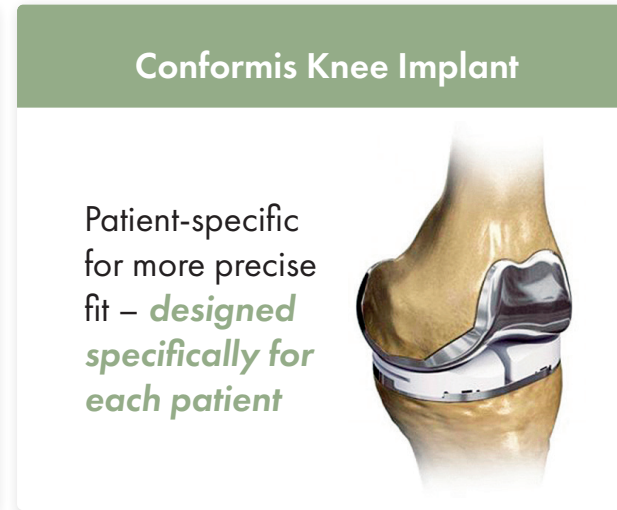
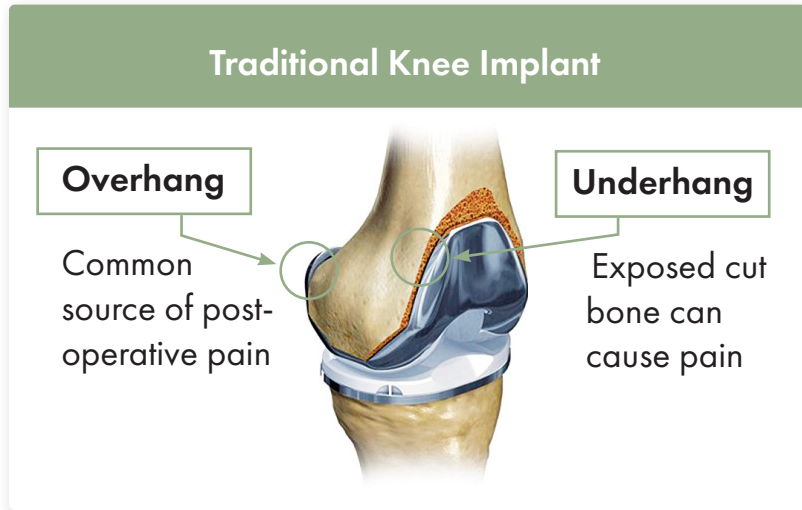


Introducing Conformis Image-To-Implant® Platinum Services

Patients Want High Quality and Greater Satisfaction



Surgeon Brochure



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

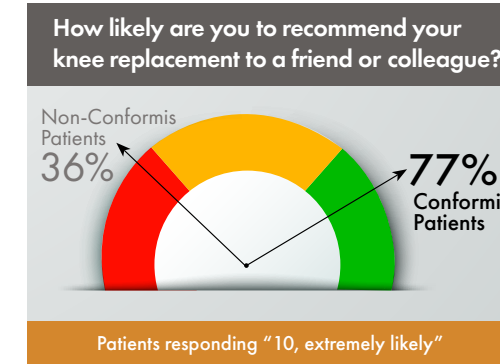
Studies have demonstrated the growing interest in personalized medicine among patients age 65 and older.¹ U.S. healthcare consumers are becoming increasingly active and engaged in their treatment.² Today, patients pay a premium for quality and choice of treatment solutions related to vision and hearing.



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

Research: High Customer Satisfaction

Research has demonstrated a significant increase in patient satisfaction among those with a Conformis patient-specific knee replacement implant versus those with traditional implants.¹ The Conformis patients surveyed were more satisfied, more comfortable, and more likely to recommend their knee replacement experience.



High Quality

Conformis iTotal CR has achieved the Coveted "5A" Rating from the Orthopaedic Data Evaluation Panel (ODEP) in the United Kingdom for five-year cumulative revision rate of 1.8% (versus 2.2% for all other total knee replacements in the registry).



