

# AAOS 2023

## POST-SHOW REVIEW



# 2023 AAOS Attendees

5438+

U.S. Physicians, Residents &  
Physician Assistants

2144+

International Physicians  
& Residents

550+

Exhibitors

These numbers reflect registrations through March 10<sup>th</sup> for AAOS 2023 Annual Meeting. Final numbers will be reported in early April. Registrations have increased from 2022.



**2023 Annual Meeting**  
March 7 – 11, Las Vegas, Nevada

GENERAL  
ORTHOPEDICS



SPINE



SPORTS  
MEDICINE



TRAUMA



# Goals

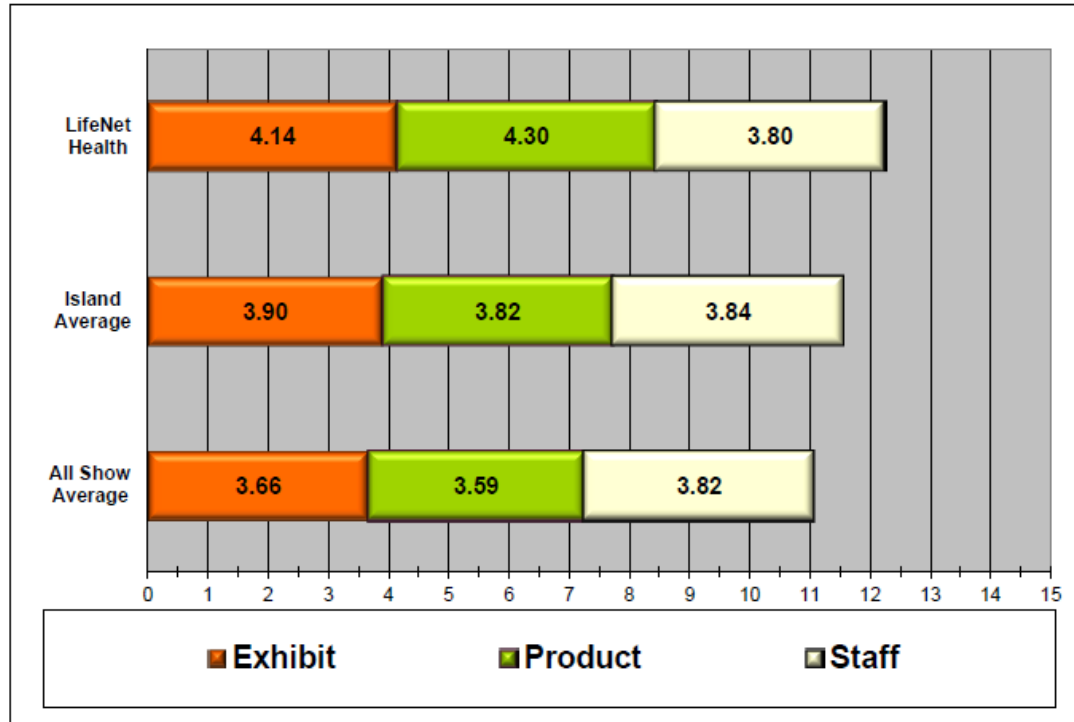
- Position LifeNet Health as the premier clinical resource for allograft biologics  
Promote new clinical, pre-clinical evidence, grafts, and techniques
- Increase partner engagement  
Co-brand content across communication channels
- Foster and grow relationships with surgeons  
Provide hands on experience with ViviGen MIS

