



NAVIO MARKETING PROGRAM

March 16, 2018

Avera 

The Avera logo icon is a green square containing a white stylized cross with rounded ends, resembling a medical or healthcare symbol.



Q4 - 2017

NAVIO™ Robotic Surgical System
Events Report



Q4 - 2017

NAVIO™ Robotic Surgical System
Events Report



Q4 - 2017

NAVIO™ Robotic Surgical System
Events Report

Q4 - 2017

New NAVIO Cases: 50

Event #1

September 26, 2017

- Pre-leads for PPC: 12
- # of Event Attendees: 117
- #Leads generated at the event: 31
- Microsite Developed
- Surgeon Interviews Completed
- Patient Interviews Scheduled

Event #2

October 24, 2017

- Pre-leads from PPC Campaign: 7
- # of Event Attendees: 88
- # of Leads generated at the event: 44

Event #3

November 7, 2017

- Pre-leads from PPC Campaign: 8
- # of Event Attendees: 91
- #Leads generated at the event: 31
- #Leads generated post event: 4

Totals for All 3 Events:

- Pre-leads from PPC Campaigns: 27
- # of Event Attendees: 296
- #Leads generated at events: 108
- #Leads generated post events: 4
- New Leads Generated From Stand-Alone, 7 Month PPC Campaign: 63

NAVIO[◇]

Robotic Surgical System

Timeline of events/seminars etc.
that drove activity.



Event Activities

By Surgeon

Dr. A:

September	3
October	1
November	16

Dr. B:

September	10
October	6
November	8

Dr. C:

September	1
November	4

Dr. D:

November	6
----------	---

Graph View



	Sept.	Oct.	Nov.
Dr. A	3	1	16
Dr. B	10	6	8
Dr. C	1	0	4
Dr. D	0	0	6



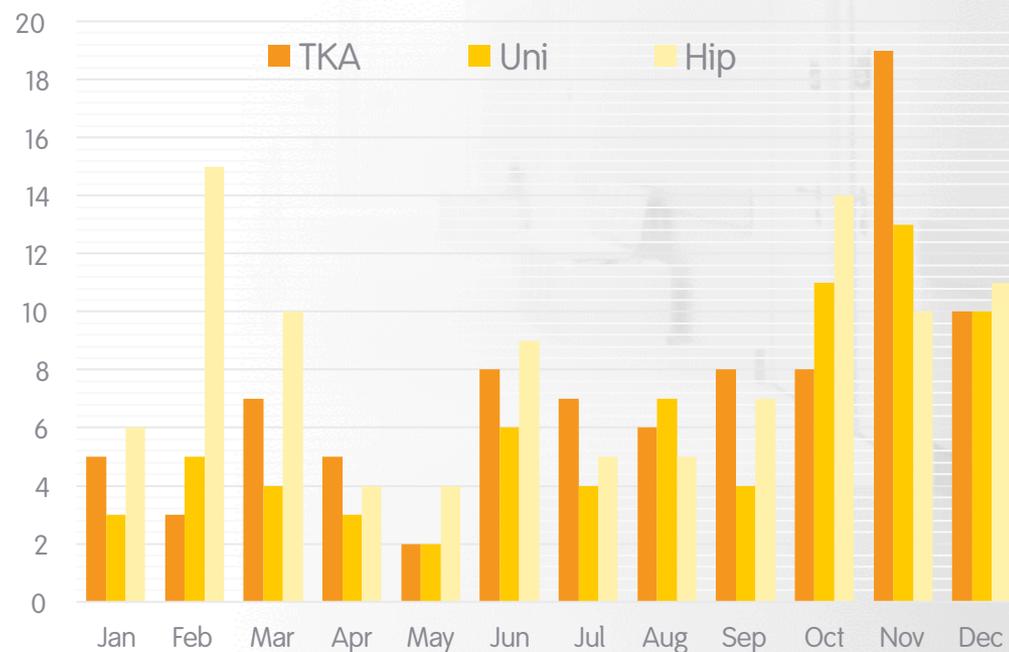
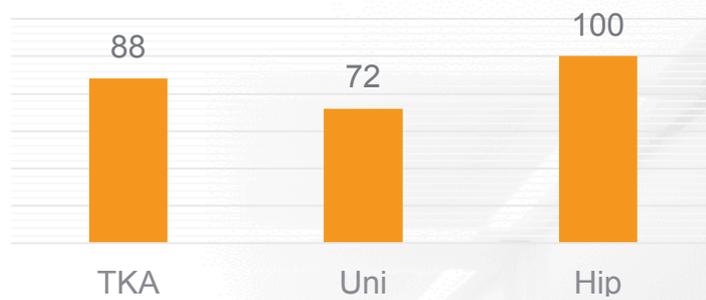
NAVIO[◇]

Robotic Surgical System

Total Joint Replacements 2016

Month	TKA	Uni	Hip
Jan	5	3	6
Feb	3	5	15
Mar	7	4	10
Apr	5	3	4
May	2	2	4
Jun	8	6	9
Jul	7	4	5
Aug	6	7	5
Sep	8	4	7
Oct	8	11	14
Nov	19	13	10
Dec	10	10	11
Total	88	72	100

TOTAL
260



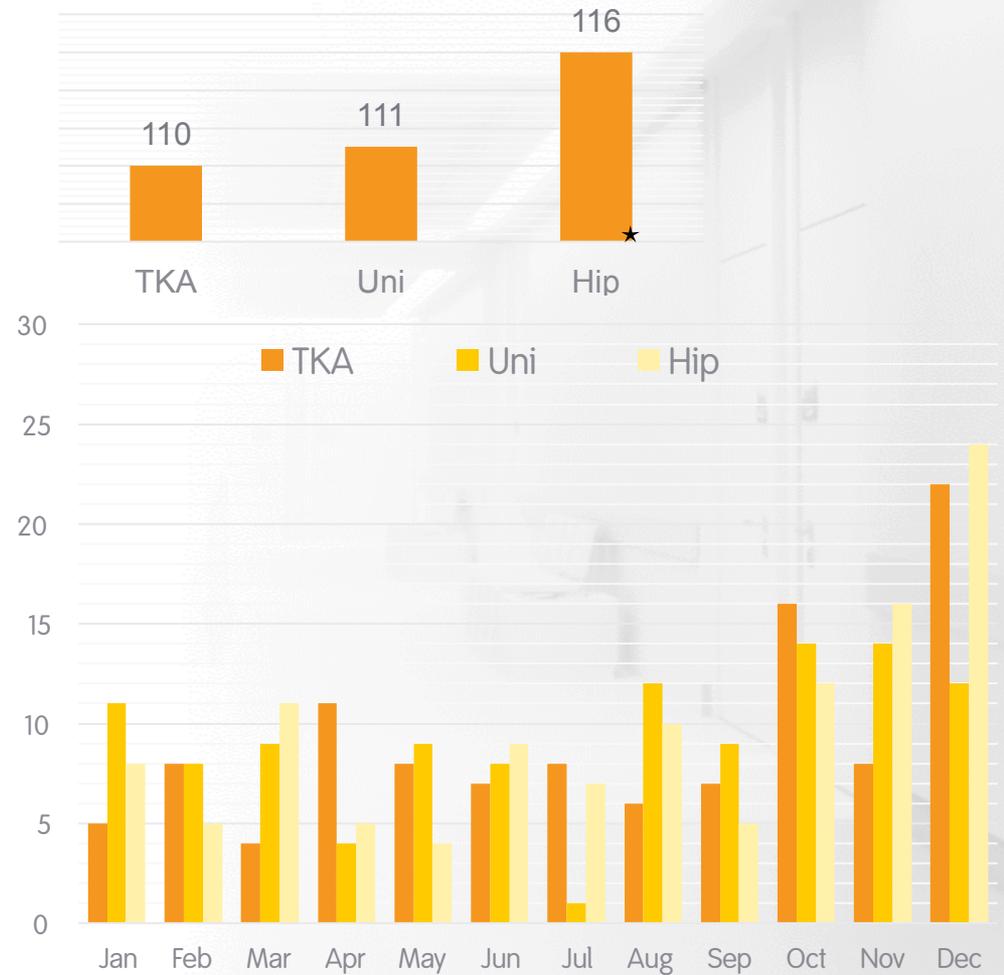
NAVIO[◇]

Robotic Surgical System

Total Joint Replacements 2017

Month	TKA	Uni	Hip
Jan	5	11	8
Feb	8	8	5
Mar	4	9	11
Apr	11	4	5
May	8	9	4
Jun	7	8	9
Jul	8	1	7
Aug	6	12	10
Sep	7	9	5
Oct	16	14	12
Nov	8	14	16
Dec	22	12	24
Total	110	111	116

TOTAL
337



* Halo affect identified for Non-Navio procedures

NAVIO[◇]

