



dynaBunion[®]4D
4D Minimal-Incision Bunion System

Patient Outreach Program



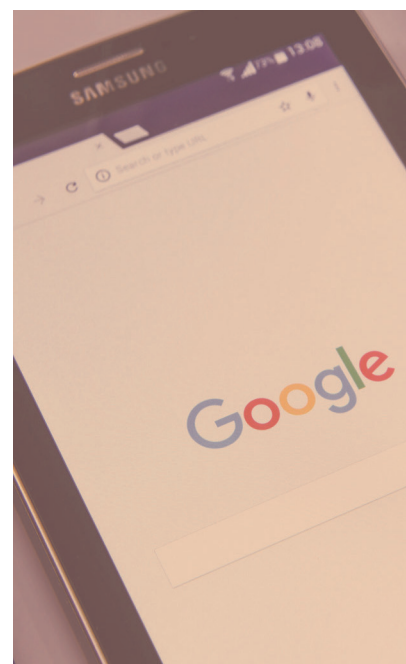
01. Patient Education

Educate your patients in your office with our patient education brochures.



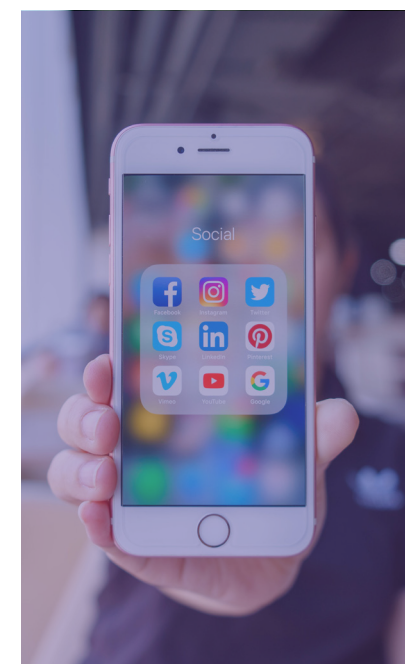
02. Web Page

Develop a web page that informs potential patients that you are performing the 4D Minimal-Incision Procedure.



03. Google Adwords

Appear in the top search engine results by purchasing key search terms that lead potential patients back to your website.



04. Social Media

Reach potential patients by posting weekly on Facebook and/or Instagram.



05. Press Release

Create a press release announcing your surgeon training or performing the first dynaBunion® procedure.



06. Print & Advertorial

Promote your new procedure by paying magazines to print your article about this new procedure or a patient success story.

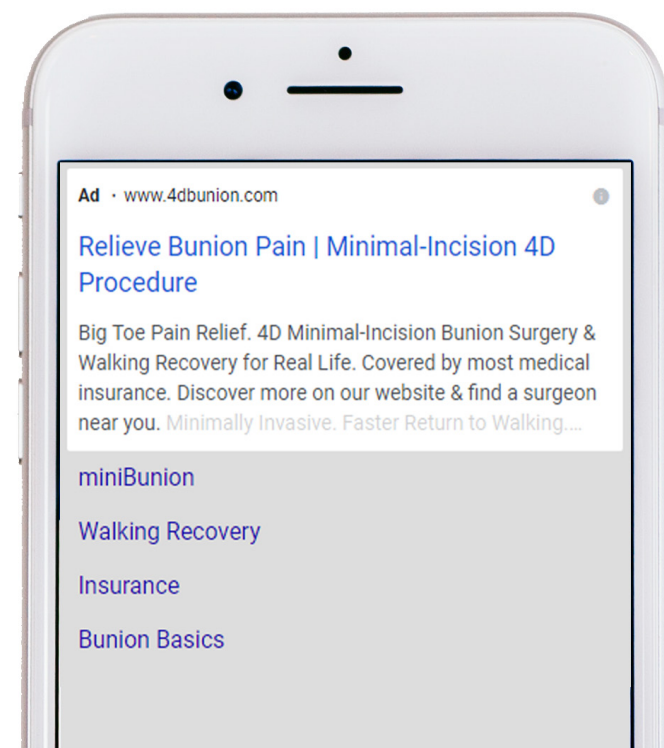


dynaBunion® Web Page for Your Website

We have created a web page that you can upload to your practice website, or you can create your own web page. We are happy to share the images, illustrations and animations with you.