# Booth Execution



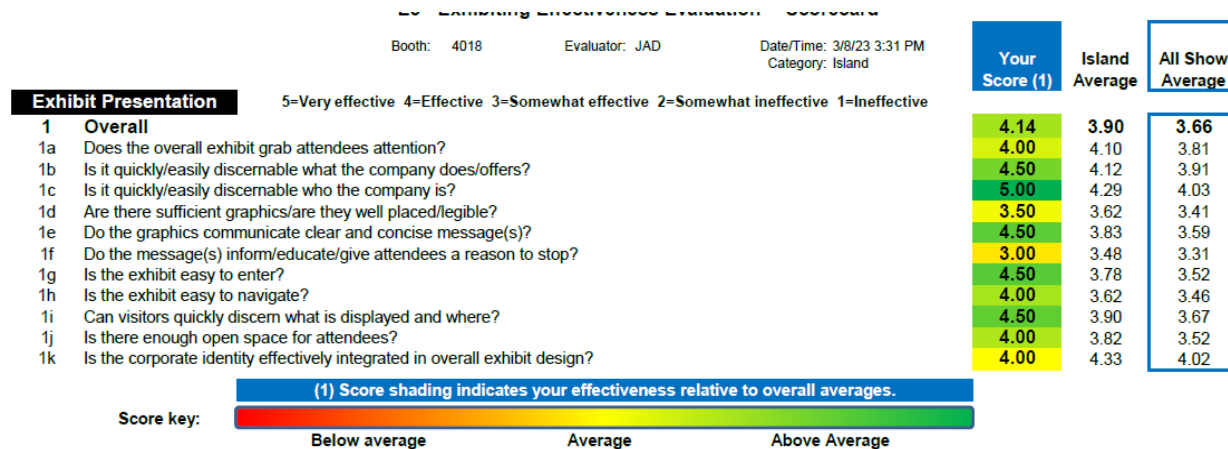
Booth Placement.  
Key Messaging.  
Digital Content.  
Sample Cases.  
Handling Station.

# Exhibiting Effectiveness Evaluation



- Custom report prepared by AAOS
- Overall Score: 12.24/15 (Effective!)
- Scores of 12-15 means: Excellent exhibit appearance, solid messaging, good presentations and staff support. Pay attention to areas scoring below 4.0. It is possible to improve effectiveness with more creative and interactive strategies. Consider utilizing different technologies to grab attention, engage attendees and provide the information they need.
- Compared to all exhibitors, we ranked above 85.3%
- Compared to other exhibitors in our category (20x20), we ranked above 79.0%

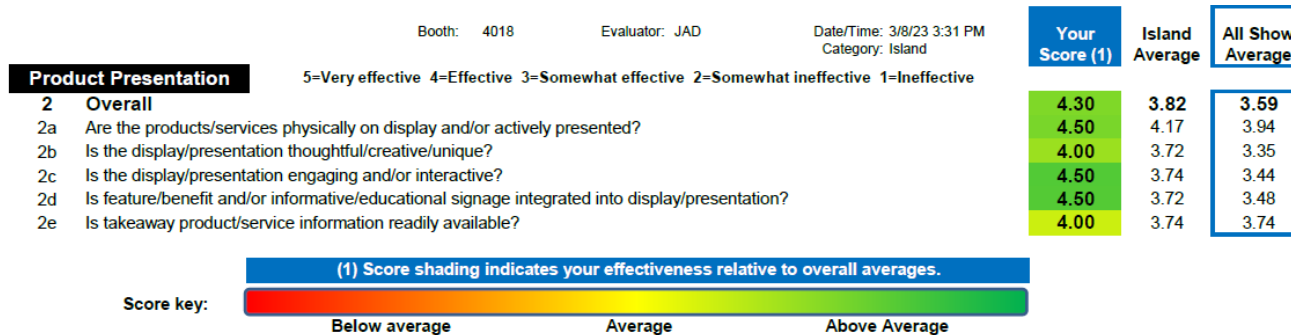
# Exhibiting Effectiveness Evaluation



## Exhibit Presentation

- Overall Score: 4.14/5 (Effective!)
- Comments:
  - Good use of lighting.
  - Good use of A/V.
  - Good job communicating brand promise/value proposition.
  - Good use of space, open, easy to enter/exit.
  - Company identity not visible at all viewing tiers.
  - Rethink/improve graphic message hierarchy, top-level, mid-level, eye-level.

