

Case Profile



St. Cloud Surgical Center

NAVIO® Robotics Program Launch – 1 Year Follow-Up

Client

St. Cloud Surgical Center
1526 Northway Dr.
St. Cloud, MN 56303
www.stcsurgicalcenter.com
800.349.7272

Background

- The first freestanding outpatient surgical center in Minnesota and the second in the nation
- 11 operating rooms and 36,000 square feet of space
- DePuy Synthes implant partner account
 - Sigma® High Performance Partial Knee System

Opportunity

- Launch the first CT-free Orthopedic Robotics Program in Minnesota
- Drive utilization by developing a comprehensive market development plan using BLUEPRINT®; the proprietary NAVIO Robotics Program marketing toolkit



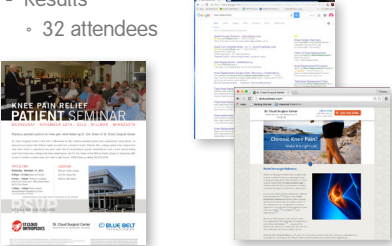
NAVIO Champion Surgeon

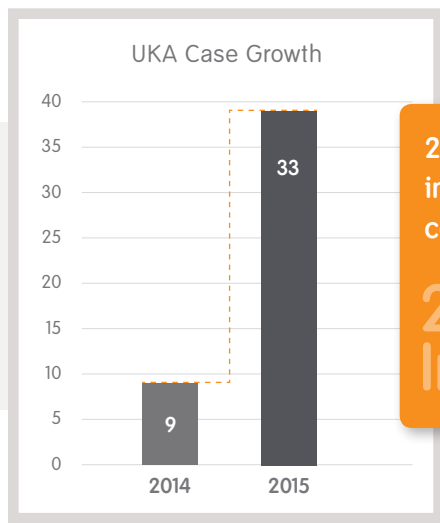


Eric Green, MD

Dr. Green is a board-certified Orthopaedic Surgeon specializing in Sports Medicine and Knee and Shoulder Surgery. He was the key surgeon figure in the implementation of the first robotics-assisted orthopaedic surgical system in the state of Minnesota. With the NAVIO system, Dr. Green is able to perform outpatient partial knee replacement with robotics-assisted precision, accuracy and consistency.

2015 NAVIO® Robotics Program Launch – 1 Year Follow-Up

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> • 2 cases • First NAVIO DePuy partner case 3.19.15 • Press release • Delivery and overview of BLUEPRINT® marketing toolkit • Article on first case in the St. Cloud Times • Navio content added to St. Cloud Surgical Center website 	<ul style="list-style-type: none"> • 6 cases • Radio interview with AM1240 WJON • June 9th seminar – St. Cloud, MN <ul style="list-style-type: none"> - Advertising <ul style="list-style-type: none"> ◦ Radio ads placed on local radio ◦ Print ads placed in St. Cloud Times - Event promoted on St. Cloud Surgical Center website - Results <ul style="list-style-type: none"> ◦ 58 attendees 	<ul style="list-style-type: none"> • 6 cases • Development of microsite lead generation program <ul style="list-style-type: none"> - www.stcloudknee.com • August 17th seminar – St. Cloud, MN <ul style="list-style-type: none"> - Advertising <ul style="list-style-type: none"> ◦ Radio ads placed on local radio ◦ Print ads placed in St. Cloud Times - Event promoted on St. Cloud Surgical Center website - Results <ul style="list-style-type: none"> ◦ 32 attendees 	<ul style="list-style-type: none"> • 19 cases • Launch of microsite lead generation program <ul style="list-style-type: none"> - www.stcloudknee.com - Pay-per-click campaign begins <ul style="list-style-type: none"> ◦ 60 patient leads generated • October 27th seminar – Brainerd, MN <ul style="list-style-type: none"> - Advertising <ul style="list-style-type: none"> ◦ Flyers distributed in local community ◦ Print ads placed in the Brainerd Dispatch - Event promoted on St. Cloud Surgical Center website - Results <ul style="list-style-type: none"> ◦ 42 attendees • November 18th seminar – Willmar, MN <ul style="list-style-type: none"> - Advertising <ul style="list-style-type: none"> ◦ Flyers distributed in local community ◦ Print ads placed in the West Central Tribune - Event promoted on St. Cloud Surgical Center website - Results <ul style="list-style-type: none"> ◦ 40 attendees



24 additional cases in year-over-year comparison

267% Increase

Results

- Successful launch of first CT-free Orthopaedic Robotics Program in market
- Rapid implementation and roll-out of marketing campaign
- 232 leads generated through patient outreach initiatives
- 33 NAVIO system cases completed in first year; 9 UKA cases completed during the same period in 2014

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