Robotic Surgical System

Quarterly Results 2017

FIRST QUARTER 2017

TKA	17
UNI	28
HIP	24

SECOND QUARTER 2017

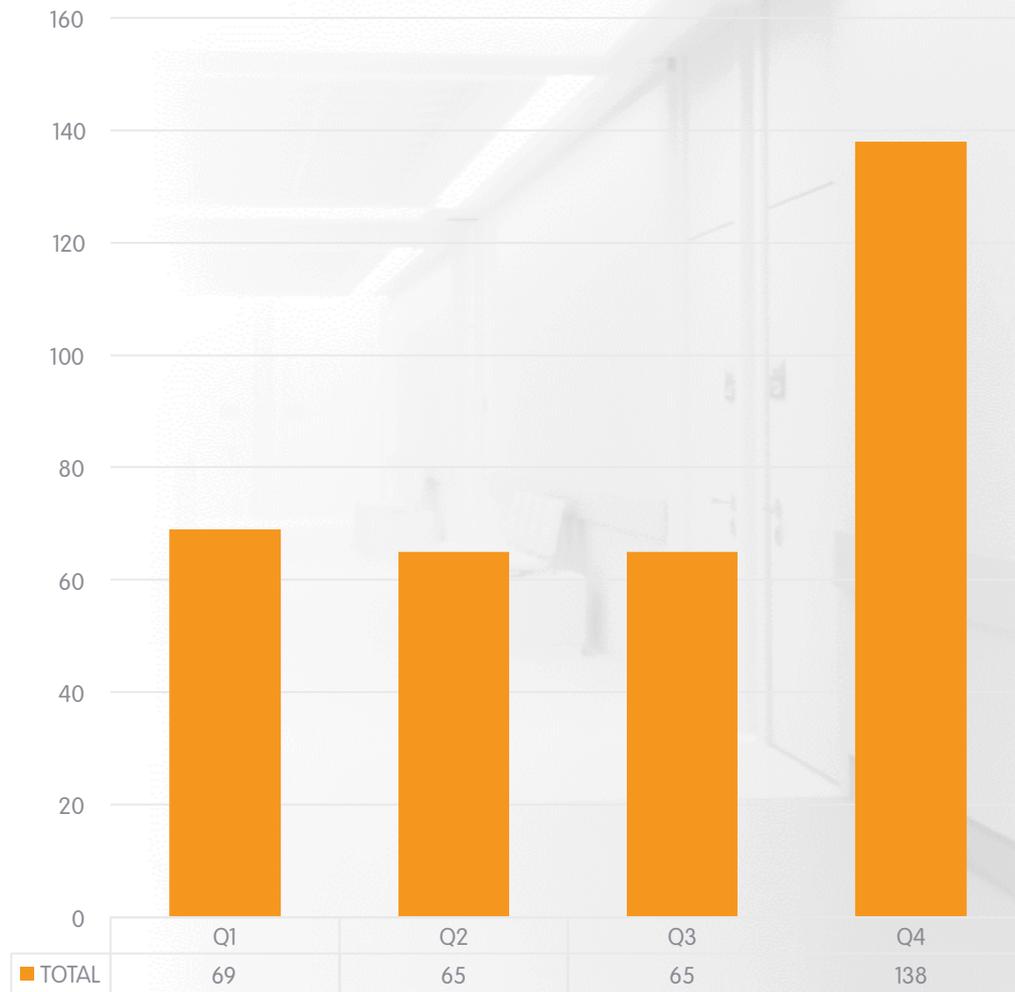
TKA	26
UNI	21
HIP	18

THIRD QUARTER 2017

TKA	21
UNI	22
HIP	22

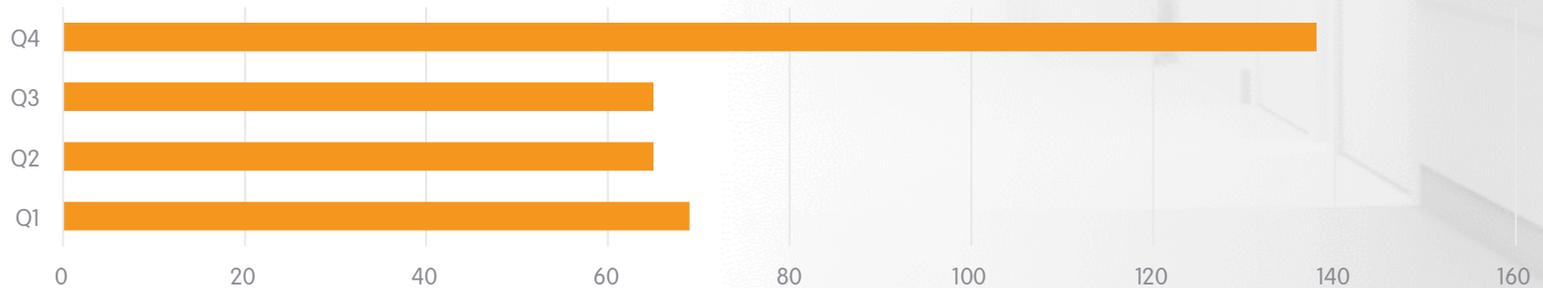
FORTH QUARTER 2017

TKA	46
UNI	40
HIP	52



2017

FIRST QUARTER 2017		SECOND QUARTER 2017		THIRD QUARTER 2017		FORTH QUARTER 2017	
TKA	17	TKA	26	TKA	21	TKA	46
UNI	28	UNI	21	UNI	22	UNI	40
HIP	24	HIP	18	HIP	22	HIP	52



Q1	Q2	Q3	Q4
69	65	65	138

2016

2017

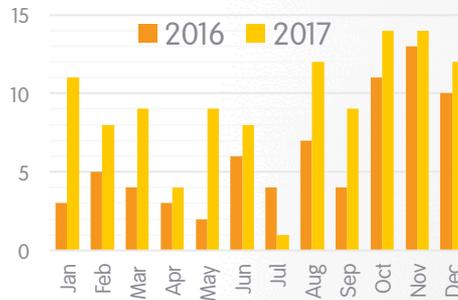
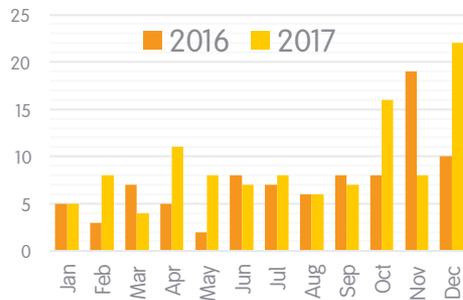
TOTAL
260

TOTAL
337

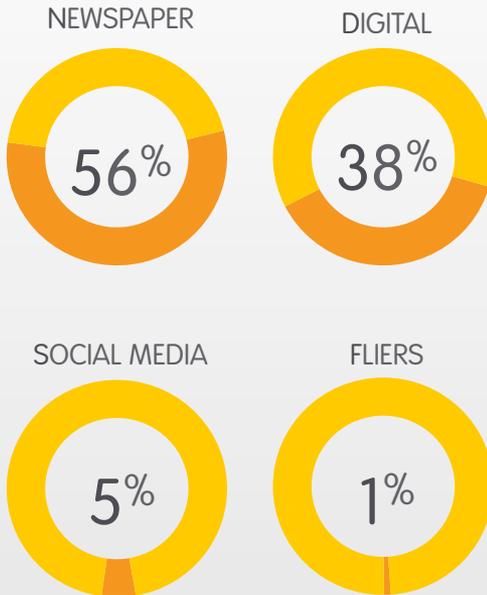
TKA	2016	2017	Status
Jan	5	5	▲
Feb	3	8	▲
Mar	7	4	▼
Apr	5	11	▲
May	2	8	▲
Jun	8	7	▼
Jul	7	8	▲
Aug	6	6	●
Sep	8	7	▼
Oct	8	16	▲
Nov	19	8	▼
Dec	10	22	▲
Total	88	110	▲

UNI	2016	2017	Status
Jan	3	11	▲
Feb	5	8	▲
Mar	4	9	▲
Apr	3	4	▲
May	2	9	▲
Jun	6	8	▲
Jul	4	1	▼
Aug	7	12	▲
Sep	4	9	▲
Oct	11	14	▲
Nov	13	14	▲
Dec	10	12	▲
Total	72	111	▲

HIP	2016	2017	Status
Jan	6	8	▲
Feb	15	5	▼
Mar	10	11	▲
Apr	4	5	▲
May	4	4	●
Jun	9	9	●
Jul	5	7	▲
Aug	5	10	▲
Sep	7	5	▼
Oct	14	12	▼
Nov	10	16	▲
Dec	11	24	▲
Total	100	116	▲



Of the 296 combined attendees, the following represents the response percentages per medium used:



Campaign Areas:

1. Canton - 25%
2. Massillon - 18%
3. No. Canton - 11%
4. Canal Fulton - 5%
5. Ravenna - 5%
6. Stow - 4%
7. Sugarcreek - 4%
8. Atwater - 4%
9. Collectively - 24% - 3% Each:

- A. Alliance
- B. Bolivar
- C. Dover
- D. East Sparta
- E. Louiseville,
- F. Navarre
- G. New Philadelphia
- H. Uniontown

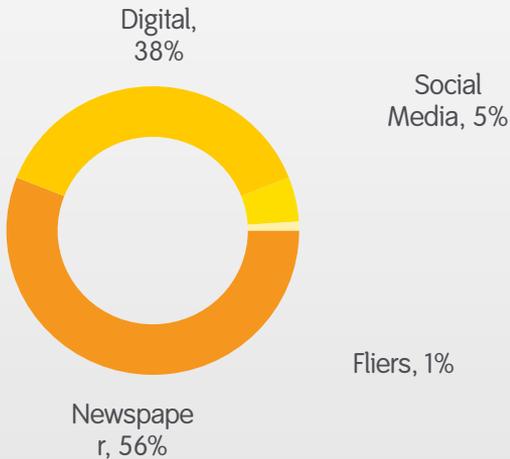


Additional Towns Captured:

