

EXACTECH | KNEE

Television
Social Media
Radio
Advertising
Infographics
Billboards



Exactech GPS
Guided Personalized Surgery

How we can help
you reach the target
market for computer-
assisted surgery



ExactechGPS Marketing Program

Your focus is treating the patient. Let us guide them to you.

The Exactech Difference

Exactech's team of marketing professionals has a unique perspective on patient education and practice enhancement. As a company founded by an orthopaedic surgeon and provider of a range of surgical and practice enrichment solutions, we are well positioned to provide tested and measurable resources to differentiate you from the competition. Providing personalized marketing services, in addition to quality products, exemplifies our customer-centric culture.

Our qualifications:

- In-depth product knowledge
- Awareness of the ever-changing healthcare environment
- Knowledge of the orthopaedic industry's competitive landscape
- Years of experience in public relations, media relations and marketing communications
- National consumer research
- Quantifiable results

eGPS Marketing Program

We recognize that each practice/hospital has its own marketing needs, patient demographics, budget, volume and mix of services and goals and objectives. Whether you need GPS-branded materials to implement as part of an established marketing plan, or you'd like us to build a personalized marketing plan from scratch, the GPS marketing program includes all levels of support to help you create market awareness, drive patient interest and enhance physician referrals.

The eGPS Marketing Program is available exclusively to every eGPS customer. Upon acquisition of the technology, the Exactech team will provide you with an overview of available resources, access to the online store and begin supporting your marketing program.

As part of the complete marketing package, your purchase of ExactechGPS entitles you to:

- A dedicated eGPS marketing account specialist
- Personalized marketing plan, including local market research
- Access to an easy-to-navigate, interactive ordering site
- Comprehensive toolkit of marketing resources

How to Get Started

Upon a finalized contract, the Exactech team will provide access to your premium materials and other resources and begin supporting your marketing needs. Please contact your Exactech Sales Representative or email esources@exac.com for more details.

Advertising

- GPS Large Scale Signage (billboards)
- GPS Print Advertisements
- GPS Radio Advertisements
- GPS Television Advertisements
- GPS Website Advertisements

Education

- GPS Educational Animation
- GPS Educational Poster
- GPS Educational Video (waiting room)
- GPS Educational Video (web)
- GPS Patient Education Brochures
- Opttrak Logic Joint Model
- Total Knee Arthroplasty Brochure

Events

- GPS Educational Seminar Brochure
- GPS Educational Seminar FAQ Sheet
- GPS Educational Seminar Mailer
- GPS Educational Seminar Pop-up Banner
- GPS Educational Seminar Presentation
- GPS Educational Seminar Poster

Promotions

- GPS Lifestyle Photography
- GPS Newsletter-ready Content
- GPS Web-ready Content

Public Relations

- GPS Media Kit
- GPS Press Releases
- GPS Social Media Content
- GPS B-roll Video

Differentiate Yourself

What factors influence a patient's decision to have total knee replacement surgery (TKR)?

How do patients choose a surgeon?

And how open are they to innovative computer-assisted surgical techniques?

A comprehensive survey of recent recipients and prospective patients¹ of TKR showed:

- Patients are somewhat knowledgeable about advanced surgical technologies, creating a key opportunity for communications programs that create awareness
- Both groups responded that "technological advancements have greatly improved their lives" (Figure 1) and would be interested in a "surgeon who uses the latest in computer-assisted technology" (Figure 2)
- Effective educational support, such as brochures and information from educational seminars, were found to be very influential to both groups of respondents
- The key benefits of the ExactechGPS technology were found to be very appealing to patients (Figure 3)

Technological advancements have greatly improved our lives

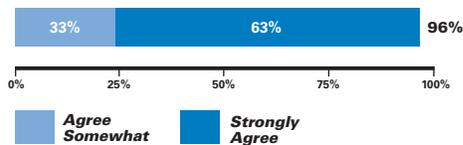


Figure 1: Among 18 general attitude and lifestyle statements, respondents gave the highest level of agreement to: "Technological advancements have greatly improved our lives."¹

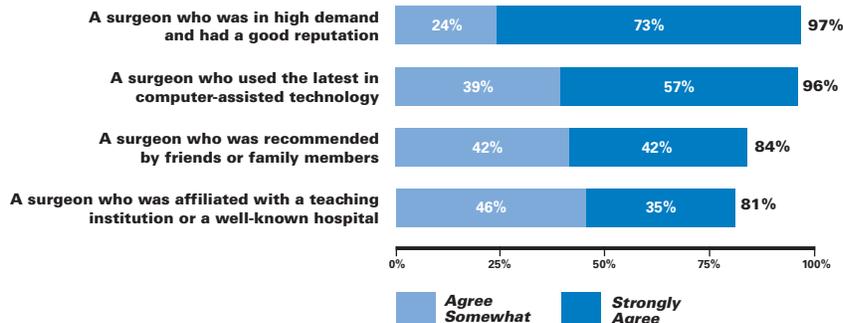
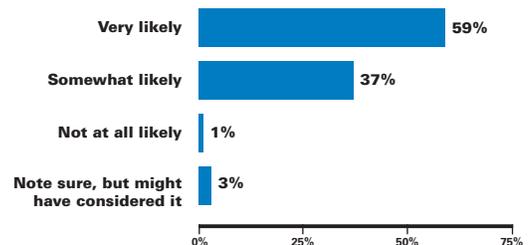


Figure 2: 96 percent of those considering TKR indicated that it would be "very" or "somewhat important" to them to find a "surgeon who used the latest in computer-assisted technology."¹

Figure 3: 96 percent of TKR patients say they would have considered technology like the ExactechGPS if they had been aware of it.¹



Reference

1. Data on file at Exactech, Inc. 063K Consumer Research Report.

Exactech is proud to have offices and distributors around the globe.
For more information about Exactech products available in your country, please visit www.exac.com

352-377-1140
1-800-EXACTECH
www.ExactechGPS.com



065K
GPS Practice Marketing Brochure 0613