



# dynaBunion® Patients are Looking for You!

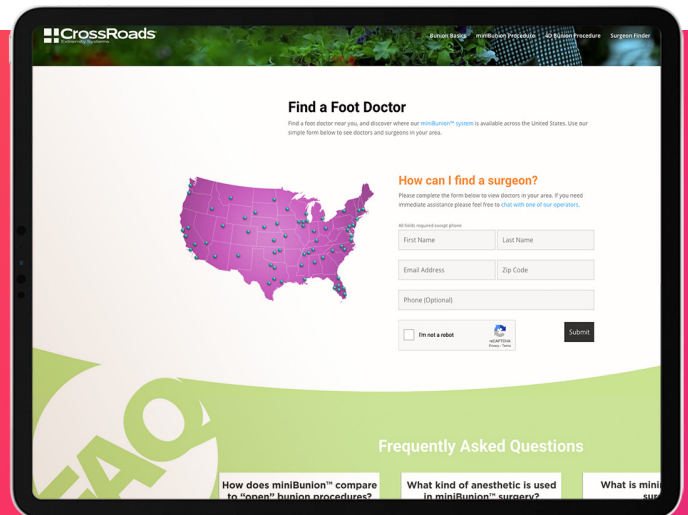
Since 72% of consumers research healthcare on the Internet, we created the miniBunion.com patient website to help educate patients about bunions, bunion procedures and the miniBunion® minimally-invasive bunion system.

Every month thousands of patients go to our website to learn about bunions. With these thousands of potential patients already on miniBunion.com, it made sense to broaden the website to include the dynaBunion® 4D minimal-incision bunion system rather than creating an entirely new website.

With over 93% of bunion patients being female<sup>1</sup>, the website images and colors have been specifically designed to appeal to a female audience.

## Attract Patients Surgeon Locator

With so many potential patients learning about bunions and gaining interest in the miniBunion® and dynaBunion® procedures, we wanted to give them the opportunity to find a local surgeon who performs those procedures. We created the surgeon locator which allows patients to choose from a list of surgeons performing the miniBunion® and dynaBunion® procedures.



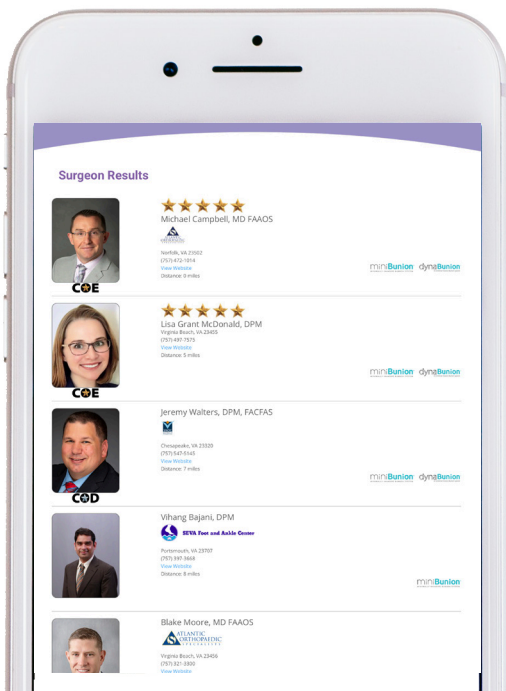
## Promote Yourself Surgeon Profiles

Each surgeon on the locator has a profile with his name, location and a link to their website. We also created center designations to help highlight surgeons with more experience.

**COE** **Center of Excellence:** Surgeons who have been trained and performed a minimum of 25 miniBunion® and/or dynaBunion® procedures.

**COD** **Center of Distinction:** Surgeons who have been trained and performed a minimum of 15 miniBunion® and/or dynaBunion® procedures.

**COR** **Center of Recognition:** Surgeons that have been trained and performed a minimum of 5 miniBunion® and/or dynaBunion® procedures.



# Patient Questions 24-Hour Live Chat

The website features a 24-hour live chat operator to answer patient questions. CrossRoads Extremity Systems® is the only company in the industry with a live chat operator to answer patient questions.



## dynaBunion® Patient Education Tools



Patient  
Brochure



Patient  
Website



Surgeon Education  
Plaque



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