

## Website Content Sample

### Anterior Advantage Resource Packet

This content may be used for your institution's website. The content will allow your institution to inform patients about the availability of ANTERIOR ADVANTAGE™ Hip Replacement at your center, as well as provide additional information about how it works.

#### **ANTERIOR ADVANTAGE™ Total Hip Replacement**

ANTERIOR ADVANTAGE Hip Replacement is a technology-assisted, minimally invasive procedure for hip replacement surgery that is associated with less pain<sup>1,2,3</sup> faster recovery<sup>1,3,4</sup> and reduced length of stay<sup>1,4,5</sup> versus traditional approaches.

Hip replacement is a common surgery, with more than 400,000 procedures performed in the United States each year<sup>6</sup>. However, surgeons may choose from different approaches to perform their patients' surgeries. Surgical approach is the way surgeons make incisions so they can operate on the bones that make up the hip joint. The anterior approach to hip replacement is a minimally invasive surgical technique in which surgeons make an incision at the front of the hip and work between muscles to keep them intact, instead of working through the buttocks or the side of the hip, which is common with traditional hip replacement.

[INSERT APPROACH INCISION IMAGE]

An innovative way to perform the anterior approach is called ANTERIOR ADVANTAGE Hip Replacement and is now being performed by doctors at [INSERT NAME OF HOSPITAL].

ANTERIOR ADVANTAGE Hip Replacement goes beyond the anterior approach technique and includes exclusive technologies that help optimize the surgical experience for patients. These include:

- KINCISE™ Surgical Automated System, which enables surgeons to automate and improve the precision of key steps during hip replacement surgery [INSERT KINCISE PRODUCT IMAGE1]
- VELYS™ Hip Navigation, which aids in accurate implant placement [INSERT VELYS PRODUCT TOWER IMAGE]
- Hana® table (and other orthopaedic tables), which allows surgeons better access to the hip joint and gives them the ability to better align and position implants. [INSERT HANA TABLE IMAGE]
- Clinically successful hip replacement implants that are designed to act much like a natural hip, enabling smooth movement, increasing the joint's stability and reducing pain. [INSERT ACTIS IMPLANT IMAGE]

Potential benefits of ANTERIOR ADVANTAGE Hip Replacement for patients may include:

- Less pain<sup>1,2,3</sup>
- Faster recovery<sup>1,3,4</sup>
- Reduced length of stay in the hospital<sup>1,4,5</sup>
- Fewer narcotics needed to relieve pain after surgery<sup>2,5,7,8</sup> compared to patients treated with traditional approaches

ANTERIOR ADVANTAGE Hip Replacement is a strong option for patients who avoided hip replacement surgery because they feared a lengthy and painful recovery. ANTERIOR ADVANTAGE Hip Replacement

helps patients get back to living their lives sooner<sup>1,2,3,8</sup>. [\[INSERT HOSPITAL SCHEDULER OR SURGEON FINDER\]](#)

[\[ADD SURGEON TESTIMONIAL\]](#)

[\[ADD PATIENT TESTIMONIAL\]](#)

### **Things to Discuss with Your Surgeon before an ANTERIOR ADVANTAGE Hip Replacement**

- Am I a candidate for ANTERIOR ADVANTAGE Hip Replacement?
- What are the other hip replacement techniques and technologies available? How do they compare to ANTERIOR ADVANTAGE Hip Replacement?
- What are the benefits and risks of ANTERIOR ADVANTAGE Hip Replacement surgery?
- How long will it take to recover and rehabilitate from ANTERIOR ADVANTAGE Hip Replacement surgery?
- What is my role in recovery and rehabilitation?
- If I choose to undergo ANTERIOR ADVANTAGE Hip Replacement surgery, will I be able to resume daily activities?

### **Additional Resources**

The website links below provide additional information on treatment options for hip pain, including rehabilitation, finding a surgeon in your area and stories from patients who overcame their hip pain. In addition, you can enroll in OA MY WAY®, a personalized program designed to help motivate, educate and support those who are considering hip replacement surgery:

[depuysynthes.com](http://depuysynthes.com)

[hipreplacement.com](http://hipreplacement.com)

[MyANTERIORADVANTAGEHip.com](http://MyANTERIORADVANTAGEHip.com)

[OAMYWAY.com](http://OAMYWAY.com)

### **Important Safety Information**

As with any medical treatment, individual results may vary. The performance of hip replacements depends on age, weight, activity level and other factors. There are potential risks, and recovery takes time. People with conditions limiting rehabilitation should not undergo this surgery. Only an orthopaedic surgeon can tell if hip replacement surgery is an option for you.

### **References**

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2. Zawadsky MW, et al. "Early Outcome Comparison Between the Direct Anterior Approach and the MiniIncision Posterior Approach for Primary Total Hip Arthroplasty: 150 Consecutive Cases." *The Journal of Arthroplasty* 2014; (29): 1256-1260.
3. Bourne MH, et al. "A comparison between direct anterior surgery of the hip (DASH) and the anterolateral (AL) surgical approach to THA: Postoperative outcomes." 2010 AAOS New Orleans, LA, Poster #014.

4. Kamath A, Chitnis A, Holy C, et al. Medical resource utilization and costs for total hip arthroplasty: benchmarking an anterior approach technique in the Medicare population. *J Med Econ*. 2017; 1-7.
5. Petis SM, et al. "In Hospital Cost Analysis of THA: Does Surgical Approach Matter?" *The Journal of Arthroplasty* 2016; (31)" 53-58.
6. 2019 GlobalData Medical Intelligence Center (190219): 39-Country Hip Reconstruction Market Model Dataset. <https://medical.globaldata.com/Medtrics/OrthopedicMedtrics>.
7. Miller LE, Gondusky JS, Bhattacharyya S, Kamath AK, Boettner F, Wright J. Does Surgical Approach Affect Outcomes in Total Hip Arthroplasty Through 90 Days of Follow-Up? A Systematic Review With MetaAnalysis. *J Arthroplasty*. 2017; 33(4); 1296-1302.
8. Schweppe et al. Does Surgical Approach in Total Hip Arthroplasty Affect Rehabilitation, Discharge Disposition, and Readmission Rate? *Surgical Technology International XXIII*. 2013. *Orthopedic Surgery*, 219-227.

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