



Newsletter, Website and Social Media Content Samples

You may find it beneficial to educate potential patients on the availability of the ANTERIOR ADVANTAGE™ Hip Replacement at your institution. Following is sample content you may use for your institution's newsletter, social media channels (Facebook or Twitter) and website. The patient testimonial, if applicable, should be tailored to your specific patient's story.

Newsletter and/or Website

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

AN INNOVATIVE APPROACH TO HIP REPLACEMENT SURGERY MAY RESULT IN LESS TIME IN THE HOSPITAL, QUICKER RECOVERY AND LESS PAIN

[INSERT NAME OF HOSPITAL] Offers ANTERIOR ADVANTAGE™ Hip Replacement, a Technology-Assisted, Minimally Invasive Alternative to Traditional Hip Replacement Surgery

Hip replacement is a common surgery, with more than 400,000 procedures performed in the United States each year¹. However, surgeons may choose from different approaches to perform patient surgeries. 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 the muscles to keep them intact, instead of working through the buttocks or side of the hip as is common with traditional hip replacement procedures.

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

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

- KINCISE™ Surgical Automated System, an exclusive DePuy Synthes technology, which enables surgeons to automate and improve the precision of key steps during hip replacement surgery.
- VELYS™ Hip Navigation, also an exclusive DePuy Synthes technology, which aids in accurate implant placement.
- 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.
- Clinically successful hip replacement implants that are designed to act much like a natural hip, enabling smooth movement, increasing joint stability and reducing pain.

ANTERIOR ADVANTAGE Hip Replacement is a technology-assisted, minimally invasive procedure for hip replacement surgery that is associated with less pain^{2,3,4} faster recovery^{2,4,5} a reduced length of hospital stay^{2,5,6} and the need for fewer narcotics to relieve pain after surgery^{3,6,7,8} – compared to patients who have undergone traditional hip replacement surgery.

[INSERT PHYSICIAN'S PERSPECTIVE]

“Many patients who are overwhelmed or reluctant to have surgery because of what sounds like a



difficult and lengthy recovery period are interested in ANTERIOR ADVANTAGE Hip Replacement as an alternative,” said [INSERT NAME OF DOCTOR AND AFFILIATION].

[INSERT NAME OF PATIENT] had the ANTERIOR ADVANTAGE Hip Replacement in [INSERT MONTH] and was out of the hospital in [INSERT NUMBER] days. [HE/SHE] participated in a rehabilitation program for about [INSERT TIME PERIOD] and within [INSERT TIME PERIOD], [HE/SHE] was back to doing the things [HE/SHE] enjoys without feeling the pain [HE/SHE] once did.

[INSERT PATIENT TESTIMONIAL]

“The severe pain and discomfort I felt before surgery is now gone. It feels like a huge weight has been lifted from me. I feel like a different person,” said [NAME OF PATIENT]. “The only regret I have is that I didn’t have the procedure sooner.” [INSERT PATIENT PHOTO, IF AVAILABLE]

Learn more at MyAnteriorAdvantageHip.com.

Important Safety Information

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 have hip replacement surgery. Only an orthopaedic surgeon can determine if hip replacement is required based on each individual patient's condition.

Social Media

If your institution has a Facebook or Twitter channel, you are encouraged to use the messages below to increase patient awareness about the availability of ANTERIOR ADVANTAGE Hip Replacement at your facility.

Sample Facebook Posts

(Insert link to your facility’s website in each post.)

- Last year, more than 400,000 Americans underwent hip replacement surgery. (INSERT FACILITY NAME) offers solutions that may help patients get back to the activities they love sooner. Learn more.
- Are you considering hip replacement surgery? Talk to a doctor about how you can get back to living your life even sooner.
- ANTERIOR ADVANTAGE Hip Replacement surgery is one of the latest advancements in hip replacement. Find out if it may be right for you.
- ANTERIOR ADVANTAGE Hip Replacement is a technology-assisted, minimally invasive hip replacement surgery. Find out if it may be right for you.

Sample Twitter Posts

(Insert link to your facility’s website in each post)

- Hip pain? We can help! Learn about solutions, such as ANTERIOR ADVANTAGE Hip Replacement, one of the latest approaches to hip replacement surgery.
- Hip pain? Learn more about technology-assisted, minimally invasive hip replacement surgery.
- Talk with your doctor about how you can get back to living your life sooner after hip replacement surgery.
- Find out if ANTERIOR ADVANTAGE Hip Replacement may be right for you.

References:

1. 2019 GlobalData Medical Intelligence Center (190219): 39-Country Hip Reconstruction Market Model Dataset. <https://medical.globaldata.com/Medtrics/OrthopedicMedtrics>.
2. Barrett WP, et al. "Prospective Randomized Study of Direct Anterior vs Postero-Lateral Approach for Total Hip Arthroplasty." *The Journal of Arthroplasty* 2013; (28): 1634-1638.
3. Zawadsky MW, et al. "Early Outcome Comparison Between the Direct Anterior Approach and the Mini-Incision Posterior Approach for Primary Total Hip Arthroplasty: 150 Consecutive Cases." *The Journal of Arthroplasty* 2014; (29): 1256-1260.
4. Bourne MH, Mariani EM. A Comparison Between Direct Anterior Surgery of the Hip (DASH) and Anterolateral (AL) Surgical Approaches to Total Hip Arthroplasty: Post-Operative Outcomes. Poster Presentation #014, AAOS, New Orleans, LA, March 9-13, 2010. Comparison of functional outcomes after Anterior Approach (211 patients) with Anterolateral/Traditional (259 patients).
5. 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.
6. Petis SM, et al. "In Hospital Cost Analysis of THA: Does Surgical Approach Matter?" *The Journal of Arthroplasty* 2016; (31)" 53-58.
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.

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