# Exhibiting Effectiveness Evaluation

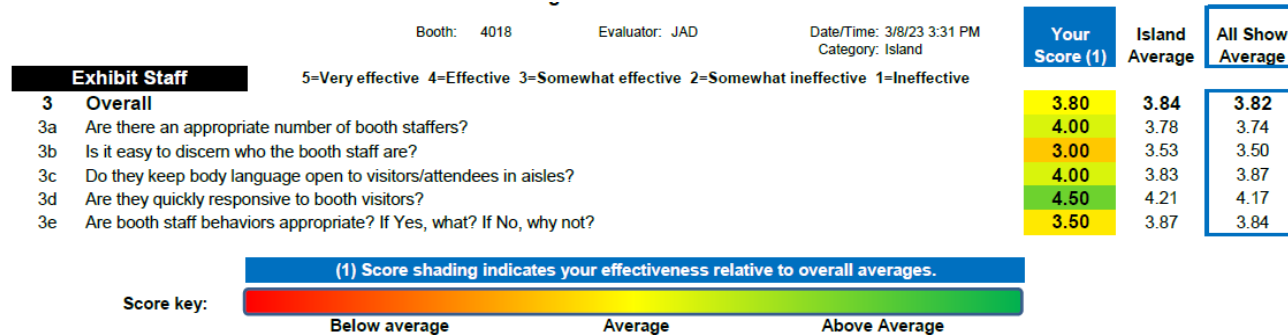


## Product Presentation

- Overall Score: 4.30/5 (Effective!)
- Comments:
  - Good product/service display and/or staging.
  - Good product/service presentation/demonstration.
  - In-booth activities are on-brand, well-promoted and/or placed effectively for visitor access.
  - Literature/takeaway information was easily accessible.



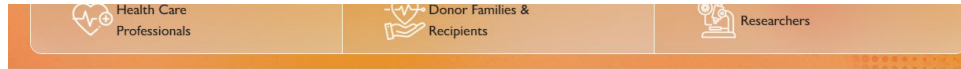
# Exhibiting Effectiveness Evaluation



## Exhibit Staff

- Overall Score: 3.8/5 (Effective!)
- Comments:
  - Staffing level was appropriate for booth size and time of day.
  - Good body language, open posture, paying attention to attendees near/and or in the booth.
  - Quickly responsive and attentive to booth visitors.
  - Some staff presenting positive behaviors, some are not.

# Special Events



## Saving Lives. Restoring Health. Giving Hope.

LifeNet Health is a non-profit, global leader in regenerative medicine and life sciences. We fulfill our life-changing mission by focusing our efforts in three core areas: LifeNet Health's Organ Procurement Organization saves more than 500 lives annually through transplantation. LifeNet Health Biologics provides more than 700,000 tissue implants globally each year for use in a vast

offers innovative human cell- and tissue-based solutions for biomedical  
es. Through it all, we remain steadfast in our commitment to honoring the  
whose selfless generosity makes our work possible.



ViviGen<sup>®</sup> MIS, the first and only viable bone allograft delivery system, is now available for trauma...

Breakthrough technology from LifeNet Health revolutionizes the delivery of allografts in minimally invasive...



Health Saves Record  
of Lives Through Organ  
Donation in 2022

consecutive record year for organ  
ed to more than 630 lifesaving  
nts last year



Virginia Woman to be Honored for  
Saving Four Lives Through Organ  
Donation

2022 Rose Parade Paragon to commemorate Britany  
Hoover's final act of generosity

Virginia Beach, Va. (Dec 27, 2022) — Britany Hoover,  
a Virginia woman who bec...

