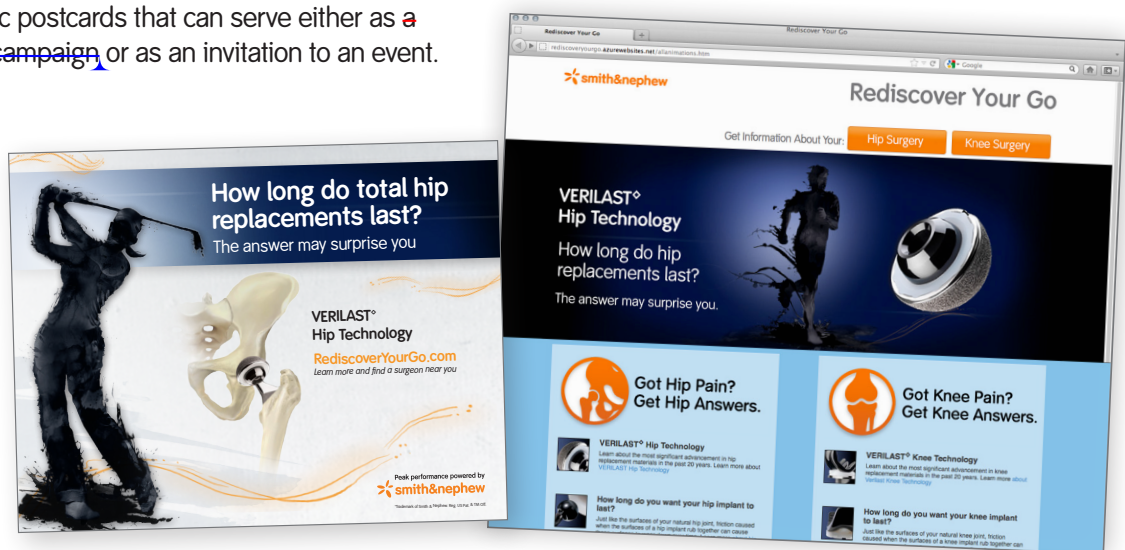
New technology and solid patient success stories often generate interest from local media. We offer ~~media~~ materials that can help you capitalize on this interest including Q&A documents, high resolution images and pre-approved product backgrounders and text.

## Surgeon locator listing

Smith & Nephew’s consumer facing websites feature a surgeon locator tool that allows potential patients to locate a local surgeon who can answer their questions about a particular product or technology. These results can also include a link to your practice website.

## Direct mailers

Technology – specific postcards that can serve either as a general awareness ~~campaign~~ or as an invitation to an event.



Smith & Nephew, Inc. – 7135 Goodlett Farms Parkway, Cordova, TN 38016, USA  
Phone: 1-901-396-2121, Information: 1-800-821-5700, Orders and Inquiries: 1-800-238-7538  
www.smith-nephew.com

°Trademark of Smith & Nephew. Certain marks Reg. US Pat. & TM Off.  
ILIZAROV is a trademark of MedicalPlastic srl.

©2014 Smith & Nephew, Inc.  
All rights reserved.  
01494 V1 03/14

## Advertising Campaign



Through a co-operative (co-op) advertising arrangement, we can partner on an advertising campaign that will help patients make the link between advanced orthopaedic technology from Smith & Nephew and the local surgeons who use it.

~~Program Features/Theme: Rediscover your go. For a generation that never met a challenge it couldn't overcome, joint pain shouldn't become the first.~~

### Television ads

- Offering: 30 second commercial – VERILAST® Technology for either hip or knee
- Two opportunities for customized call to action- first screen allows room for web address, phone number or website
- Second screen allows room for surgeon office address, phone number, etc.

### Newspaper/Magazine Ads

- Size can be customized to fit your specific local publication beginning at ¼ page
- Ad can be customized with your personal information
- Currently offer multiple graphic options - collection/products will be growing

### Billboard

- Customized to fit your local billboard company's specifications
- Customized with your information

### Rules of the road

~~In order to remain compliant with the laws that regulate the relationship between medical device manufacturers and healthcare providers (HCP's), guidelines have been put in place to direct the program.~~ For every campaign, the following practices must be adhered to:

1. All media placement fees will be divided 50/50. This is a non-negotiable ratio
2. All co-funded campaigns must use the Smith & Nephew campaign elements: independent HCP campaigns cannot be co-funded
3. All media buying will be directed by members of the Smith & Nephew Consumer Communication team
4. Media placement fees must be paid directly to the media outlet or through an approved third-party media buyer