

VELYS™ Robotic-Assisted Solution Patient Marketing  
Social Media Sample Posts

1.

We are excited to announce the availability of the new VELYS™ Robotic-Assisted Solution! Today was the first case of total knee replacement with this system in [INSERT CITY]. Honored to be part of the team and looking forward to helping the community by offering the latest total knee replacement technology.

Exciting and groundbreaking for our community.

IMAGE: Include image of surgeon and care team with VELYS™ Robotic-Assisted Solution

2.

[SURGEON NAME] is proud to be the first Orthopaedic surgeon in [city] to perform a VELYS™ Robotic-Assisted Solution Total Knee Replacement surgery, bring the next chapter in robotics to our community. Learn more: [LINK TO PRESS RELEASE]

IMAGE: Include image of surgeon with VELYS™ Robotic-Assisted Solution

3.

[HOSPITAL NAME] is excited to be one of the first centers in the region to offer the new VELYS™ Robotic-Assisted Solution, the latest innovation in Total Knee Replacement surgery. Learn more about this technology and its use here: [LINK TO PRESS RELEASE]

IMAGE: Include image of surgeon with VELYS™ Robotic-Assisted Solution

4.

WE HAVE NEWS! We are excited to share that [our surgeons/ or INSERT SURGEON NAME] are/is now using the VELYS™ Robotic-Assisted Solution, a technology that helps surgeons perform a knee replacement with the use of data that's tailored to each patient's anatomy. Learn more about this innovation and its use at our [hospital/center] here: [LINK TO PRESS RELEASE]

*These are suggestions. Please refer to your institution's compliance requirements for consent and social media postings.*