# ViviGen MIS, Trauma Launch

- Press Release: Wednesday, March 8th
  - Picked up by Yahoo Finance, WJMN-TV, OrthoWorld, PR Newswire, Sogotrade
- LinkedIn Sponsored Post
- News Story on LifeNet Health home page

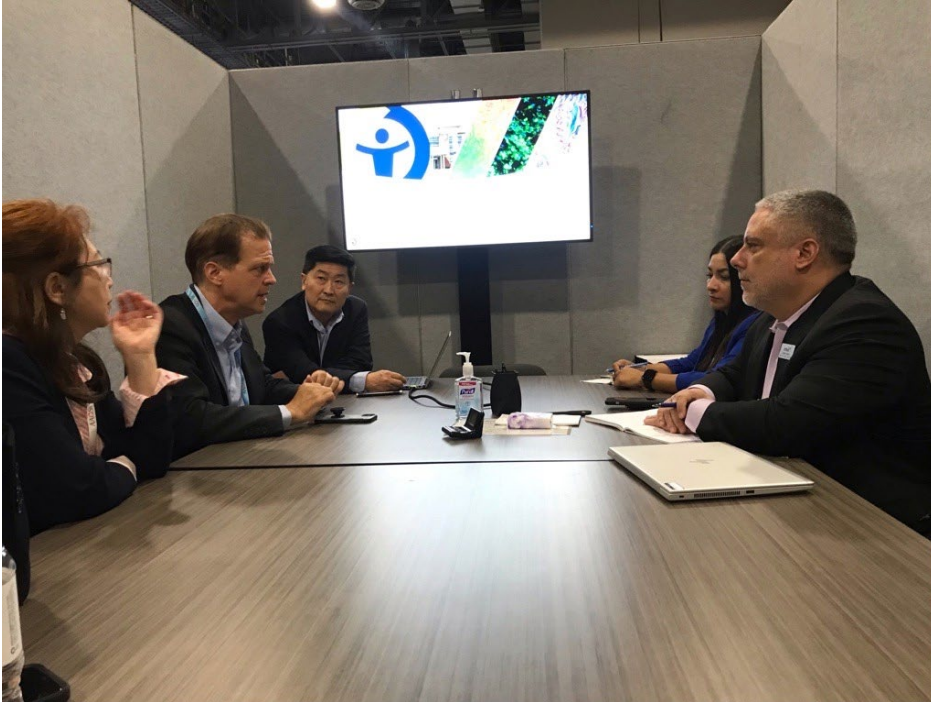
<https://www.lifenethealth.org/news/vivigenr-mis-first-and-only-viable-bone-allograft-delivery-system-now-available-trauma>

# Arthrex Coffee

- Thursday Morning, 8am – 9:30am
- Social: user-generated content
- Social: post-coffee post
- Leadership and sales team attended throughout the day
- Attendance numbers were under target amount
- Booth positioning was far from Arthrex
- Strong conversations around Tuberoplasty, competitors, and DualLink



# Arthrex Meeting with R&D



- Met with the product managers to discuss our new product in development
- Xiaofei and Jerry Chang attended to update Arthrex in the process
- Implementing labs to test and handle the product

# Partner & Surgeon Engagement





# Ortho Trauma

- Met with Ken Carpenter, DePuy Synthes VP of Sales & Marketing for Trauma, CMF, and Extremities
  - Ken committed to meeting with the Trauma team in April for a Q1 business review and in July for an in-person review
- Met with Dr. Yoon to get feedback on the residency education program
  - Dr. Yoon reiterated his interest in continuing to be involved with LifeNet Health
- Connected with Dr. Conrad to discuss OA Program and partnership opportunities
- Engaged with international distribution partners including Hospital Innovations (UK), Biogenesys (Greece), MBA (Spain), and ImbioMex (Mexico)
- 19 leads captured



