



PRELIMINARY ANNOUNCEMENT:

*The 8th Annual Codman Shoulder Society Meeting
June 20th, 2020, 4:00-8:00 pm
Hilton Bayfront, San Diego, CA*

Breakthrough Technologies in Shoulder Surgery

2020 ANNUAL GUEST SPEAKER AND PROVOCATEUR



AVI ROOP

Avi Roop is a Managing Director at Research Corporation Technologies and currently serves on the board of four medical device companies. His twenty-three-year career in surgical and interventional device markets encompasses ten years at 2 large-caps and thirteen years at 5 start-ups. Three of the five start-ups were sold to strategic partners; the other two are going concerns. Avi has spent fourteen years in customer-facing roles spanning senior management, corporate marketing, and product development. He possesses extensive experience in early-stage development from unmet need identification to early commercialization. During his career, he has been named on more than 60 issued patents. Avi completed the Stanford Biodesign Fellowship supported by the Cottrell, Kauffman and Lucile Packard Foundations, received an MBA from the Haas School of Business at UC Berkeley and received a BS Mechanical Engineering from the University of Minnesota Institute of Technology.

(*Program Topics, individual speakers and order of presentation will follow in a subsequent announcement*)

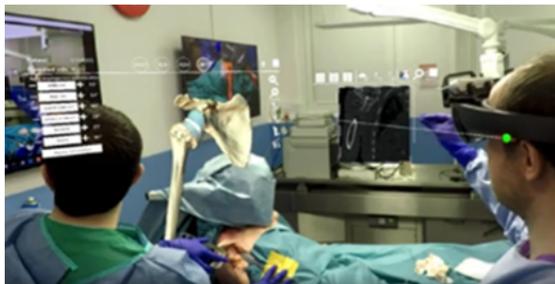
stryker

Technology: Robotic Arm-Assisted Surgery

Value proposition: The Mako value proposition for shoulders is to replicate our experience in Mako for knee and hip replacement, combining Mako SmartRobotics™ three key components: 3D CT-based planning, AccuStop™ haptic technology, and insightful data analytics, into one platform that demonstrates more precision and accuracy (1,2,3) resulting in better outcomes for our patients. (2,4,5)

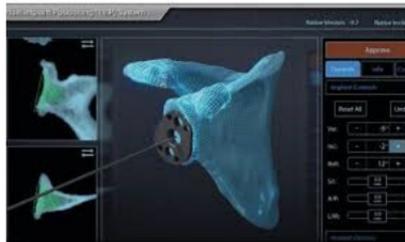
References:

1. Ilgen, R, Bukowski, B, Abiola, R, Anderson, P, Chughtai, M, Khlopas, A, Mont, M. Robotically assisted total hip arthroplasty: Outcomes at minimum two year follow up. Surgical Technology International. 2017 July 25; 30:365-372.
2. Kayani B, Konan S, Tahmassebi J, Pietrzak JRT, Haddad FS. Robotic-arm assisted total knee arthroplasty is associated with improved early functional recovery and reduced time to hospital discharge compared with conventional jig-based total knee arthroplasty: a prospective cohort study. The Bone and Joint Journal. 2018;100-B:930-7.
3. Kleeblad LJ, Borus T, Coon T, Douchis J, Nguyen J, Pearle A. Midterm survivorship and patient satisfaction of robotic-arm assisted medial unicompartmental knee arthroplasty: a multicenter study. The Journal of Arthroplasty. 2018;1-8.)
4. Anthony I, Bell SW, Blyth M, Jones B et al. Improved accuracy of component positioning with robotic-assisted unicompartmental knee arthroplasty. J Bone Joint Surg Am. 2016;98-A(8):627-35.
5. Mahoney O, Kinsey T, Mont M, Hozack W, Orozco F, Chen A. Can computer generated 3D bone models improve the accuracy of total knee component placement compared to manual instrumentation: a prospective multi-center evaluation? International Society for Technology in Arthroplasty 32nd Annual Congress. Toronto, Canada. October 2-5, 2019.



Technology: A.I. Algorithms for TSA vs. RSA Decisions, and Mixed Reality for 3D Plan Visualization

Value proposition: A.I. can harness the power of big data and learn from a panel of experts to reduce uncertainty in the TSA/RSA decision-making process, while MR plan visualization 1) enhances the patient experience pre-op, 2) increases surgeon information and confidence intra-op, and 3) reduces outcomes outliers post-op.



Technology: Virtual Implant Positioning™ (VIP) System

Value proposition: The Arthrex Virtual Implant Positioning™ (VIP) system provides surgeons with an accurate, research-proven method for visualizing, understanding, and planning anatomic and reverse total shoulder arthroplasty. The surgical plan is then transferred to the patient using reusable, patient-specific instrumentation to help surgeons treat their patients better in today's value-based healthcare environment.



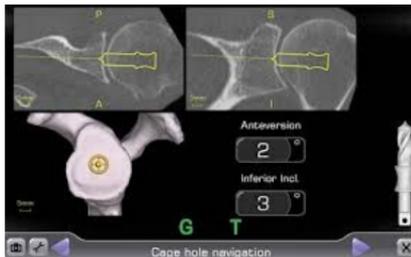
Match Point System™

Aim, Set, Matched™

Technology: Role of artificial intelligence and predictive modeling in providing personalized treatment in shoulder arthroplasty

Value proposition: The application of AI and predictive modeling in shoulder arthroplasty preop planning tools can offer advantages on a multitude of levels:

1. Improve efficiency
2. Increase access to information to improve the clinical decision-making process
3. Offer educational and training opportunities



Technology: Using predictive outcomes modeling, CT-based pre-operative planning, intra-operative joint sensors, and computer navigation independently (or in combination) to augment surgical decision-making and enhance surgical-execution with total shoulder arthroplasty

Value proposition: In addition to best-in-class implant and instrument designs, Exactech provides numerous advanced technologies without capital expense to facilitate standardization of implant size/type usage and surgical techniques for a given patient pathology/disease pattern and improve the accuracy and precision in which the Equinox total shoulder arthroplasty components are implanted. Doing so, should provide more repeatable outcomes, less technique-induced complications, and improved patient satisfaction, while also raising the bar for the services provided by an orthopedic manufacturer to the orthopedic surgeon.



Technology: TRUMATCH® Personalized Solutions Shoulder System

Value proposition: The TRUMATCH® Personalized Solutions Shoulder System enables surgeons to analyze the patient's glenohumeral anatomy in multiple dimensions and perform pre-surgical planning in a 3D environment. This advanced, web-based software offers real-time planning for total and reverse shoulder arthroplasty. Through the use of Pre-Surgical Planning alone, or in conjunction with the optional patient-specific glenoid guide, surgeons can take their pre-operative experience and transfer it to the operating room.



Technology: At Zimmer Biomet, we connect you to an innovative, collaborative ecosystem of outstanding solutions – with the goal of driving efficiency and improving patient outcomes. We are your trusted partner in delivering optimal clinical and economical outcomes in musculoskeletal health.

Value proposition: myMobility message: Zimmer Biomet’s myMobility app, powered by Apple Watch, transforms the patient experience by allowing you to personalize, manage and monitor the full episode of care.



Technology: Immersive Virtual Reality Training for Surgical Procedures

Value proposition: Scalable experiential medical education and sales training