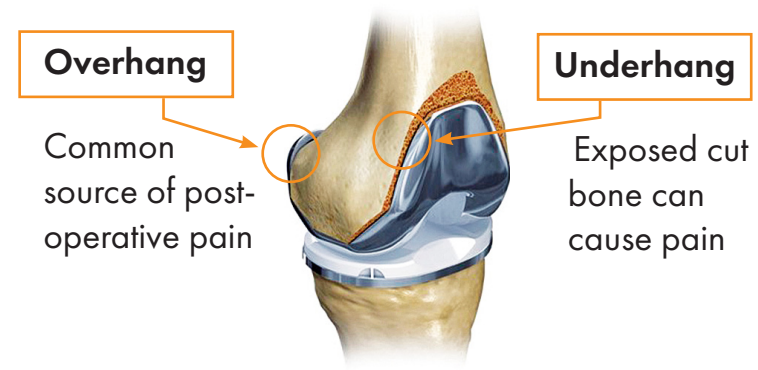


## Introducing Conformis Image-To-Implant® Platinum Services

## Patient Choice – A Unique Cash Pay, Deluxe Services Model

### Traditional Knee Implant



### Conformis Knee Implant

Patient-specific for more precise fit – **designed specifically for each patient**



### Personalized, Deluxe Service Option for Total Knee Arthroplasty (TKA) Surgery.

Gives patients the choice to pay for an upgrade from a traditional implant to a fully-personalized solution designed just for them.

### Shared Decision Making: Patients Interested in Conformis are Empowered to Make Decisions Jointly with Their Surgeons:

- Upgrade to a personalized solution designed just for them
- OR**
- Elect a pre-navigated, standard Conformis implant solution

### Patients Pay Out-of-Pocket Premiums for Quality and Choice

Studies have demonstrated the growing interest in personalized medicine among patients age 65 and older.<sup>1</sup> U.S. healthcare consumers are becoming increasingly active and engaged in their treatment.<sup>2</sup> Today, patients pay a premium for quality and choice of treatment solutions related to vision and hearing.



**Image-To-Implant® Platinum Services Builds on Patients' Desire for Choice and Personalized Medicine.**

### Traditional Orthopedic Implant Systems (Off-the-Shelf)

- The off-the-shelf implants of competitors are all pre-designed and manufactured in limited sizing options.
- Because off-the-shelf implants aren't designed to each patient's anatomy, they force compromises on implant fit and rotation, which can result in painful outcomes for patients.

### Personalized Conformis Implants

- Only available via the unique Conformis Image-To-Implant® Platinum Services program.
- A deluxe service not covered by Medicare or commercial payers. Please refer to Conformis Reimbursement Guide for Personalized Services.
- Patient pays an 'out-of-pocket' facility fee to receive personalized Conformis implant and instruments designed and manufactured specifically for them.
- Includes limited warranty program that reimburses patients up to \$3,000 in out-of-pocket expenses should they require a revision within 5 years of surgery.

### Why Conformis?

Only manufacturer of truly patient-specific knee replacement implants.

Customized Conformis implants are designed for a precise, individual fit. Conformis optimizes fit for each patient without the need for expensive robotics, which attempt to increase the precision of inherently imprecise off-the-shelf implants.

Implants are pre-navigated and our Surgery-in-a-box system is delivered safely with a surgical plan and 3D-printed, disposable instrumentation to optimize implant placement.

Conformis patient-specific knee implants are designed to:

- Customize Fit and Placement**  
To address sources of pain.
- Restore Sagittal J-curves**  
To restore daily function.
- Maintain Condylar Offsets**  
To provide stability through ROM.



Medical Facility Brochure

**Offering Patients Greater Choice While Improving Outcomes**

**For Both In-Patient Hospitals and Out-Patient Ambulatory Care Centers**



Sources:  
1) <https://www.dosisinc.com/dosis-personalized-and-digital-medicine-consumer-report/>  
2) <https://www2.deloitte.com/us/en/insights/industry/health-care/consumer-health-trends.html>



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## Patients Express Willingness to Pay Premiums for Personalization and Quality

### Orthopedic Patients are Willing to Pay an Out-of-Pocket Premium for Personalized Implants.

Market research found that a significant percentage of knee replacement patients would pay an incremental, out-of-pocket premium for personalized implants.<sup>1</sup>

### Analogs: Patients Age 65 and Older Already Pay Premiums for Personalized Treatment Solutions<sup>1</sup>

Analysis of medical analogs shows that 15-30% of eligible patients undergoing procedures with an out-of-pocket premium option typically choose to pay several thousand dollars for the product.