# Sports Medicine

- Met with 2 surgeons from Gennimatas Clinic
  - Provided printed materials
- Connected with Dr. Denard to discuss Pinnacle Shoulder show
- HealthTrust and their new sales and marketing team
- Dr. Kevin Plancher for show presence at OSET 2023
- Unable to connect with Dr. Werner and Frank
  - Have sent follow up emails to reconnect virtually
- 23 leads captured



# Lead Generation: 40-50 Leads

# Digital Marketing



# Better Biologics Campaign

Launched Monday, March 6th

Focused Products: Vivigen MIS, ArthroFlex

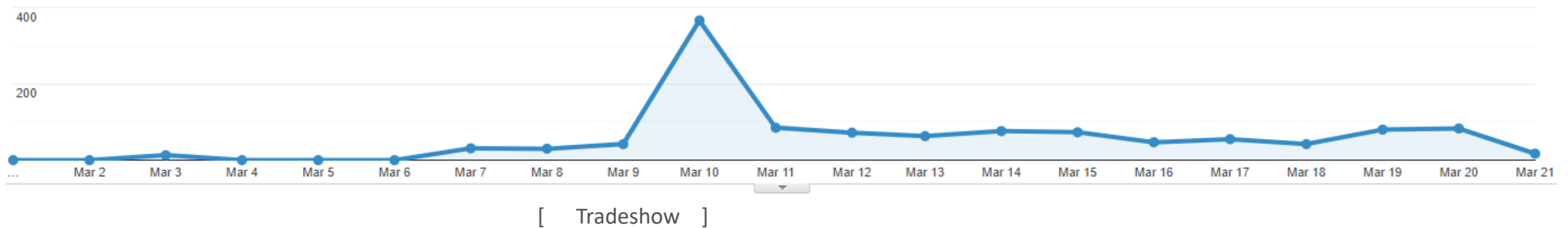
Geofencing

Website Retargeting



Campaign support for AAOS is active through early April

<https://www.lifenethealth.org/Better-Biologics>

# Landing Page – Engagement



Landing Page	Visitors
Better-Biologics	1,158
ViviGen MIS Press Release	243
Better Biologics Sports	146

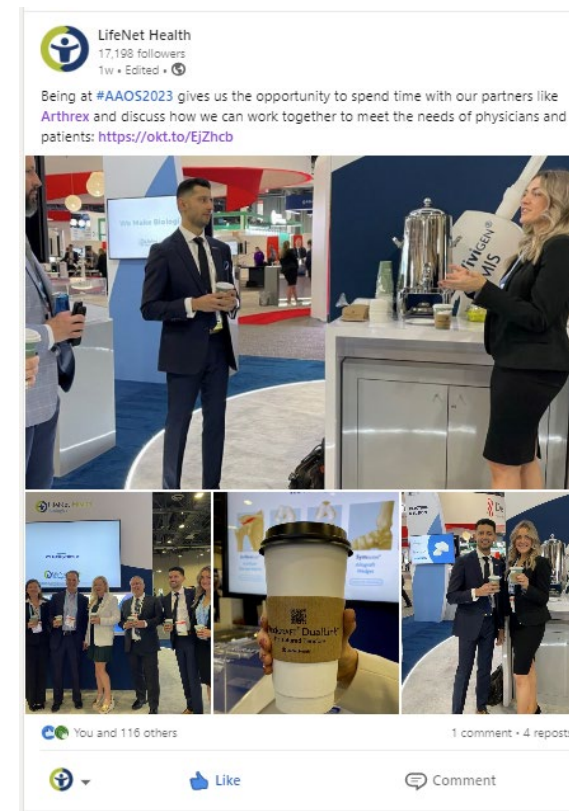
1.  United States	729 (97.20%)
2.  India	13 (1.73%)
3.  Canada	2 (0.27%)
4.  Estonia	2 (0.27%)
5.  United Kingdom	2 (0.27%)
6.  Spain	1 (0.13%)
7.  France	1 (0.13%)