Fairlawn, Dundee, Hartville, Marshallville, Tallemdage, East Canton, Green, Smithville, Clinton, Dennison, Cuyahoga Falls, Copley, Homeworth

Of the 296 combined attendees, the following represents the response percentages per medium used:

Newspaper, Digital, Social Media, Fliers



Campaign Areas:

1. Canton - 25%
2. Massillon - 18%
3. No. Canton - 11%
4. Canal Fulton - 5%
5. Ravenna - 5%
6. Stow - 4%
7. Sugarcreek - 4%
8. Atwater - 4%
9. Collectively - 24% - 3% Each:

- A. Alliance
- B. Bolivar
- C. Dover
- D. East Sparta
- E. Louiseville,
- F. Navarre
- G. New Philadelphia
- H. Uniontown



Additional Towns Captured:

Fairlawn, Dundee, Hartville, Marshallville, Tallemadge, East Canton, Green, Smithville, Clinton, Dennison, Cuyahoga Falls, Copley, Homeworth

 smith&nephew

Q4 - 2017

NAVIO™ Robotic Surgical System
Events Report

Execute the Plan for Success



BLUEPRINT® Marketing Tasklist

Prepared For: _____ BLUEPRINT® Program Budget: _____

Prepared By: _____ Co-Marketing Budget: _____

Initial Date: _____ Facility Marketing Department Budget: _____

AUDIENCE	ITEM	OWNER	BUDGET \$/Y	BUDGET SOURCE (Health, Co-Marketing, or Other)	TIME (Estimated)	STATUS/COMMENTS
All Audiences	<ul style="list-style-type: none"> Website update NAVIO® website content on homepage NAVIO® website content on intranet/intranet section of the hospital site Add NAVIO® surgery video to surgical education website NAVIO® navigation to NAVIO® patient page Add signature to Smith & Nephew NAVIO® Surgical System webpage 				300+ (30 days of month) Ongoing	Content on the hospital website and intranet/intranet website support all outreach activities Responsible link to the pages describing the program's NAVIO® program will be included on 2016 initiative.
Internal Hospital Community	<ul style="list-style-type: none"> Letter or memo from CEO/Executive Director to all employees and staff introducing technology NAVIO® website user training (live and self-paced) Include video content Story or tag on NAVIO® website in Hospital Newsletter 					
Referring	<ul style="list-style-type: none"> Identify target markets Identify referral sources (primary, secondary and tertiary markets) Develop a list of specialists, nurses and addresses Contact and send a letter from Chief of Surgery or prominent NAVIO® Specialist regarding technology Include patient education materials, survey or questionnaire Schedule a series of referring physician events (live or present on NAVIO® website) Develop and send invitation letters to referring physicians from the attending NAVIO® Surgeon 				300+ (30 days of month) Ongoing	
Community Audiences (Local and General Community Outreach)	<ul style="list-style-type: none"> Reach out to community-based organizations such as churches of various or senior citizen groups for health awareness Reach out to HR departments of local companies or corporations for appointment of wellness fairs Reach out to local health care providers government health groups for health awareness events 				300+ (30 days of month) Ongoing	
Public Relations and Media Outreach	<ul style="list-style-type: none"> Press release <ul style="list-style-type: none"> Availability of the NAVIO® system The NAVIO® case Ongoing NAVIO® Program achievements and milestones Media outreach <ul style="list-style-type: none"> Contact local TV news programs, radio stations (morning show and joint broadcast) to show on NAVIO® technology Introduce the NAVIO® technology at local school events such as "Medical Week" 				300+ (30 days of month) Ongoing	
	<ul style="list-style-type: none"> Develop and distribute patient education materials to stock in office and retail kiosk through other outreach initiatives Develop NAVIO® Program Direct to consumer print ads <ul style="list-style-type: none"> Call local messaging and develop slogan Include patient testimonials Check print ad costs Develop NAVIO® website TV commercial Check TV ad costs Create NAVIO® website video for The Medical Minute Check video ad costs Create a Facebook ad Check Facebook advertising costs Develop an on-line banner/ad for NAVIO® website program ALC: News Negative or local health care publication ad News Area or High negative ad 				300+ (30 days of month) Ongoing	
Advertising	<ul style="list-style-type: none"> Identify the scope and develop patient multilingual or targeted initiative campaign <ul style="list-style-type: none"> Use existing outreach list or utilize database targeting list Create online campaign <ul style="list-style-type: none"> Determine website landing page with strong call to action (download or mailing request) Identify subscribers for pay per click campaign Create banner ads Develop NAVIO® website social media campaign <ul style="list-style-type: none"> Facebook, Twitter, Instagram, Google+, other Identify call center to receive direct patient generation offers <ul style="list-style-type: none"> Develop call script Determine and train calling patient education program Determine call outcome categories to adjust script/healthing Hold patient education seminars at facility, community library, existing community, senior citizen centers or other 					

NAVIO

Marketing Launch Overview



Brand program materials



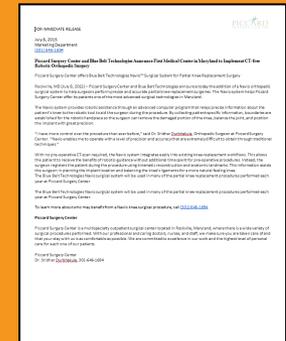
Add robotics content to website



Internal NAVIO event



Local press release



Establish a series of patient lectures



Engage local media



Identify other unique opportunities in market



Knee Pain?
Now offering robotics-assisted relief.
Call today 304.526.1234.



Identify and target physician referrals



First 30 Days

- **Design patient education materials**
 - Brochures to be at all events and PCP initiatives
 - Patient Guides
- **Develop signage/posters/banners for facility and surgeon clinics**
 - Educating on Robotic Assistance and the benefits of it.
 - Promoting the benefits and availability of this new technology in treating patients in the Avera Health system.
 - Flyers promoting the events will be strategically available at multiple sites of patient access.
- **Introduce technology on websites**
 - Coordinate with facility web designer
 - Coordinate with surgeon's practice(s) web designer
 - Implement "microsite" strategy.
 - This allows us to direct traffic and easily track it.
 - Begin a PPC Google AdWords campaign
 - Surgeon Locator
- **Begin Planning "Meet the Robot" event.**
 - Date
 - Time
 - Location
 - Participants



60 Day Plan

- **Engage local media**
- **Are there any appropriate local radio/TV content that we can tap into?**
 - Have you operated on anyone highly thought of in the community?
 - Prominent people who may serve as a spokesperson.
 - Do you have any contacts in the local media
 - Local news stories
 - Radio interviews (special interest story?)
- **Plan patient seminar #1 (Face to Face Engagement)**
 - Identify venue, surgeon speaker, agenda
 - Promote Seminar:
 - PCP Communication will occur to educate your referring physicians.
 - PPC campaign continues
 - Newspaper Ads
 - other i.e. Facebook
 - E-Blast (Can we get this?)
 - Postcard (Can we tap into Schwan's employee database?)
- **Develop social media / web campaign**
 - Search Engine Optimization focused
 - Optimized Landing page with web marketing (Google Ads)
 - Best Practices in Media Tracking and Analytics



90+ Day Plan

- **Execute patient seminar #1**
- **Adjust as needed**
- **Plan patient seminar #2**
- **Film patient testimonial as available**
 - Short video for placement on website, future promotion across all media
 - Video of surgeons on the website discussing robotic-assisted technology can be very powerful.
 - Can one-two patients attend seminar
- **PCP Initiatives (How are you touching this group now?)**
 - Direct mailer
 - Dinner talk at their facility
 - How are you communicating now?
- **Marketing program review**
 - Meeting to assess program marketing efforts
 - Refine plan based on success/areas to improve



Design Collateral Materials

Patient education content and templates using your brand guidelines.



Insert Logo Here

What would you do without knee pain?

Introducing NAVIO® Robotics, the technology that gets you back in action with precise and accurate partial knee replacement.

Knee pain makes a big difference in your life. So can NAVIO® Robotics.

What causes knee pain?

With osteoarthritis, the articular cartilage that covers the ends of bones in the joints gradually wears away. Where there was once smooth cartilage that made the bones move easily against each other, there is now a bumpy, rough surface. Joint motion along this exposed surface can be painful.

How would you rate your pain? (circle a number or range)

1 2 3 4 5 6 7 8 9 10
VERY MILD VERY SEVERE

What symptoms do you feel? Check all that apply.

- Shooting pains
- Stiffness
- Swelling
- Loss of range of motion
- Weakness
- Creaking / grinding noises

Insert Logo Here

Does knee pain keep you from what you love?

Introducing NAVIO® Robotics, the technology that gets you back in action with precise and accurate partial knee replacement.

What can be done about it?

