



CASE PROFILE 1.1: G2 ORTHOPEDICS AND SPORTS MEDICINE | RICHMOND, VA

Client:

G2 Orthopedics and Sports Medicine
www.g2orthopedics.com
100 Concourse Blvd, Suite 150
Richmond, VA 23059

Background:

- + 2 orthopedic joint surgeons
- + Operating out of 1 surgery center and 2 hospitals
- + KneeAlign champion - Dr. Vic Goradia
- + Competing Robotic technology in their market

Opportunity:

- + To make market aware that the use of GPS Technology for Knee Replacement is being used in their market
- + To develop an effective patient education marketing program with LIFT™
- + To leverage a small marketing budget to target growth in a key area (Glen Allen) of expansion for practice

LIFT™

MARKETING PROGRAM

LIFT - OrthAlign's proprietary patient marketing / education program

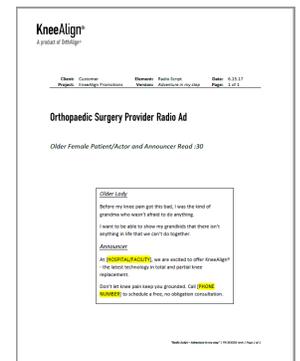
Utilizing tools provided in LIFT, G2 Orthopedics developed and launched a strategic KneeAlign Surgery program touting the latest advancements in GPS-guided knee surgery.

The initial 6-weeks of the program included:

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
<ul style="list-style-type: none"> + Implementation meeting + KneeAlign program intro + Co-marketing agreement + Set target date 	<ul style="list-style-type: none"> + Custom-branded Giant Leap ad campaign + Created marketing tactic plan custom to G2 Ortho + Posters and Patient Brochures went up in G2 Ortho offices 	<ul style="list-style-type: none"> + Developed 3rd party landing page for seminar signups + Referral network letter and seminar card leave-behind + Local newspaper ads run 	<ul style="list-style-type: none"> + Patient direct-response mailers released + Local community center flyers put up + Facebook ads run 	<ul style="list-style-type: none"> + Patient seminar event 30 attendees + 15 attendees leave behind info card for follow-up appointment 	<ul style="list-style-type: none"> + Planning for next event begins

NOTEWORTHY: > KneeAlign seminar yielded 2x the audience and 6x the number of appointments over previous patient event > 2 months out, 3 TKA patients booked and counting

KneeAlign®
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