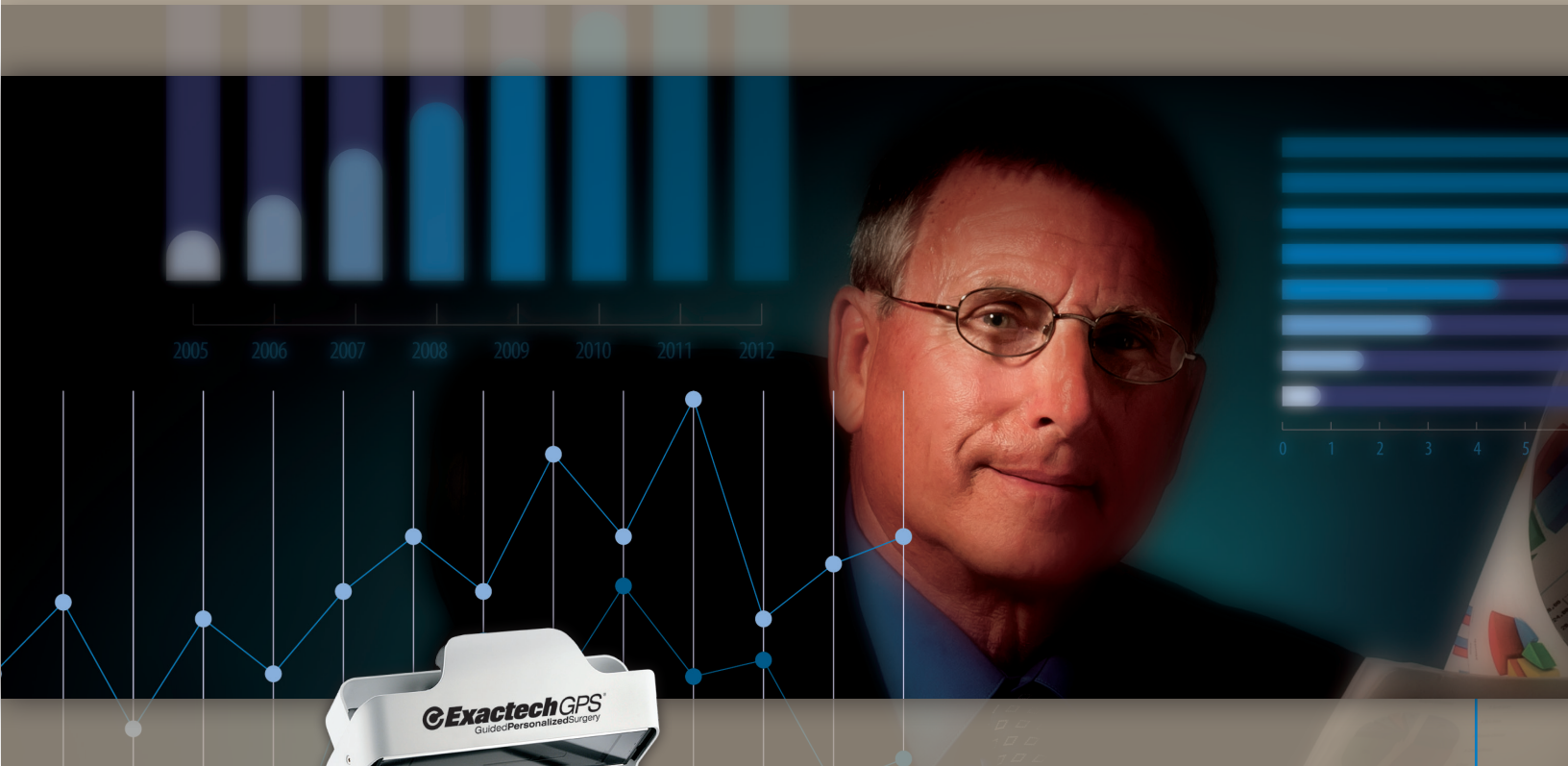


# EXACTECH | KNEE



**Exactech GPS**  
Guided Personalized Surgery

Why your hospital  
should consider  
computer-assisted  
technology today



ExactechGPS® Guided Personalized Surgery is an advanced surgical technology that provides surgeons with real-time visual guidance and alignment data in total knee arthroplasty. Customized for surgeon preferences, ExactechGPS is a powerful addition to the surgical team and their goals of achieving efficacy, efficiency and economics for total knee arthroplasty.