The NAVIO system is an advancement in the way orthopaedic surgeons perform partial knee replacement. Using state-of-the-art computer assistance and robotic technology, the system works with the surgeon's skilled hands to achieve precise positioning of the knee implant for consistently accurate results.

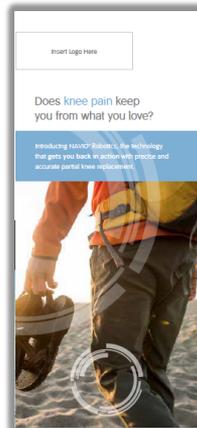
How does the NAVIO system achieve these results?

The process starts by focusing on the patient and planning the procedure with your anatomy in mind. Rather than a time and radiation intensive CT scan, the NAVIO system approach involves a simple x-ray before the surgeon uses advanced NAVIO system planning software to tailor the surgery to your unique anatomy, align the implant and balance your knee.

Hand-held robotic guides secure through small incisions.

Advanced technology software have working within the surgeon's hand.

Computer assistance achieves consistently accurate results.



Insert Logo Here

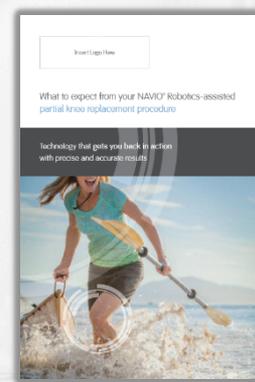
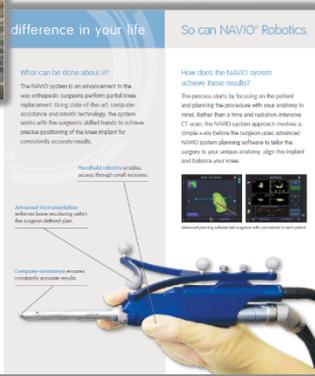
What to expect from your NAVIO® Robotics-assisted partial knee replacement procedure

Technology that gets you back in action with precise and accurate results

What to expect in Surgery

The surgeon will typically make a 4" - 6" incision along the front of your knee. Just to the side of the knee are located the damaged area and frayed the knee. Two or three small cuts are used for both the high bone tunnel and distal bone tunnel with two 4 mm pins that are placed through small incisions in the skin. The arthro is crucial to the precision of the system as they provide a constant reference point for the computer navigation as the surgeon collects your anatomical data and prepares the joint surfaces.

This anatomical data collected is used to generate a 3-dimensional model of your knee, which the surgeon uses to precisely plan your partial knee replacement. With the NAVIO system, proper implant placement and bone balance, important to a successful surgery, are first achieved virtually.



Insert Logo Here

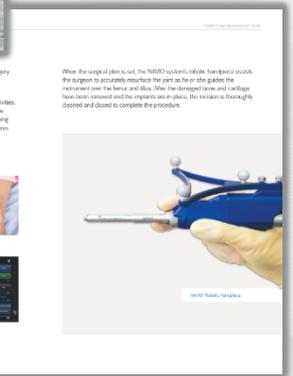
What to expect from your NAVIO® Robotics-assisted partial knee replacement procedure

Technology that gets you back in action with precise and accurate results

What to expect in Surgery

The surgeon will typically make a 4" - 6" incision along the front of your knee. Just to the side of the knee are located the damaged area and frayed the knee. Two or three small cuts are used for both the high bone tunnel and distal bone tunnel with two 4 mm pins that are placed through small incisions in the skin. The arthro is crucial to the precision of the system as they provide a constant reference point for the computer navigation as the surgeon collects your anatomical data and prepares the joint surfaces.

This anatomical data collected is used to generate a 3-dimensional model of your knee, which the surgeon uses to precisely plan your partial knee replacement. With the NAVIO system, proper implant placement and bone balance, important to a successful surgery, are first achieved virtually.



NAVIO brochure

Knee pain discussion guide

Procedure guide

Design Collateral Materials

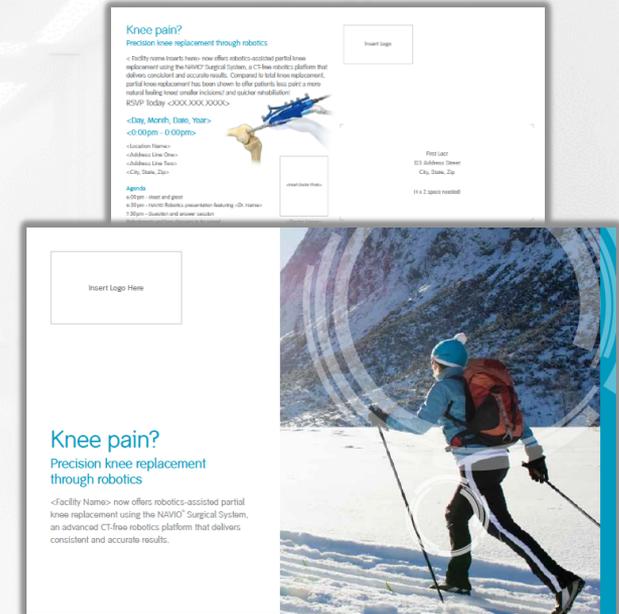
NAVIO Robotics signage, print ads, mail campaigns content and templates



Signage



Print ads



Mail campaigns

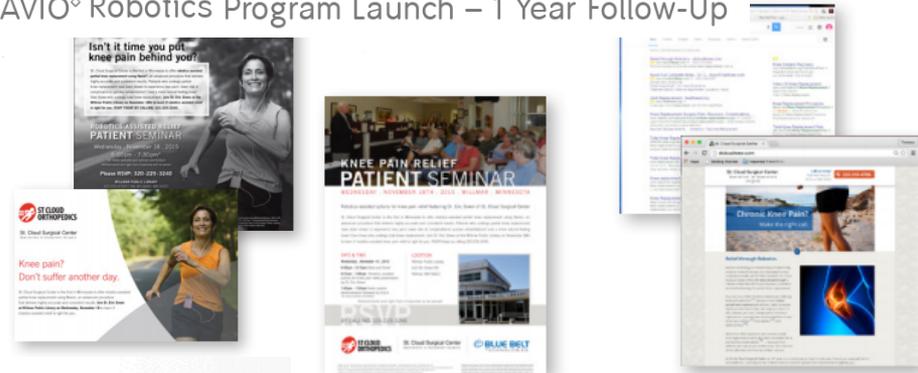
Why print? 80% of seniors read a local daily newspaper

Why direct mail? Direct Mail allows for predictive modeling and cloning based on data obtained from consumer lists – very targeted approach

