

CrossRoads® Extremity Systems

Engaging Bunion Patients with Surgeons and Treatment Options

Introduction

With over 72% of consumers searching the internet for healthcare information, it has become increasingly more important for surgeons, practices and manufacturers to work together to provide patients with accurate information and resources for understanding the right bunion procedures and surgeon selection.



Figure 1: www.minibunion.com

For the miniBunion® minimally-invasive bunion system, CrossRoads® Extremity Systems launched a patient website with content on bunions, treatment options and a surgeon locator. In order to drive patients to the website, three powerful platforms were utilized: Google Ads, Facebook and Instagram. Additionally, CrossRoads needed to find the surgeon partners for the surgeon locator.

This direct-to-patient marketing platform was used very successfully by the CrossRoads distributor for the north-eastern US. Over 100 new patients per month are now being referred to surgeons in the territory and their 17 new business surgeons.

Methods

Surgeons interested in learning minimally-invasive (MIS) bunion procedures were identified by the distribution team. The team then had discussions with these surgeons regarding MIS bunion procedures and the miniBunion® technique. The surgeons were informed about the CrossRoads direct-to-

How can I find a surgeon?

Please complete the form below to find the foot doctors closest to you. If you need immediate assistance please feel free to [chat with one of our operators](#).

All fields required except phone.

First Name	Last Name
Email Address	Zip Code
Phone (Optional)	
<input type="checkbox"/> I'm not a robot	
<input type="submit" value="Submit"/>	

Figure 2: Surgeon Locator

patient marketing program including the patient website with the surgeon locator, practice-building kit, patient education brochures and posters. After these discussions, most surgeons wished to be listed on the surgeon locator.

Once the surgeon locator was populated with surgeons across the geographic area, the distribution team began to introduce new surgeons to the marketing platform, but only after the surgeons were regularly performing the miniBunion® procedure.



Figure 2: Surgeon Locator

Outcomes

This approach was used in the northeastern US and yielded over 100 patients each month connecting with local surgeons on the surgeon locator. Seventeen (17) new surgeons learned and successfully performed the miniBunion® technique in the territory within six months.

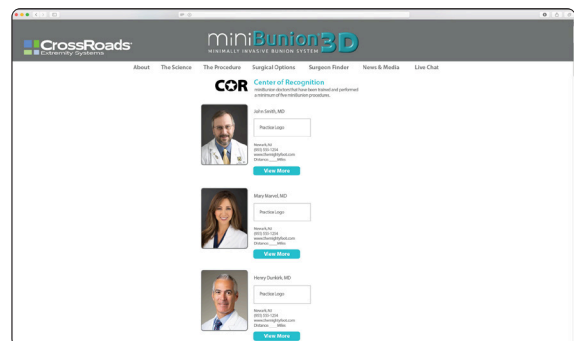


Figure 3: Surgeon Locator by region

