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.

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| | About The Hillerry The Applications |
| | A Rapid Return to Real Life for minimally invasive bunins surgery burners to legal of angle of order the answer subsections and surgery surveys about here |
| CONTRACTOR OF THE REAL | long they will be off their feet unable to take care of themselves or their responsibilities. |
| and the | This is vary Coustinuots Enterning Systems developed the initialization ⁴⁴ procedure a natiography interinated invasion for an address of the system of the system of the system of the initialization of the system of the system of the initialization of the system of the these. This initialization of the system of the system of the system of the system of the system of the system of the system of the system of the system of the system of the system of the syste |
| | The membrane ¹⁴ size is not only small, it is in a location that is offload, for a grant to see, Unlike need barrow provide on where the inclusion on the oight of the pre-embrane ¹⁴ scales are been areas and the foot. This scales neural in a scale that is basically visible during any dury during the |
| A STREET GOOD | Walking Recovery |
| | Attrough it, depends on surgeon recommendations and patient factors, many patients walk immediately in a special postspenative shoe. |
| | The pain from recovery depends greatly on the pain tolerance of the patient. However, surgeons who utilize the miniBunion ^w technique report their patients are in less pain than would be expected from traditional bunion surgery. |
| | |
| | Covered by Insurance! |
| | Burlion correction is a very commonly insured surgical procedure. Although miniburitor?" is a new minimally-invasive procedure, it is classified as a burlion correction procedure and is therefore covered by mest insurance policies. |

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 northeastern US. Over 100 new patients per month are now being referred to surgeons in the territory and their 17 new business surgeons.

Methods

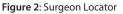
Surgeons interested in learning minimally-invasive (MIS) bunion procedures were identified by the distribution team. The team then had discussions with these surgeons regarding MIS bunion procedures and the miniBunion[®] technique. The surgeons were informed about the CrossRoads direct-to-

| How can I find | a surgeon? | | | | |
|---------------------------------|-----------------------------------|---------------|--|--|--|
| | w to find the foot doctors closes | | | | |
| eed immediate assistance ple | ase feel free to chat with one of | our operators | | | |
| Il fields required except phone | | | | | |
| First Name | Last Name | | | | |
| | | | | | |
| Email Address | Zip Code | | | | |
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| Phone (Optional) | | | | | |
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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.





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.

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| About | The Science | The Procedure | Surgical Options | Surgeon Finder | News & Media | Live Chat | |
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Figure 3: Surgeon Locator by region

Figure 2: Surgeon Locator