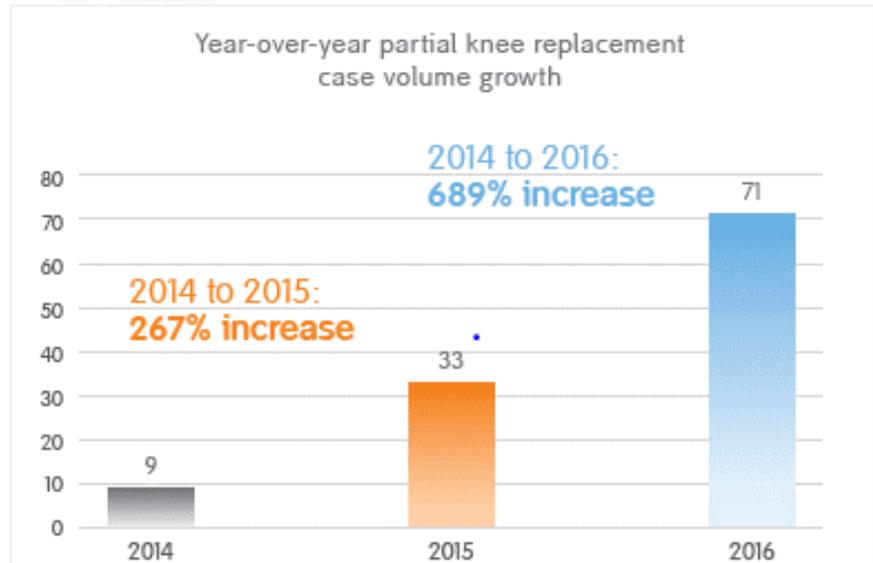
The Power of Marketing Robotics

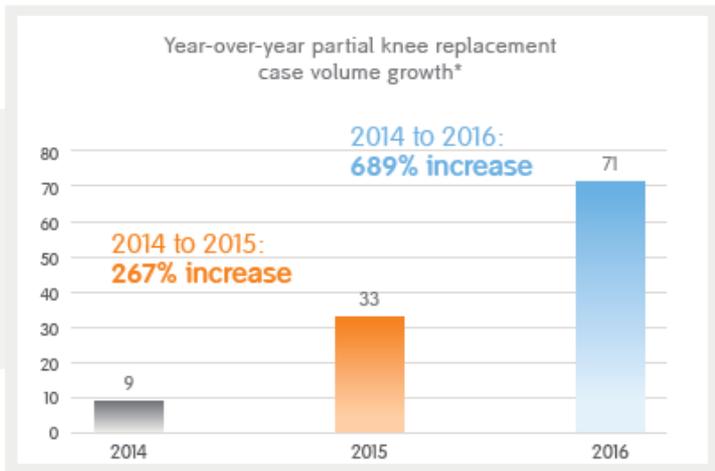
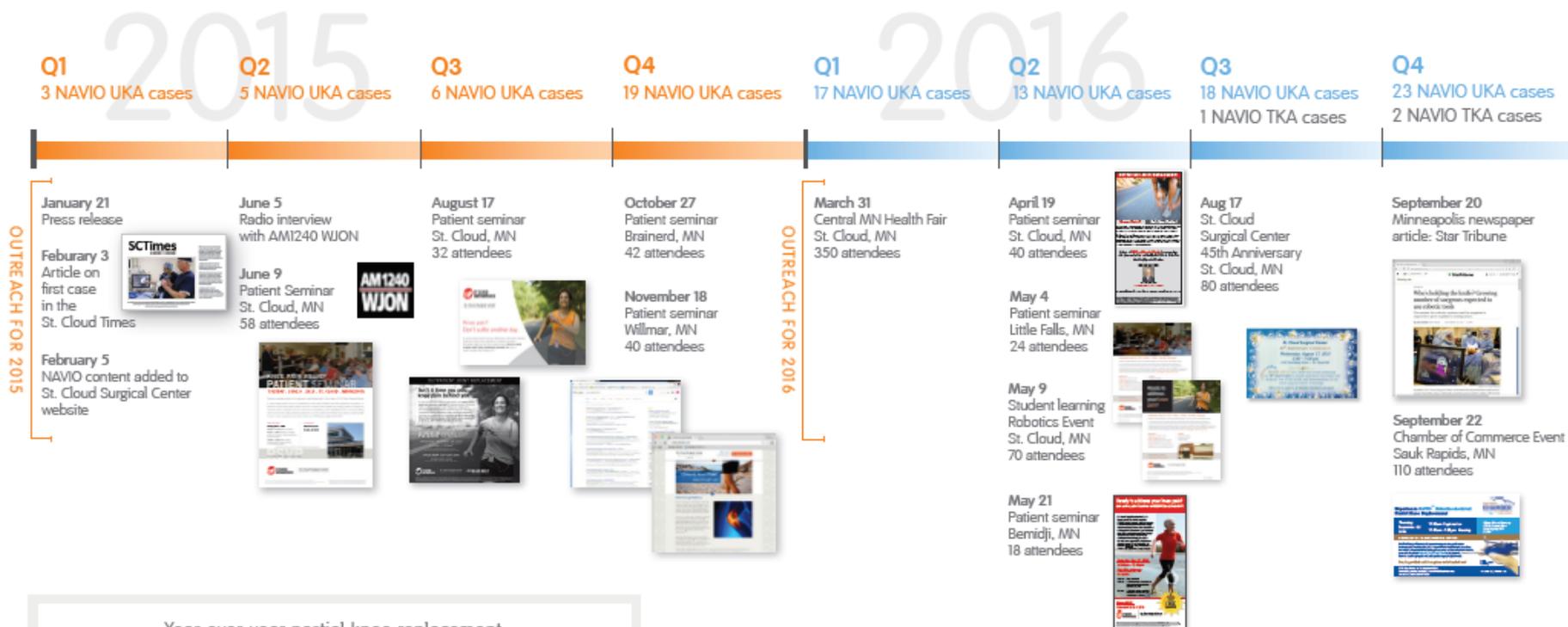


St. Cloud Surgical Center NAVIO[®] Robotics Program Launch – 1 Year Follow-Up



Population: 66,000





Results

- Successful launch of the first NAVIO Robotics-Assisted Surgery Program in Minnesota
- Rapid implementation and roll-out of marketing campaign
- 500+ leads generated through patient outreach initiatives
- 104 NAVIO partial knee replacement cases completed within the first two years of program launch

Supporting healthcare professionals for over 150 years

2016 NAVIO® Robotics-Assisted Knee Replacement Surgery Program Launch – 1 Year Follow-Up

Q1 > 4 NAVIO UKA cases

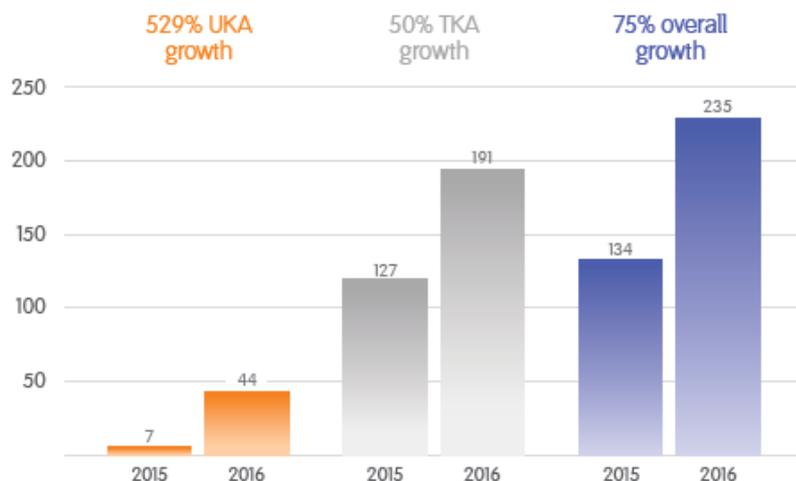
Q2 > 13 NAVIO UKA cases

**Q3 > 10 NAVIO UKA cases
> 9 NAVIO TKA cases**

**Q4 > 18 NAVIO UKA cases
> 22 NAVIO TKA cases**



Year-over-year case volume growth:



* Data on file

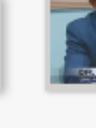
Results

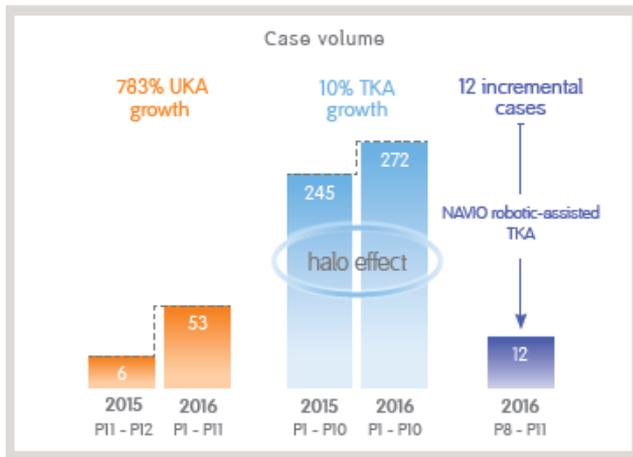
- 101 additional cases in year-over-year comparison
- 75% increase in knee replacement procedures (UKA and TKA)
- 11% increase in Redding, CA market share (from 28% to 39%)
- \$2,000,000 in new revenue for the hospital (est.)

Supporting healthcare professionals for over 150 years

November 2015 - November 2016

NAVIO® Robotics-Assisted Knee Replacement Surgery Program Launch – 1 Year Follow-Up

November 2015	December 2015	January 2016	February 2016	March 2016	April 2016	May 2016
<ul style="list-style-type: none"> 5 NAVIO UKA cases Press release TV coverage Patient Seminar - 78 attended Newspaper Ads 	<ul style="list-style-type: none"> 1 NAVIO UKA case News coverage 	<ul style="list-style-type: none"> 4 NAVIO UKA cases  	<ul style="list-style-type: none"> 3 NAVIO UKA cases Radio spot Newspaper Ads 	<ul style="list-style-type: none"> 3 NAVIO UKA cases NAVIO patient brochures NAVIO Patient procedure guide; partial knee 	<ul style="list-style-type: none"> 4 NAVIO UKA cases  	<ul style="list-style-type: none"> 6 NAVIO UKA cases
<ul style="list-style-type: none"> 5 NAVIO UKA cases Bone Boot Camp: Basic training for your bones 	<ul style="list-style-type: none"> 1 NAVIO UKA case  	<ul style="list-style-type: none"> 5 NAVIO UKA cases 1 NAVIO TKA cases 	<ul style="list-style-type: none"> 5 NAVIO UKA cases Patient Seminar - 71 attended 2 NAVIO TKA cases 	<ul style="list-style-type: none"> 7 NAVIO UKA cases TV coverage 6 NAVIO TKA cases 	<ul style="list-style-type: none"> 4 NAVIO UKA cases 3 NAVIO TKA cases 	



Results

- 783% NAVIO UKA year over year growth
- 59 NAVIO UKA incremental cases since installation
- 12 NAVIO TKA incremental cases since installation creating a new market segment and expanding robotic usage in the hospital
- 10% TKA growth due to halo effect

Supporting healthcare professionals for over 150 years

2905 Northwest Blvd., Suite 40, Plymouth, MN 55441 USA +1 763.452.4910 reshapingmobility.com

NAVIO[◊] Commercial Example

PLACEHOLDER (NWH Commercial) I highly recommend an informational video discussing knee replacement and the value of having robotic-assistance on your website.

This will help differentiate your position with your competition in the area. I have done partials for years but NAVIO gives me advantages that directly correlate to better care.