More than 50 Clinical Studies | More than 30 Peer-Reviewed Medical Publications²

OUTCOME	PUBLICATIONS & CONFERENCE PROCEEDINGS	
Higher Patient Satisfaction	<ul style="list-style-type: none"> • Reimann, et al. – Journal of Orthopaedics. 2019 • Schroeder, et al. – Orthopaedic Proceedings of Bone & Joint Surgery. 2019 	<ul style="list-style-type: none"> • Katthagen, et al. – ICJR World Arthroplasty Conference. 2015 • Ogura, et al. – Knee Surgery, Sports Traumatology, Arthroscopy. 2018
Better Alignment	<ul style="list-style-type: none"> • Schroeder et al. – The Journal of Knee Surgery. 2018 • Ivie, et al. – The Journal of Arthroplasty. 2014 	<ul style="list-style-type: none"> • Levenoood, et al. – The Journal of Knee Surgery. 2017 • Arbab, et al. – The Knee. 2018
Better Health Economic Outcomes	<ul style="list-style-type: none"> • O'Connor, et al. – American Health & Drug Benefits. 2019 • Buch, et al. – Reconstructive Review. 2019 	<ul style="list-style-type: none"> • Culler, et al. – Arthroplasty Today. 2017 • Namin, et al. – Value in Health. 2019
Better Range of Motion	<ul style="list-style-type: none"> • Zeller, et al. – British Association for Surgery of the Knee. 2017 • Buch, et al. – Reconstructive Review. 2019 	
Better Functional Results	<ul style="list-style-type: none"> • Zeller, et al. – ICJR Pan Pacific. 2016 • Zeller, et al. – The Journal of Arthroplasty. 2017 	<ul style="list-style-type: none"> • Wang, et al. – International Orthopaedics. 2018 • Reimann, et al. – Journal of Orthopaedics. 2019
Better Fit	<ul style="list-style-type: none"> • Koeck, et al. – The Knee. 2011 • Carpenter, et al. – The Journal of Arthroplasty. 2014 • Demange, et al. – International Orthopaedics. 2015 	<ul style="list-style-type: none"> • Schroeder, Lennart, and Gregory Martin (May 25, 2018) • Meier, et al. – Clinical Orthopedics and Related Research. 2019 • Meier, et al. – Knee Surgery, Sports Traumatology, Arthroscopy. 2019

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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Premium Upgrade Service for Your Patients

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>

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 conducted for Conformis found that a significant percentage of hip and knee replacement patients would pay an incremental, out-of-pocket premium for personalized implants¹.

Analogs: Patients Age 65 and Older Already Pay Premiums for Personalized Treatment Solutions¹

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.²



Why Offer Personalization with Image-To-Implant[®] Platinum Services?

Strong Supporting Clinical Evidence

More than 50 Clinical Studies have been published on Conformis technology, including more than 30 peer-reviewed medical publications that demonstrate the effectiveness of personalized implants¹.

More Than 100,000 Implants In Use

Conformis is the only manufacturer of truly personalized knee joint replacements. There are more than 100,000 patients currently enjoying personalized implants.



Conformis personalized knee implants are designed to/for:

Achieve Superior Fit

Traditional implants are available in limited sizes, this can result in painful overhang and underhang of the prosthesis. Conformis implants are designed to fit each patient's unique anatomy.

Provide Improved Range of Motion Over Standard Implants

Studies have shown that Conformis implants result in improved range of motion versus traditional implants – providing more mobility and flexibility.

Less Opportunity for Infection

Conformis leverages customization technology to provide knee and hip replacements and cut guides in pre-sterilized kits – that means fewer reusable instrument trays are used in your procedure.



And You Can Determine Which Conformis Implant Option is Right for Your Patients ...

"Best-Fit" Implant Sizing

- Design leverages expansive patient CT database of more than 100,000 patient-specific implants.
- Incorporates key attributes from patient-specific implants, which have demonstrated improved patient outcomes in dozens of published, peer-reviewed clinical studies.
- Safe, pre-sterilized Surgery-in-a-box delivery in half the time of patient-specific implants.
- Includes personalized iView[®] 3D surgical plan and patient-specific iJig[®] surgical instruments.

Patient-Specific Conformis Implants

- A deluxe personalization service offering.
- Patients have the option to pay an incremental out-of-pocket services fee to receive customized implants.
- Safe, pre-sterilized Surgery-in-a-box delivery in 6 weeks.
- Implants and instruments are designed and manufactured uniquely for each patient.
- Includes 5-year limited warranty program that reimburses patient up to \$3,000 for their out-of-pocket expenses should they require a revision within 5 years of surgery.

Surgeon Benefits of Using Conformis Implants

- A unique cash pay, deluxe services model – refer to Conformis Personalized Services Market Access and Coding Reference Guide.
- No investment is needed to get started with this program – no capital expense of robotics.
- Simple online ordering process.
- Surgery-in-a-box delivery model includes 3D-printed, patient-specific iJig[®] instruments.
- Both standard and patient-specific Conformis implants are excellent solutions for in-patient hospital and outpatient ASC settings.

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&>

Sources:

- 1) <https://www.conformis.com/patient-specific-knee-and-hip-implants/patient-resources/published-studies/>
<https://www.conformis.com/surgeon-resource-center/clinical-studies/>