

Fibonacci 4x the “MIRROR IMAGE” to *Galileo*



How many hips does a community focused orthopedic surgeon fix on a given call rotation? Because hip fractures are so common, especially among certain demographics, just about every surgeon who takes trauma call likely does multiple hip fracture cases each time while on call.

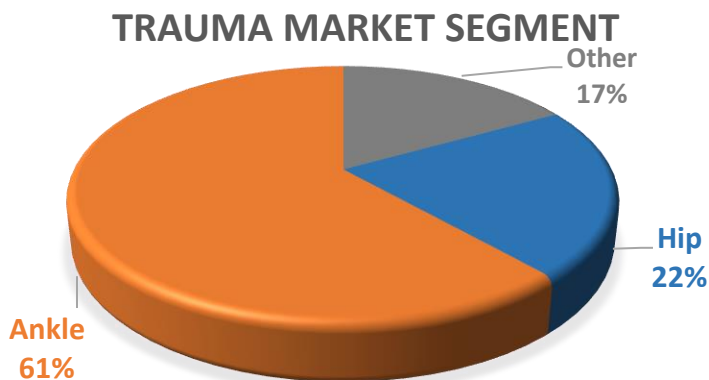
“If your doctors are doing hip fractures, they are also doing ankle fractures.”

AOS has recognized this market demand and strategically combined its corporate driven focus of tailoring products to community practices along with its state-of-the-art innovation capabilities. The Galileo Troch Nail and Lag Screw are

“...ankle fractures occur at a ratio of 4:1 when compared to hip fractures...”

prime examples and have quickly become our flagship products by capturing 55% of our total business in a segment of trauma that accounts for 22% of the entire orthopedic trauma market. Not to mention the other methods, aside from a troch nail, that are available to fix hip fractures including: THR, hemi or bipolar, or a cannulated hip-screw.

Now let’s move our focus to the ankle. Did you know that according to recent market data, ankle fractures occur at a ratio of 4:1 when compared to hip fractures? So, if your

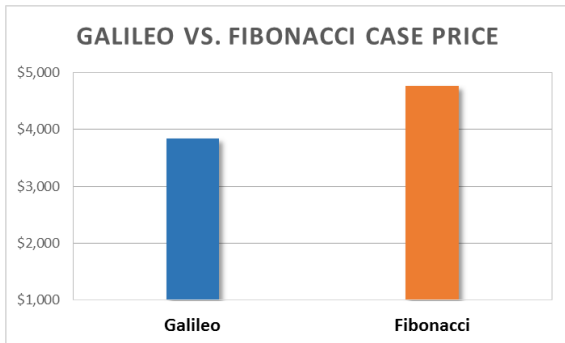


“... AOS has quadrupled the available inventory for the Fibonacci to meet the demand.”

doctors are doing hip fractures, they are also doing ankle fractures. Unlike hip fractures, ankle fractures really only have one common practiced method to fix. So you have three times more incidence and only have to carry one solution, the Fibonacci. It's no wonder the Fibonacci equation is called the "golden ratio".

“MIRROR IMAGE” FIBONACCI POTENTIAL: The Fibonacci is the second leading product in terms of usage for AOS. During our initial limited launch, the FDA approved Fibonacci System was evaluated by community practicing surgeons and any necessary improvements were made prior to our recent full market launch in May of 2017. To date, we have 400+ cases and it continues to perform perfectly as the single solution for ankle fractures. Also please note that due to the recent increase in demand, AOS has tripled the available inventory for the Fibonacci to meet the demand.

*“...70% of your surgeons who are using the **Galileo Troch Nail** are not using the **Fibonacci System.**”*



“MIRROR IMAGE” FIBONACCI OPPORTUNITY: Approximately 70% of your surgeons who are using the Galileo Troch Nail are not using the Fibonacci System. Think about this! It's the same doctor, the same call schedule, the same hospital, and the same hospital staff. The only thing needed

to make this the cheapest way to increase your business is to ask your surgeon for his ankle cases. In fact, most ankle cases bill out the same, if not more (when both tibia and fibular are fractured), than a hip troch fracture. The Fibonacci can triple your commission dollars if you start to get your doctors ankle cases. If they are using the Galileo, they should be using the Fibonacci.

*“The Fibonacci can **triple** your **commission dollars**...”*

*“If they are using the **Galileo**, they should be using the*

You've heard the saying, "that's low hanging fruit", before. The Fibonacci is that low hanging fruit, except it has gone one step further and fallen off the tree; it has been washed, peeled, sliced and is sitting on your plate. The Fibonacci is easy, it works, and surgeons love it!