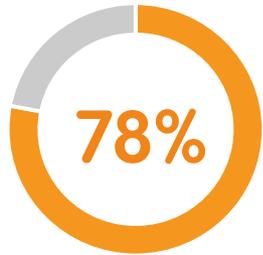
PLACEHOLDER (St. Mary's Medical Center)

If you have a prominent person in the community or a celebrity that would make a good testimonial then sometimes we can get the local media to pick it up. Usually it works best coming from your office and looks less like an ad from S&N. Do you have a relationship with anyone from the local media?

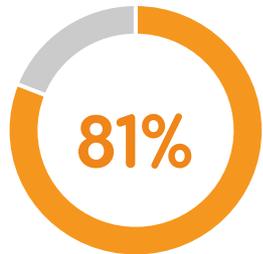


Video

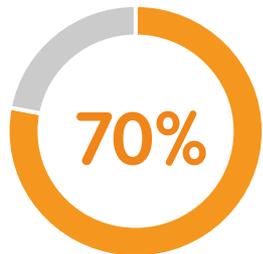
In 2016, online video accounted for 64% of all consumer internet traffic and is expected to rise to 79% by 2018



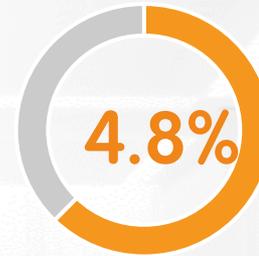
of consumers watch videos online every week



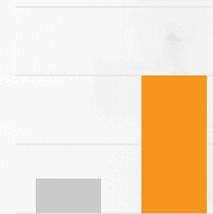
of brand websites feature video content



of marketers claim video produces more conversions than any other content



is the average conversion rate for websites using video, compared to 2.9% for those that don't

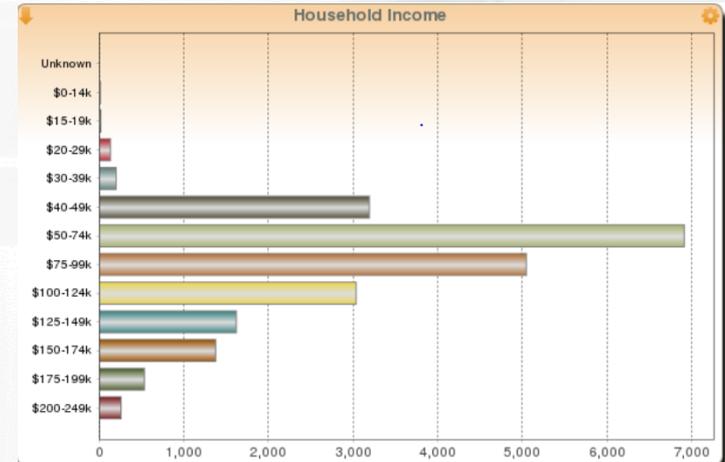
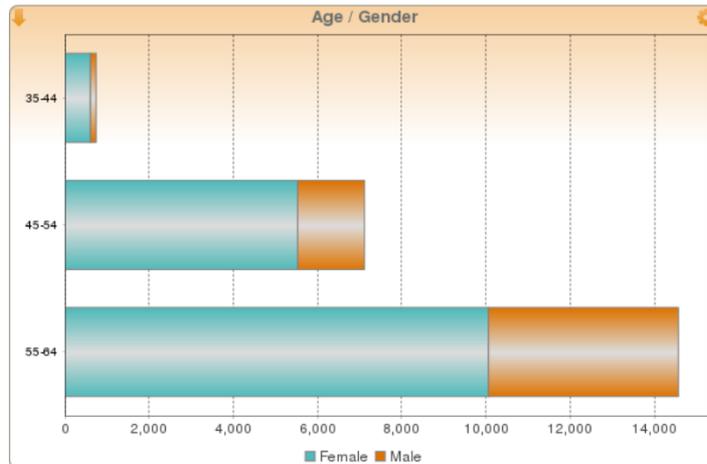


4 times as many consumers would rather watch a video about a product than read about it

Costs for video production varies across markets: (low as \$15K-High of \$25K)

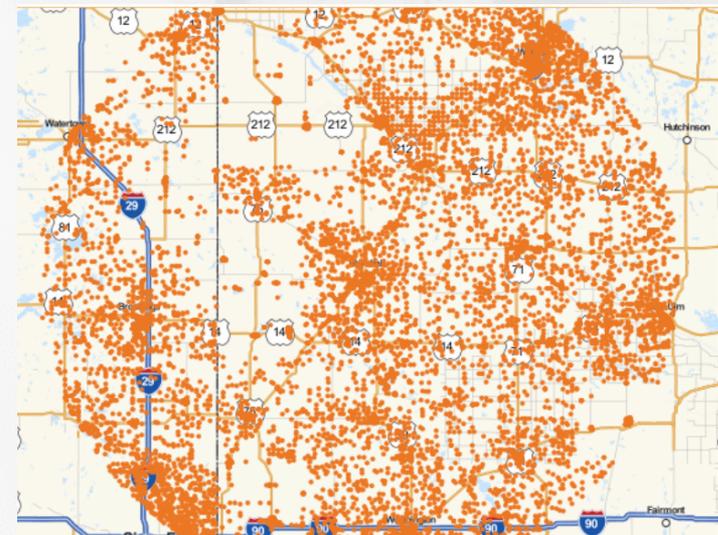
Avera 70 mile radius yields Potential 22,423

This is for those in the Elevated, High & Extreme Risk data base.

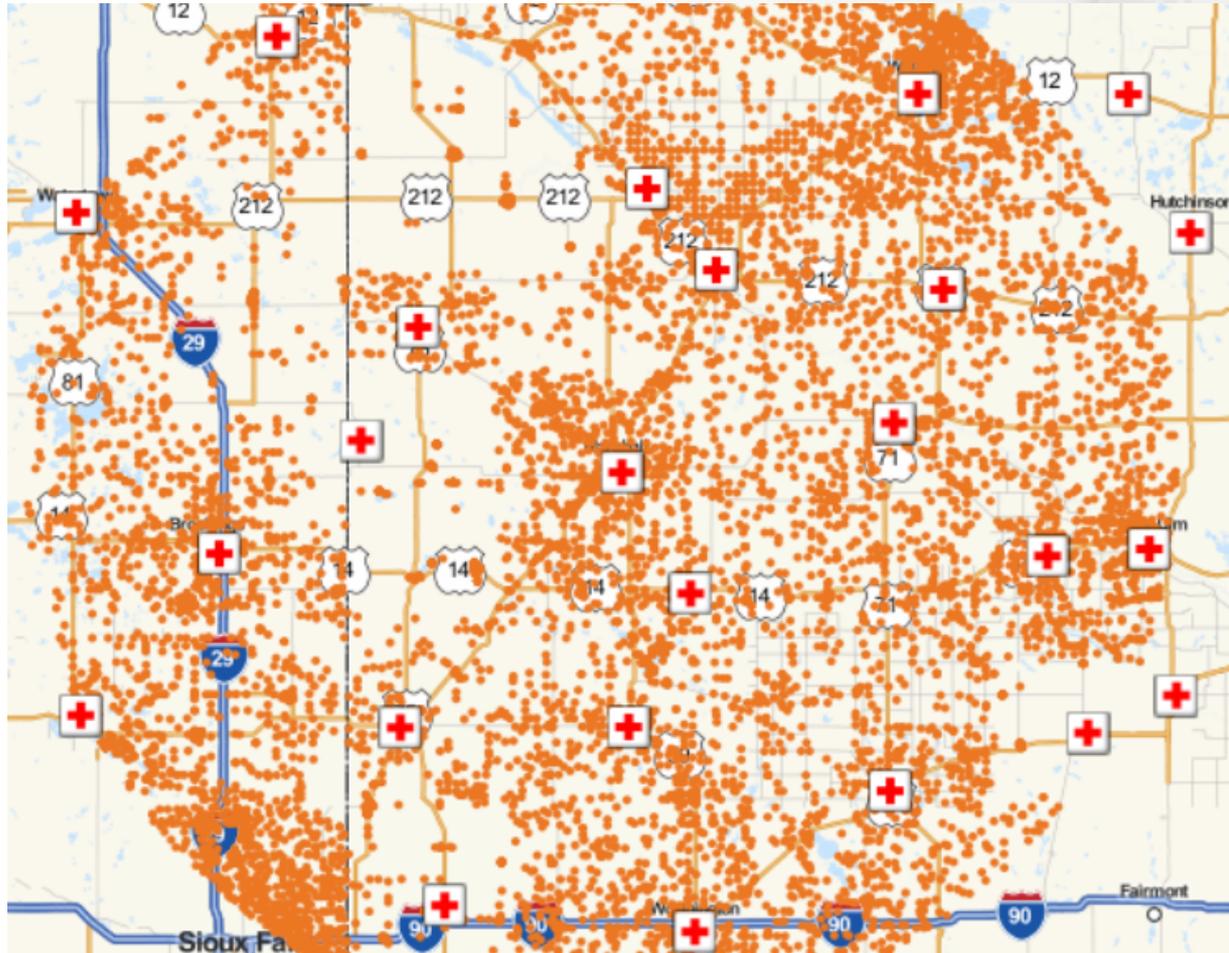


For direct mail, email campaigns and targeting

- Example of Targeting Criteria
 - 70 mile radius of Center
 - Ages 40-64
 - Optimized insurance payers
 - AND fits criteria:
 - Modeling high risk for Osteoarthritis, surgery
 - Self reported conditions
 - Arthritis, joint pain, OTC pain, Rx pain

