SuperPath® Hip Replacement
Fast Forward™

SuperPath® is the most effective proposition for surgeons on *patient satisfaction* and for hospitals on *cost efficiency* (quality & costs)

MPO EMEA Marketing Plan - Main Pillars

Key Messages

1. Patient Satisfaction

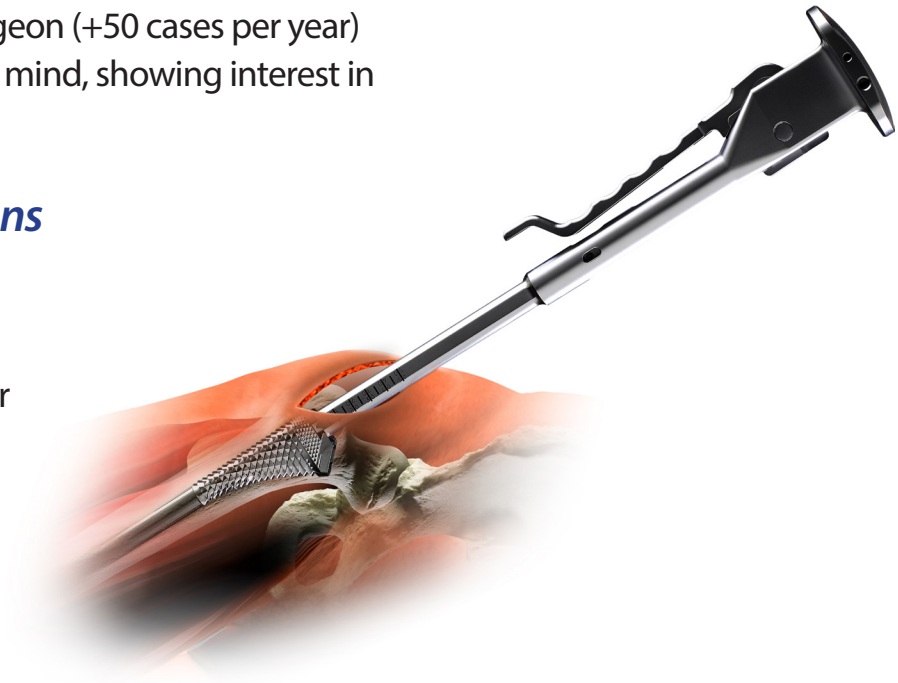
- No post-operative hip movement restriction
- Reduction in hospital stay [1]
- Possible to walk the same day as surgery
- Gradual reduction of incision length

2. Reduction in total cost of care

- Multifactorial cost reduction up to 28% [2]
- Reduction in Post Op complications & 30-day readmission rates [1]

Target Surgeon Profile

- Posterior Approach trained surgeon
- Medium to high volume hip surgeon (+50 cases per year)
- Young, trendy surgeon. Business mind, showing interest in Soft Tissue Preserving technique



MedEd Pathway for surgeons

- Surgical Observation
- Cadaveric Course
- Reversed Surgical Observation or 2nd Surgical Observation
- Set up review with teachers after 5- 50 cases

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Potential Challenges and how to address them

1. Surgery Duration

- Initial increase in surgery time, but significant reduction seen after 10 cases with further decrease until case 50 and beyond [5,7]
- Comparable surgery time to other surgical approaches [5,7]

2. Learning Curve

- Similar clinical outcomces by non-design surgeon as design surgeon [3]
- Minimal complications is realistic for first 50 cases [3,4]

3. Surgeons out of their comfort zone

- Step by step technique adoption
- Being based on the conventional posterior approach, all landmarks are within the comfort zone
- Easy bail out conversion
- Dedicated Medical Education pathway

4. Education Pathway compliance and drop out risk

- Discuss and agree during onboarding process: "Psychological Contract"
- Noncompliance may increase the complication rate

Clinical Data Available

1. Gofton et al. *Thirty-day readmission rate and discharge status following hip arthroplasty using the supercapsular percutaneously-assisted total hip surgical technique.* Int Orthop. 2015;39:847-51.
2. Gofton et al. *In-hospital cost comparison between the standard lateral and supercapsular percutaneously- assisted total hip surgical techniques for total hip replacement.* Costs compared to US Hospital Data. Int Orthop. 2015 Jul 9. doi: 10.1007/s00264-015-2878-4
3. Della Torre PK et al. *Supercapsular percutaneously-assisted total hip arthroplasty: radiographic outcomes and surgical technique.* Ann Transl Med 2015;3(13):180
4. Rasuli KJ et al. *Percutaneously assisted total hip (PATH) and Supercapsular percutaneously assisted total hip (SuperPATH) arthroplasty: learning curves and early outcomes.* Ann Transl Med 2015;3(13):179
5. Chow et al. *Perioperative Outcomes for Nearly 500 Consecutive Supercapsular Percutaneously-Assisted Total Hip Replacements.* ISTA e-poster, October 2015
6. Chow et al. *Modified micro-superior percutaneously-assisted total hip: early experiences & case reports.* Curr Rev Musculoskelet Med (2011) 4:146–150
7. Manuscript under review with BMC Musculoskeletal Disorders

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