



Implant Partners – *Ortho Clinical Success Without the Excess*

Steve Lamb, Lead Partner
Implant Partners

What is **implant**partners ?



- ◆ Owned Subsidiary of MicroPort Orthopedics
 - #6 maker of hips/knees; Formerly Wright Medical
 - 60 years expertise & outcomes



- ◆ Primary Knees & Hips for Prices 40-70% Less Via Rep Replacement Model
 - ~80% of primary, uncomplicated cases



- ◆ Processes so Hospitals Take Control of O.R.
 - We are a “change management” company
 - We “Enable Clinical Success Without the Excess”



The Elephant in the O.R.: Luxury Cost?



- ◆ Acceptable before, but now YOU'RE paying for it
 - *Do you want to spend bundle money on the rep?*
- ◆ Hip & Knee implant prices loaded with excess
 - ***\$4,200** primary knee: **\$1,800** (43%) goes to the company SG&A*
- ◆ Reps DO provide value – but not often *clinical* and can be replaced with existing hospital personnel

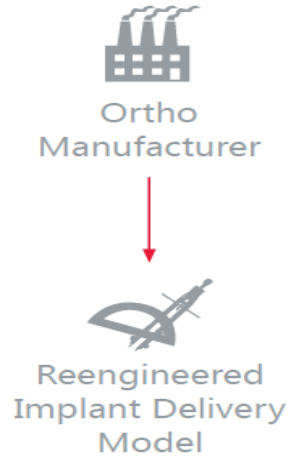
Traditional Model



Implant Partners Model



Current Contract Prices



implantpartners™

40% to 70% Less than Current Contract Prices

Unbeatable, Transparent Pricing

- *Straightforward, Primary Procedures*
- *Highest Quality, Made-in-the-USA*

Total Knee **\$1,650**



Total Hip **\$2,035**



IMPLANTS MADE IN USA



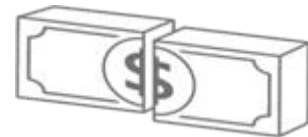
During "Evaluation" – Full Consignment & Reps Present

Important To Remember

◆ This Works **ONLY** With Surgeon Alignment

- Surgeons **WILL** ask “What’s In It for Me?”; Surveys show \$350-500 per procedure gains alignment

◆ Designed for Straightforward, Frequent Primary Cases



◆ Implant Partners is THE Leader in This Space

◆ Devices are Top-Quality

- Backed by extensive clinical history supported by data & joint registries



◆ “Crawl – Walk - Run” Process

- Can start with one surgeon, one indication, one patient type, etc.
- Change Management 101: gentle transition, full service, expert training

◆ Rep *Replacement*, NOT Repless

- Train Entire Staff: Surgeons, Nurses, Scrub Techs, SPD, etc.
- Designate Scrub Tech as “Point Person” for Entire Episode



Question to End On – A Vision For Future

- ◆ **How Would Your Hospital Culture Be Different if Surgeons, Administrators, *and* O.R. Staff Were Actively Working Together to Reduce Spending on Physician Preference Items?**