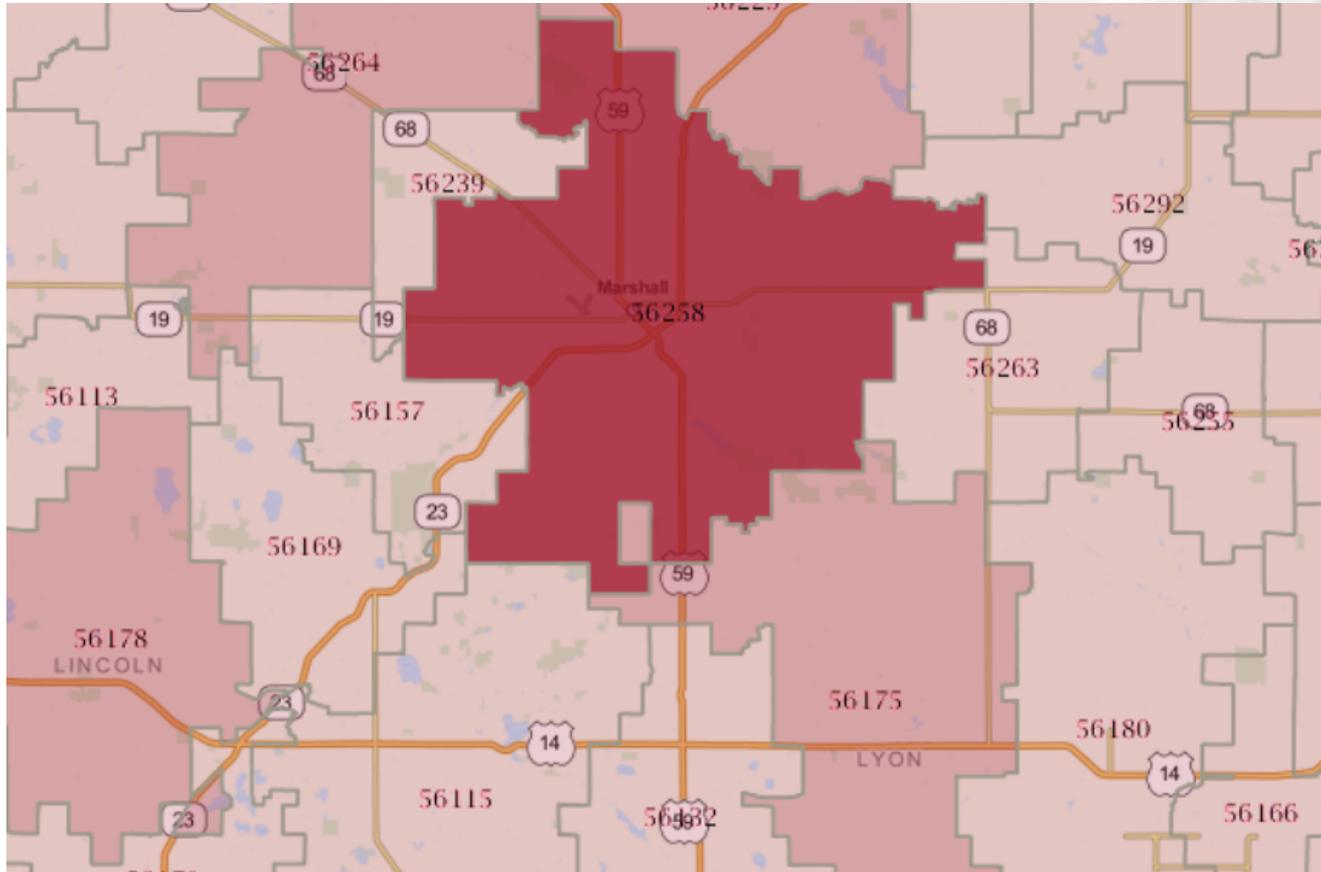


Hospitals Noted

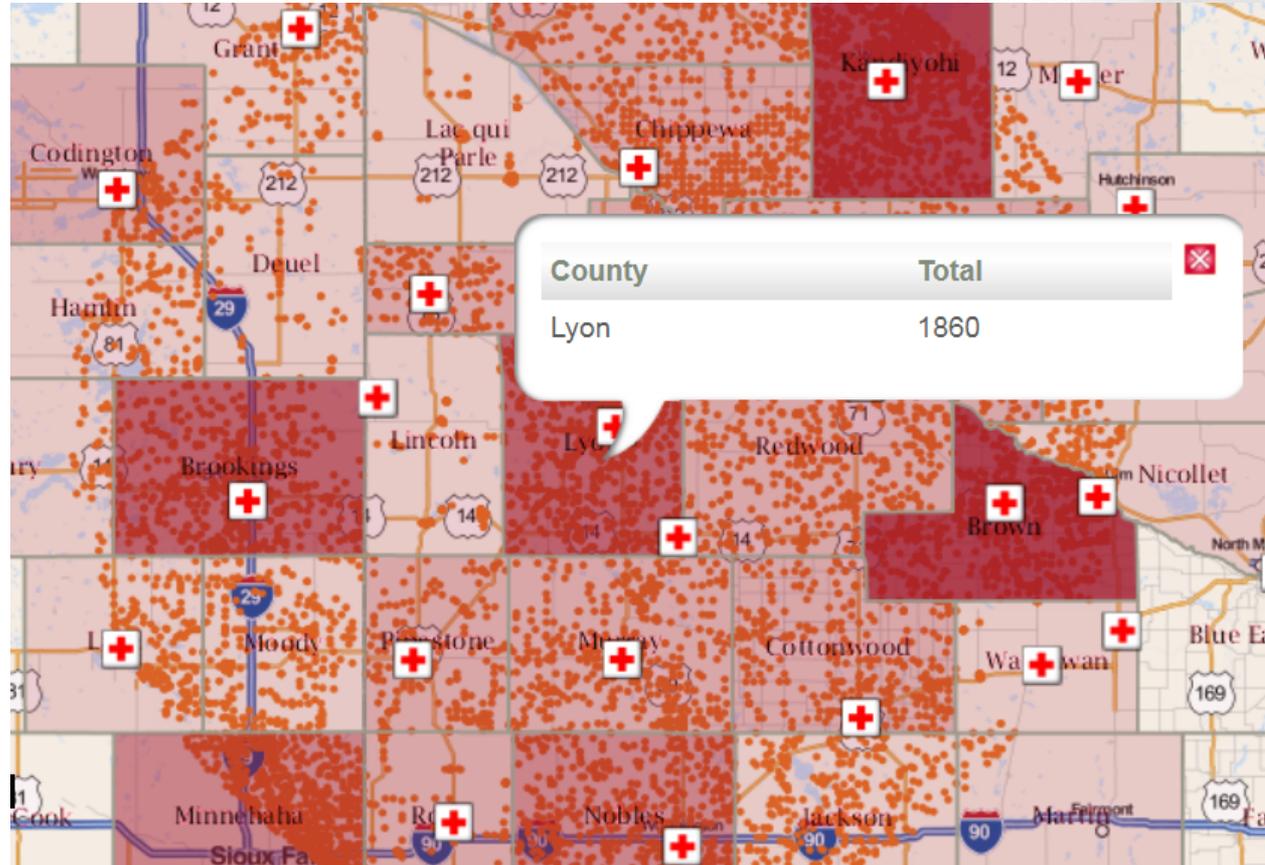


By Zip Code

Darker red = Higher Concentration



By County

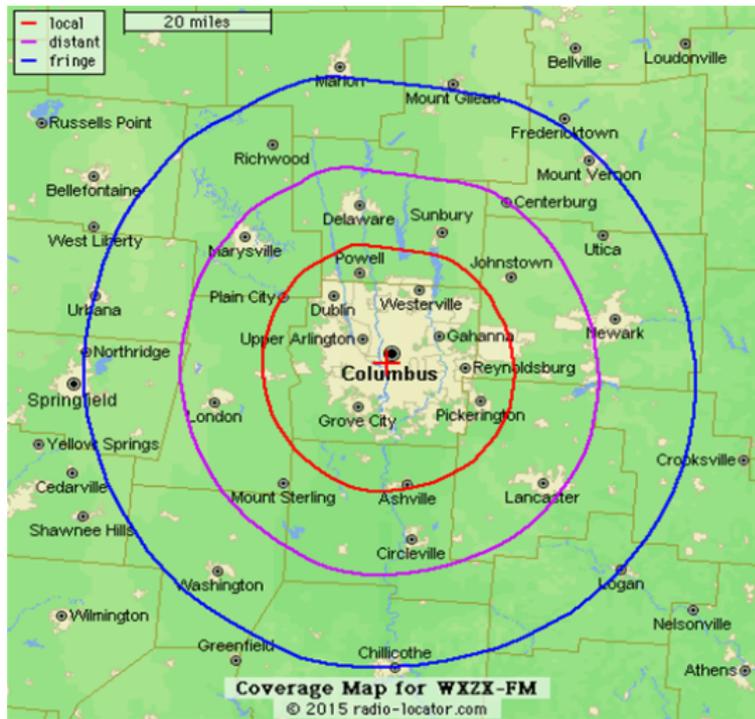


Newspaper Review

- Newspaper has served us well. 65-85% of our seminars come from this medium.
- A large number of people in our demographic are still reading the newspaper.
- We like to use more than one of them if possible. *(Carrie is going to supply us with local papers that will allow us to target appropriately yet not blow the budget.)*
- We look for those that target the geography and demographics.



