

Case Profile



New Albany Surgery Center

NAVIO[®] Robotics Program Launch – 6 Month Follow-Up

Client

New Albany Surgery Center
5040 Forest Drive Suite 100
New Albany, OH 43054
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www.orthoneuro.com
614.775.1616

Background

- Surgery center focused solely on outpatient orthopaedic procedures
- Pioneer in outpatient total knee replacement
- DePuy Synthes implant partner account
 - Sigma[®] High Performance Partial Knee System

Opportunity

- Launch the first CT-free robotics-assisted solution for partial knee replacement in Ohio
- Drive utilization by developing a comprehensive market development plan using BLUEPRINT[®]; the proprietary NAVIO Robotics Program marketing toolkit

NAVIO Champion Surgeon

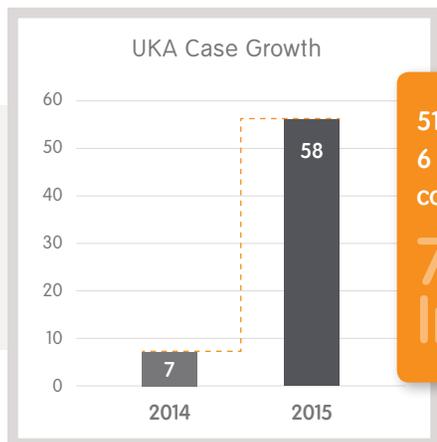


Mark Gittins, DO

Dr. Gittins is a board-certified Orthopaedic Surgeon specializing in Joint Replacement and Sports Medicine. He is considered a pioneer and thought leader in the outpatient joint reconstruction space. With the NAVIO system, Dr. Gittins is able to perform outpatient partial knee replacement with robotics-assisted precision, accuracy and consistency.

2015 NAVIO® Robotics Program Launch – 6 Month Follow-Up

July	August	September	October	November	December
<ul style="list-style-type: none"> • 2 cases • First NAVIO DePuy partner case 7.14.15 • Press release • BLUEPRINT® marketing toolkit delivery and overview • Program brochures and posters created • Patient seminar - 40 attendees 	<ul style="list-style-type: none"> • 8 cases • Development of Yellow Pages back cover ad • Navio content uploaded to surgery center website 	<ul style="list-style-type: none"> • 7 cases • Yellow Pages ad finalized 	<ul style="list-style-type: none"> • 11 cases • Yellow Pages ad printed and distributed 	<ul style="list-style-type: none"> • 13 cases 	<ul style="list-style-type: none"> • 17 cases 



51 additional cases in 6 month year-over-year comparison
729% Increase

Results

- Successful launch of first CT-free Orthopaedic Robotics Program in Ohio
- Rapid implementation and roll-out of marketing campaign
- 58 NAVIO system cases completed in first 6 months; 7 UKA cases completed during the same period in 2014

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