

Trauma, the “MIRROR IMAGE” to *Joints*

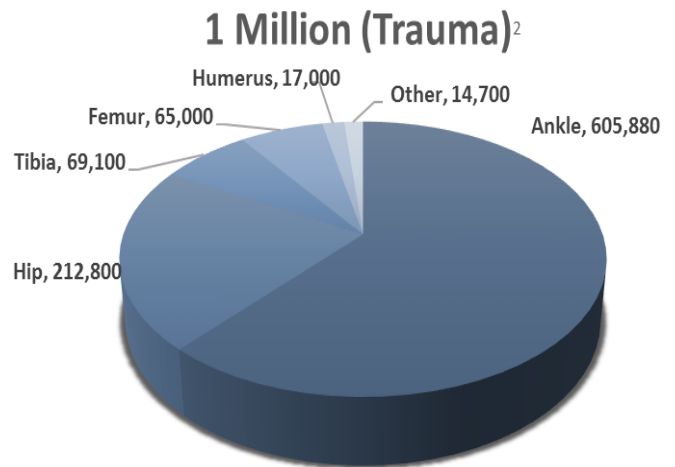
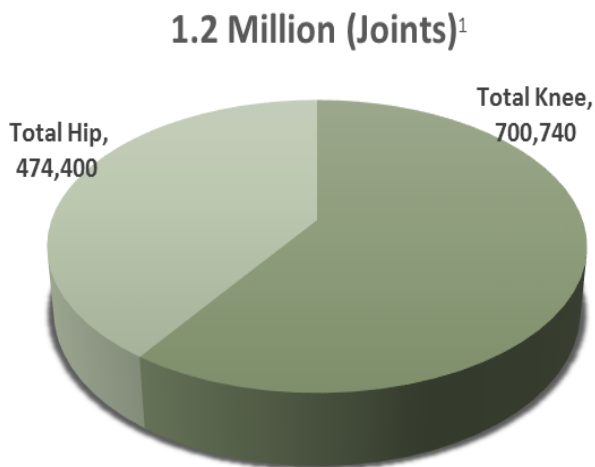


Today’s trauma and joint markets have become virtually indistinguishable in terms of potential business. When considering how similar these market segments really are, you can begin to visualize the opportunities that exist to increase your overall business. Imagine *mirroring* the financial return of your current joint business in trauma business by utilizing the hard earned trust and loyalty of your current surgeon relationships.

Through the idea of AOS’s “MIRROR IMAGE”, take a fresh look at your trauma business and the potential for greater financial return by mirroring the relationships and efforts of your current joint business. In the image below it becomes easy to see that trauma is a near market equivalent and mirrors closely the procedural volume of total joints. Utilizing AOS’s industry leading and innovative product designs, you can increase your focus on ankle fractures (Fibonacci), hip fractures (Galileo),

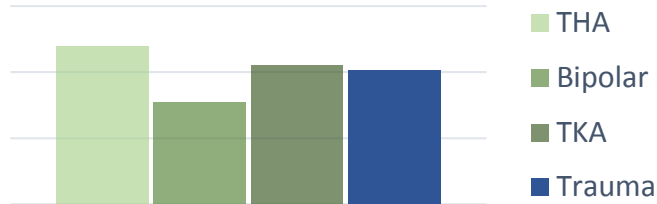
and long bone fractures, while confidently providing your surgeons quality products. This will enable you to mirror the coveted trust and loyalty earned in total hips and knees.

“MIRROR IMAGE” PROCEDURES: The annual incidence of ankle fractures² and IM Nail procedures² mirror closely the number of total hip¹ and total knee¹ procedures performed in the US.



“MIRROR IMAGE” FINANCIAL POTENTIAL: With the procedural volume of trauma cases trending closer to total joints, there has also developed a strong correlation in average sale price. These two factors work together to solidify the mirror image of the two markets.

Average Procedure bill-out: Joints vs. Trauma



“MIRROR IMAGE” FINANCIAL RETURN: For many years the industry focus has been on the business of total joints. As shown in the mirror, the two markets have become remarkably similar in many ways and this now challenges the traditional hierarchy of sales priority. By “mirroring” one’s focus, cultivation of relationships and quality of products traditionally used to grow a joint business the total financial return of many distributorships could be doubled through their trauma business. These efforts will inevitably provide for greater growth of sales while ensuring additional loyalty from your accounts.

“MIRROR IMAGE” REFLECTION QUESTIONS: “Mirror Image” messages will continue to be released throughout 2017 to emphasize the benefits and similarities between the total joint and trauma market segments. Subjects we plan to focus on will include:

If you have the joint loyalty, shouldn’t you also have the trauma loyalty?

- Can you get the business?
- Do you want business?
- What resources would you need if you got the business overnight?

Does it take more time and effort to gain loyalty with trauma compared to joints?

- Is the trauma sales cycle quicker?
- If so, which products would you start with?

Consider your single or dual source trauma contract accounts with an 80%/20% or 85%/15% spend:

- How much AOS trauma could those accounts use and still be significantly below the maximum spend limit? (The answer might surprise you)
- Are your accounts aware of, and know, the answer to this question?

How can you capitalize on trauma products with a 6-8 week healing outcome vs. total joint products that have a minimum 10-15+ years product wear outcome?

^{1,2} Information on file