Keywords Campaign Google AdWords

After you have added the dynaBunion® web page into your website, work with your hospital or practice marketing person to create a Google AdWords campaign. When patients search for a topic on Google, Google ads are text advertisements they will see at the top of the page. If a potential patient clicks on that Google ad, it will take them to the advertiser's website.



Sample Keywords:

- Bunion
- Bunion Doctor
- Bunion Surgeon
- Bunion Physician
- Bunion Specialist
- Bunion Relief
- Bunion Pain
- Bunion Surgery
- Bunion Correction
- Bunion Procedure
- Fix Bunions
- Toe Pain
- Pain in Big Toe
- Hallux Valgus
- Bunionectomy
- Bunion Repair
- Bunion Treatment
- Bunion Removal
- Bunion Causes
- Bunion Treatments

Be Seen in Print Press Releases or Advertorials

A press release announcing a surgeon has been trained or performed his first dynaBunion® case may gain media attention in your market. Reach out to your local newspapers, local magazines, medical news outlets and local TV or Internet news sites.

Advertorials are articles that you can pay a magazine to place in their publication. Paid or sponsored articles are best utilized in your local medical news magazines or local magazines. This is an example of a dynaBunion® advertorial.





Get Social Facebook or Instagram Campaign

Facebook and Instagram have become a place where patients are researching healthcare and reading testimonials from friends and family about doctors and procedures. Working with your facility or practice marketing team, create a weekly Facebook and/or Instagram post for the dynaBunion® about bunions, bunion surgery, the surgeon, patients stories, A/P photos of feet before and after surgery, dynaBunion®, etc... On our Facebook and Instagram accounts, we are posting content that you can share or repost on your social media pages. Like and follow us @miniBunion.

To reach even more potential patients, ask your marketing manager to boost the dynaBunion® posts on Facebook and/or Instagram to the target audience of females between the ages of 25-60 in your local market area.

Recovery for Bunion Surgery

Walking my dog helps maintain the health of my dog and me. With the dynaBunion® 4D Minimal-Incision Bunion Procedure, I get to walk my dog within days of surgery. Dr. (your name) at (practice name) is one of the only surgeons in the region performing the dynaBunion® procedure. Discover more about Dr. (name) and (practice name) at (website) or call for an appointment (XXX) XXX-XXXX.

Runway Recovery with dynaBunion®

Walk your runway after the dynaBunion® 4D Minimal-Incision Bunion Procedure. Dr. (name) from (practice) keeps patients on their feet with a walking recovery. Dr. (your name) from (practice) is the only surgeon in the region trained on the dynaBunion® procedure. Discover more about Dr. (name) and (practice name) at (website) or call for an appointment (XXX) XXX-XXXX.

Rapid Return to Real Life After Bunion Surgery

The walking recovery after the dynaBunion® procedure helps patients with a rapid return to real life. Dr. (your name) at (practice name) is one of the few surgeons across the country performing the dynaBunion® procedure. Discover more about Dr. (name) and (practice name) at (website) or call for an appointment (XXX) XXX-XXXX.

Real Dads after Bunion Surgery

Dr. (your name) at (practice name) is offering his patients a rapid return to real life with the dynaBunion® 4D minimal-incision procedure. Discover more about Dr. (name) and (practice name) at (website) or call for an appointment (XXX) XXX-XXXX.

Contact Us

With 72% of consumers looking for health information on the Internet, it is becoming increasingly more important to reach potential patients and gain new patients through digital marketing platforms. For access to this content, images and materials, email us at marketing@crextremity.com.



dynaBunion[®] 4D

4D Minimal-Incision Bunion System

The CrossRoads dynaBunion[®] 4D Minimal-Incision Lapidus Procedure offers patients a runway recovery and surgeons a simple 4D bunion correction system.



The MotoBAND[™] CP Implant System is indicated for stabilization and fixation of fresh fractures, revision procedures, joint fusion and reconstruction of small bones of the hand, feet, wrist, ankles, fingers and toes. When used for these indications, the MotoBAND[™] CP Implant System with the exception of the 2-hole plate may be used with the MotoCLIP[™] Implant System.

There are potential risks associated with the use of these devices some of which include: allergic reaction to the implant material, fracture of the implant, soft-tissue complication (e.g. infection at the implant site, prolonged healing) and revision surgery. Refer to IFU for all contraindications, warnings and risks.



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