SuperPath® is the most effective proposition for surgeons on **patient satisfaction** and for hospitals on **cost efficiency** (quality & costs)

### MPO EMEA Marketing Plan - Main Pillars

#### Key Messages

1. **Patient Satisfaction**
   - No post-operative hip movement restriction
   - Reduction in hospital stay
   - Possible to walk the same day as surgery
   - Gradual reduction of incision length

2. **Reduction in total cost of care**
   - Multifactorial cost reduction up to 28%
   - Reduction in Post Op complications & 30-day readmission rates

#### Target Surgeon Profile

- Posterior Approach trained surgeon
- Medium to high volume hip surgeon (+50 cases per year)
- Young, trendy surgeon. Business mind, showing interest in Soft Tissue Preserving technique

#### MedEd Pathway for surgeons

- Surgical Observation
- Cadaveric Course
- Reversed Surgical Observation or 2nd Surgical Observation
- Set up review with teachers after 5-50 cases
**Potential Challenges and how to address them**

1. **Surgery Duration**
   - Initial increase in surgery time, but significant reduction seen after 10 cases with further decrease until case 50 and beyond.\(^5,7\)
   - Comparable surgery time to other surgical approaches.\(^5,7\)

2. **Learning Curve**
   - Similar clinical outcomes by non-design surgeon as design surgeon.\(^3\)
   - Minimal complications is realistic for first 50 cases.\(^3,4\)

3. **Surgeons out of their comfort zone**
   - Step by step technique adoption
   - Being based on the conventional posterior approach, all landmarks are within the comfort zone
   - Easy bail out conversion
   - Dedicated Medical Education pathway

4. **Education Pathway compliance and drop out risk**
   - Discuss and agree during onboarding process: “Psychological Contract”
   - Noncompliance may increase the complication rate

**Clinical Data Available**

4. Rasuli KJ et al. Percutaneously assisted total hip (PATH) and Supercapsular percutaneously assisted total hip (SuperPATH) arthroplasty: learning curves and early outcomes. Ann Transl Med 2015;3(13):179
7. Manuscript under review with BMC Musculoskeletal Disorders