Radio



- We have maps for all radio stations to assure coverage.
- We make sure our demographic is being captured
- It cost more to focus on a specific time of run so we do our best to negotiate this.
- We include a strong call to action to sign up for the event.
- Have you found it effective in the Toledo market?

Facebook & Instagram Advertising

Benefits of using Facebook to target your audience:

- We find your target customers among the 890 million people on Facebook everyday*
- We drive people to your brand with one click from the most engaging places on Facebook
- We measure how your ads are performing and optimize them for even higher returns

We create & manage any Facebook/Instagram ad campaign:

- We test different ad creative and ad copy for best results
- We Measure the performance of your ads

We develop your audience by targeting:

- Income
- Interest Criteria
- Geography
- Demographics
- Home Ownership
- Buying
- Habits
- Profile keywords

Target a community of more than 400M on Instagram!

- We share your brand with a highly engaged audience in a creative, high-quality environment.
- We drive mass awareness an audience with placement in the top ad position of Instagram's feed

Facebook

Desktop News Feed & Right Column

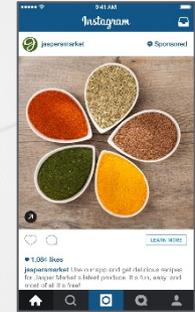


Mobile News Feed



Instagram

Mobile News Feed



Brand Awareness vs. Lead Generation

Highly Targeted Audience of:
27,000 People

Location: New Albany, OH + 35 mi.

Age: 40+

Gender: All

Interests: Knee Arthritis, Knee Examination, Medial Knee Injuries, Petellofemoral Sydrome, Tear of Meniscus, Smith and Nephew, Surgeons, etc.

Lead Generation is the best solution to achieving as many contacts/Leads as possible. Facebook's Data Base will automatically fill in all of the users information into a form so all the user is expected to do is hit submit. These forms are highly customizable.

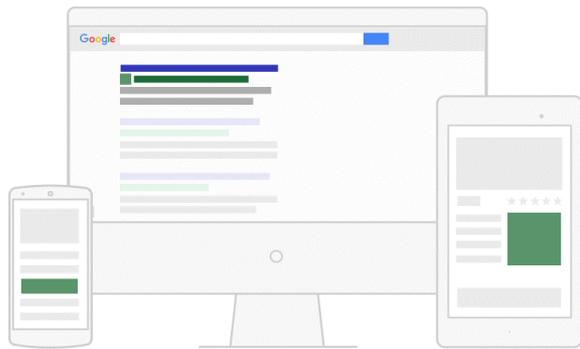
Google Network

Google Search:

The Google AdWords is based on a "Pay Per Click" model (PPC), so you only pay when someone clicks on your ad. Pay as you go for guaranteed traffic! Additionally, you are reaching users in live time who are searching for keywords in relation to your product.

Google Display:

Display Advertising offers trackable, interactive, rich media ads that can be delivered at scale to highly targeted audiences. We use some of the most effective targeting solutions to deliver our client's value propositions to their ideal customers across every online device.



Search Ad Placements



Google Search:

Sample Keywords	Estimated Searches/Mo.
Knee Pain	600
Knee Replacement	180
Arthroscopy	170
Partial Knee Replacement	80
Orthopedic Surgeon	270
Total Knee Replacement	55

Google Display:

Contextual Keywords	Impressions/Wk
Knee Replacement Surgery	100K – 150K
Knee Surgeon	15K-20K
Knee Surgery	150K-200K
Knee Doctor	15K – 20K
Knee Surgery Doctor	50K – 100K

Targeting:

- Contextual Targeting
- Interest-Based Targeting
- Site Topic Targeting
- Placement Targeting



Display Ad Placements

Google Display Network

Surgeon's role!

- If the surgeon is “All In” then programs are successful!
- Surgeon will want to update his/her website.
- Surgeon will need to let all of his staff know of events and how they will be participating to assure success.
- Surgeon will communicate dates and times available for seminar lectures.
- Surgeon will communicate to scheduler and his other staff the goals of events and who will be in charge of immediate follow up of leads.
- We will need an updated picture and bio on the surgeon.
- If willing and able the surgeon will supply electronic data base to agency lead for e-blast
- Banners and appropriate signage will be needed at the surgeons clinic offices.
- If video interview is developed, surgeon will schedule a date for filming crew.
- Surgeon will want to pick a patient testimonial candidate if he/she has one which may be appropriate for filming.
- Surgeon/staff will supply referring physician list of contacts for flyer dissemination.

1st 30 Days Action Items

- ☑ Who are the members at the site that will be driving the initiatives?
- ☑ Supply Brand Guidelines
- ☑ Determine Dates and location for “Meet the Robot”

Meet the Robot:

- *You will likely get the best turnout if you allow your staff to leave work a little early if they attend this.*
- *It is nice if you have a letter from your CEO inviting those from the center and surgeon’s clinics to come and see this new technology i.e. NAVIO*
- *Another request from the respective surgeons*
- *A time where the surgeon who has done the most cases gives a brief presentation of the value to patients and their practice and center.*
- *Secure a clinical person and request a sawbones for demonstration. Let your staff know that they will be able to actually run the robot if desired and your surgeon can give a demo of how it works in conjunction with the clinical assigned to your facility.*
- *Usually the facility will supply light appetizers and beverage. Make sure they know that this is included.*
- *The goal is for the staff to understand the technology enough so that they go home and tell their friends and family about this new technology and potentially post it to their contacts on Facebook, LinkedIn etc.*
- *100% of the budget comes from the center. We will supply a clinical to run the NAVIO if needed.*

1st 30 Days Action Items

Referring Physician Seminar:

- Find out what surgeons want to participate.
- Get a list of all the contact information of the referring physicians for all surgeons. There may be others they want to request in addition to this.
- Put together a formal invite letter that looks like it comes from each surgeon with their picture on it and if it is a new practice potentially the surgeon's bio.
- Send the invite via mail and e-mail and drop off at the offices if possible. **Your surgeons should expect to call each of them personally multiple times to increase the likelihood of their attendance.**
- It is really hard to get attendance for these events so I suggest that each surgeon places multiple phone calls to the offices to request attendance.
- You are letting them know that you are giving them an opportunity to understand this new robotic-assisted technology so that they might offer more options to their patients and what it might mean for their care.
- Offer a tour of the ASC
- Many offer beverages (wine) and heavy appetizers as an enticement. If not held at the ASC then a fine restaurant with a prominent name can sometimes work as an attractant.
- If you can offer CME credits that often helps a lot.
- 100% of the budget comes from the ASC but S&N can supply a tech to run the NAVIO as support. We are willing to help where we can but if CME credits are given we are allowed little support financially.
- This is a good group to reach especially if they are willing to help you with communicating to the general public about the outpatient procedures now available to their patient database.



Surgeon and Center Database

This is a new technique we have been using that can be highly effective.

If the surgeon/surgeon's office has been keeping records of the people who have come through clinic in the past this can be a very low cost high reward group. As you might guess, 9 out of 10 patients who are seen and need a knee procedure often do not get one for various reasons so this is a great audience to target. Our third party agency who is HIPPA trained and compliant understand how to reach out to this group professionally and encourage them to attend upcoming patient seminars. Patients who maybe were not ready to have their knee addressed are now. Many of them were seen before NAVIO was released and robotic-assisted surgery may be the new technology they have been waiting for.

We need to work with who can give us access to the electronic data records so that we can scrub them appropriately so we are targeting correctly.

If we are lucky enough to get access to the surgery centers database, they too can be a valuable asset. Maybe they had a shoulder surgery three years ago and need a partial knee today? They all have friends and people talk.



Website Development for Optimization

Contact for Web Designer and permission to work with and make adjustments where needed is highly recommended for best overall market analysis and results.

To provide high-level and detailed Event and PPC Campaign business intelligence and ongoing reporting analytics to all program Stakeholders, Hemii Media Group assigns customized and proprietary coding to areas of websites, dedicated Landing Pages and Google Analytics accounts to track, monitor and report on key campaign achievements. This proprietary information can not be shared with outside vendors, in-house client contacts, etc. due to the confidential and protected nature of our activities.

To accomplish these goals we require full and uninterrupted access to existing websites, hosting servers and Google Analytic accounts prior to, during and post campaign activities. Our reporting activities carry 6 months beyond all campaigns to report on residual project achievements



Microsite

- Lives on the main site but is specific to areas of the knee
- This is a strategy often used because it has proven to be highly effective.
- Robotic-Assisted Materials can be downloaded
- It allows an easy space for potential patients to learn about options for care i.e. conservative, partial and total knee replacement etc.
- Video's can be uploaded
- Patient testimonials
- Implant details
- Anatomical descriptions and approaches as well as terminology
- Surgeon Locator
- Location to sign up for Seminars/Events and patient contacts are gathered and routed for follow up.

Thank you