# Social Content

Launched Thursday, March 2nd on LinkedIn and Twitter

	Date	Content	Impressions	Reactions	CTR	Clicks	Repost	Engagement Rate
Organic	Thursday, March 2nd	Show awareness	1,224	44	2.37%	29	7	6.54%
Organic	Tuesday, March 7th	Portfolio	853	20	1.76%	15	3	4.45%
Organic	Wednesday, March 8th	ViviGen MIS Launch	675	27	1.78%	12	8	6.96%
Sponsored	Wednesday, March 8th	ViviGen MIS Launch	8,583	0	1.84%	158	0	1.84%
Organic	Thursday, March 9th	Internation Women's Day	2,169	113	5.49%	119	18	11.62%
Organic	Thursday, March 9th	Arthrex Coffee	3,242	108	41.73%	1,353	4	45.22%
Organic	Thursday, March 9th	VivigGen Handling Station	2,439	82	20.13%	491	4	23.70%

# Social Content – Top Performers



# Observations

- Booth Photos & Videos received a lot of engagement
- Live shots from the show received a lot of engagement
  - Friday before show is standard first post timeline
    - International Women's Day content

# Media Report

## Earned Media:

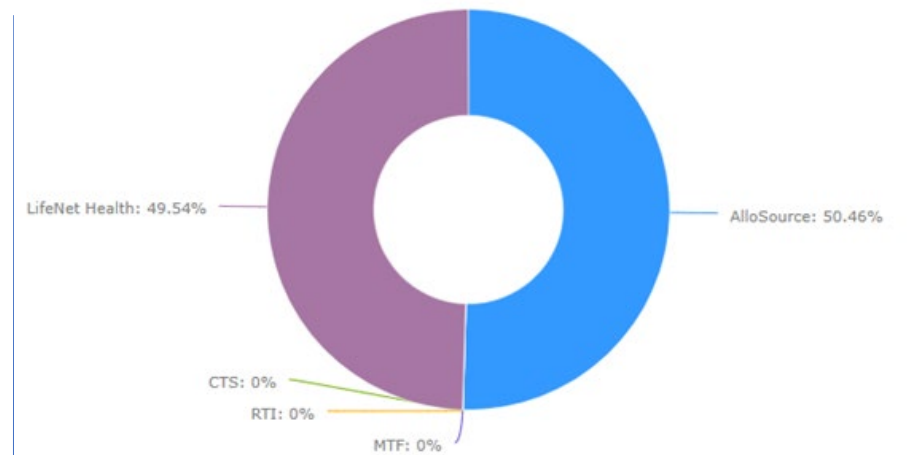
Average Value Equivalent: \$1.9M

39.4 M	Yahoo! Finance
28.9 M	Associated Press
5.8 M	PR Newswire - Power
5.8 M	PR Newswire
4.5 M	finanzen.net
4.4 M	Fox 8 News
4.3 M	Benzinga
2.7 M	WFLA-TV
2.4 M	KXAN-TV
2.1 M	WKBN-TV

## Search Engine Marketing:

posterolateral lumbar spine fusion  
 minimally invasive surgeries exceptional clinical outcomes  
 impact on trauma surgeries new delivery system  
 viable bone allograft AAOS attendees  
 fusion rates graft material use in trauma  
 Health's booth delivery device biologics comparison study  
 portfolio MIS spine procedures patient outcomes  
 world complications with delivery  
 bone cells delivery performance  
 solutions substantially better graft preparation  
 fresh osteochondral allografts first cellular allograft  
 trauma procedures technologically advanced clinical biologics  
 exactness of graft delivery orthopedic surgeries multi-level fusions

## Share of Voice:



## AlloSource Topic:

NOVEL LASER ETCHED CRYOPRESERVED  
OSTEOCHONDRAL ALLOGRAFT



# Considerations for 2024

- Early date: Feb 12-16, 2024
- Exhibit Dates: Tuesday – Thursday
  - West Coast Travel
  - Staffing dress code