- Premium intraocular lenses over monofocal lenses after cataract surgery
- Premium vs. economy hearing aids
- LASIK vision correction vs. glasses/contact lenses



**Patients Appear More Willing to Accept Significantly Higher Copayments for Higher Quality of Care.<sup>2</sup>**



Sources:

- 1) Health Advances primary and secondary research
- 2) What Is The Value Of A Star When Choosing A Provider For Total Joint Replacement? A Discrete Choice Experiment Adam J. Schwartz, Kathleen J. Yost, Kevin J. Bozic, David A. Etzioni, T. S. Raghu, and Irfan Emrah Kanat, Health Affairs Vol. 40, No.1 <https://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2020.00085?journalCode=hlthaff&>

## High Patient Satisfaction with Personalization and Shared Decision Making with Surgeons

### High Patient Satisfaction Enables Facilities to Create a Unique Marketing Program and Generate Additional Referrals.

Research has shown that patients who receive personalized Conformis knee implants reported higher satisfaction and a willingness to recommend their implants over patients receiving standard implants.<sup>1</sup>

### Improved Patient Satisfaction Can Increase Referrals.

Clinical research has found that the patients receiving Conformis patient-specific iTotal PS (posterior-stabilized) knee replacement implants, were 90% satisfied or very satisfied, 18–28 months post-surgery.<sup>2</sup>

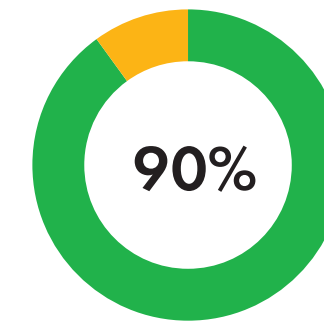
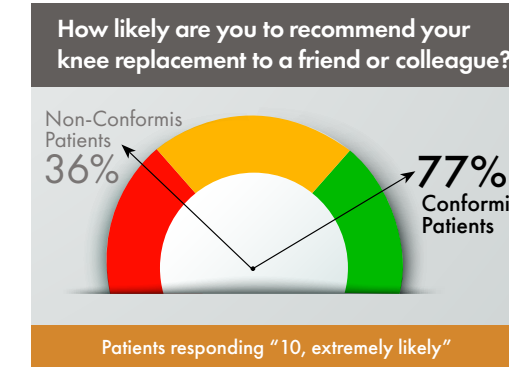
In addition, 88% of patients in this study reported that their knees felt natural either some or all of the time.

Improved patient satisfaction can increase referrals for your surgeons and facility.



Sources:

- 1) PrecisionEffect and SurveyHealthcareGlobus (SHG), 2018 primary research
- 2) Neginhal, Vivekanand MD; Kurtz, William MD; Schroeder, Lennart MD Patient Satisfaction, Functional Outcomes, and Survivorship in Patients with a Customized Posterior-Stabilized Total Knee Replacement, JBJS Reviews: July 2020 – Volume 8 – Issue 7 – p e19.00104 doi: 10.2106/JBJS.RVW.19.00104 [https://journals.lww.com/jbjsreviews/Abstract/2020/07000/Patient\\_Satisfaction\\_Functional\\_Outcomes\\_and.7.aspx](https://journals.lww.com/jbjsreviews/Abstract/2020/07000/Patient_Satisfaction_Functional_Outcomes_and.7.aspx)



## Economic Benefits can be Achieved by Medical Facilities Using Conformis Implants

### A Clinical Study Found Dramatic Results when Comparing Hospital Costs and Adverse Event Rates Between Customized Implants (Conformis) and Standard Off-the-Shelf (OTS) Implants for Total Knee Arthroplasty.<sup>1</sup>

The average savings for higher-efficiency set-up and turnover using Conformis iTotal knee implants was \$600 per procedure, using a value of \$40 per minute of OR time.

### How Conformis Drives Efficiency in Set-up and Turnover

Off-the-shelf knee replacement systems require approximately 5-8 double-tiered instrument trays, which must be cleaned, sterilized and stored between procedures. Each tray also introduces infection risks. In contrast, using Conformis knee implants requires only 1 tray of reusable instruments. With implant components and patient-specific, single-use iJig instrumentation all delivered pre-sterilized through Conformis' Surgery-in-a-box delivery model, set-up is quick, and instrumentation and packaging can simply be discarded after each procedure. Staff have more breathing room, more cases can be scheduled, and there is a meaningful reduction in required cleaning and sterilization.

### Expedited Surgeries and Shorter Lengths of Stay

Independent research by the University of Washington<sup>3</sup> concluded that personalized Conformis implants generate direct cost savings through expedited surgeries and shorter lengths of stay; and generate revenue growth through efficiency and demand generation.

Sources:

- 1) Culler, S. D., Martin, G. M., & Swearingen, A. (2017). Comparison of adverse events rates and hospital cost between customized individually made implants and standard off-the-shelf implants for total knee arthroplasty. *Arthroplasty today*, 3(4), 257-263.

### Other Benefits of Conformis Include:

- No capital purchase required (e.g., no \$1M+ robots with \$1,000+ consumable charges per procedure)
- Easy-to-offer service
- No change in patient workflow
- Marketing claims are supported by dozens of peer-reviewed clinical publications and studies
- Improve patient quality/satisfaction scores

### One Box. One Tray.