### The Opportunity

With the aging population, total knee replacement demand is projected to see a 670 percent increase by the year 2030.<sup>1</sup>

Future drivers of healthcare are shifting:

- Growing patient population
- Increased competition for patients
- Decreasing reimbursements
- New reporting requirements
- Financial incentives to minimize complications

Advanced surgical technologies, like ExactechGPS can help your hospital:

- Increase revenue through targeted marketing
- Lower costs through enhanced procedural efficiencies
- Ensure ACA compliance through real-time documentation and improved efficacy

### Why consider computer-assisted technology today?

While advanced surgical technologies, such as conventional navigation, patient-specific instrumentation and robotics have attempted to address the need for improved accuracy and efficiency, no one system has addressed the parameters required for successful adoption—until now.<sup>2</sup>

	GPS	Navigation	Custom Blocks	Robotics
ECONOMICS	Affordability	●	●	●
	O.R. Efficiency	●	●	●
EFFICIENCY	Ease of Use	●	●	●
	Accuracy	●	●	●
EFFICACY	Intra-operative Adjustability	●	●	●
	Soft Tissue Management	●	●	●
		●	●	●

## Increase Revenue

With increased competition and a growing patient population, marketing advanced surgical technologies can help attract patients to your hospital.

### Increased marketing potential

Consumer research demonstrates:<sup>3</sup>

- There is a low awareness of advanced surgical technology (24 percent) with potential patients, creating an opportunity for marketing
- 96 percent of potential patients in the target demographic would seek a surgeon who uses the latest in computer-assisted technology
- Patients more comfortable with computer-assisted technology, compared to other advanced surgical technologies: robotics and patient-specific instrumentation

ExactechGPS offers a comprehensive marketing program to:

- Create and/or boost market awareness
- Drive patient interest

96%

96 percent of potential TKA patients would seek a surgeon who uses the latest in computer-assisted technology.<sup>7</sup>

## Cost Control

Advanced surgical technologies can also help increase procedural efficiencies and lower costs.

### Increased procedural efficiencies

- Streamlined process in the operating room
- Accommodates surgical preferences and philosophies

### Reduced costs

- Reduction of trays required for each case, reducing sterilization costs per case
- Eliminates need for pre-operative diagnostic imaging studies (CT-scan, MRI)

## ACA Compliance

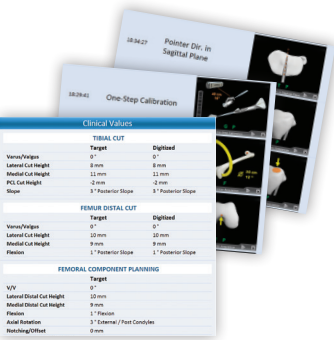
With new reporting requirements, advanced surgical technologies can help document and report each procedure. In addition, these technologies can help minimize surgical complications.

### Real-time ACA reporting

- Postoperative report documents surgical steps, time and alignment for each case, which can be used for Hospital Reporting Outcomes (HRO) and Patient Reporting Outcomes (PRO)

### Improved efficacy to minimizes potential risk of complications

- Supports minimally invasive techniques that may reduce blood loss and transfusions, emboli and DVT
- Knee implant offers excellent long-term clinical outcomes<sup>4</sup>



Postoperative reports can be used for Hospital Reporting Outcomes

## References

1. **Kurtz S, Ong K, Lau E, Mowat F, Halpern M.** Projections of primary and revision hip and knee arthroplasty in the United States from 2005 to 2030. *J Bone Joint Surg Am.* 2007;89(4):780-785.4.
2. Data on file at Exactech, Inc.
3. Data on file at Exactech, Inc. 063K Consumer Research Report.
4. **Robinson RP, Green TM.** Eleven-year Implant Survival Rates of the All Polyethylene and Metal-backed Modular Optetrak Posterior Stabilized Knee in Bilateral Simultaneous Cases. *J Arthroplasty.* 2011 Dec;26(8):1165-9.

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