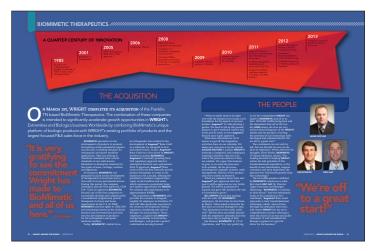
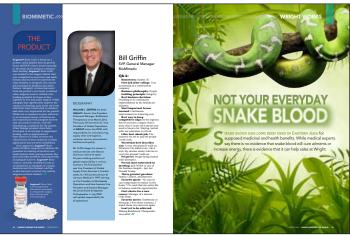
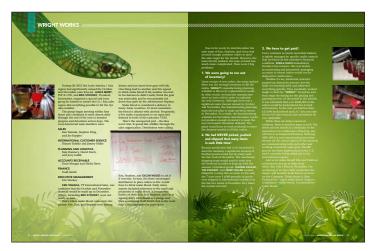
#### Sherry Sanders • 901-619-1943

### Design of Wright Around the World Spring Issue













VOL 1 / ISSUE 3 / APRIL 2016 / 013894A

Better When Shared	
Know I.T	
PASSION Wright Alignment = Shared Success	
PRODUCTS  ORTHOLOC® 3Di CROSSCHECK® Now Launched	
PEOPLE  Here's the Scoop on the EAC	

we **Want** to Hear FROM

#### WRIGHT **Now**

Wright Now is published monthly for employees of Wright Medical. To submit items for publication, ideas for future articles, suggestions or feedback, please contact Donna Melton, Editor, at donna.melton@wright.com.

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#### Mission Statement

We focus on Extremities and Biologics.

Through our team of passionate and dedicated people, we deliver innovative, value-added solutions improving quality of life for patients worldwide.

We are committed to compliance and the highest standards of ethical conduct.



## Better When Shared

Everything is better when shared. The April issue of *Wright Now* bears this statement out. We see how the **Wright Alignment Equals Shared Success (pg. 11)** and the impact of **knowledge sharing at our manufacturing facilities (pg. 5)**. We prepare for the global launch of **Workday (pg. 8)** to help us share information internally and we look at how Wright is sharing information outside of our organization through **enhanced surgeon awareness and education (pg. 10)**.

This month's cover image kicks off the focus on sharing. **Scott Bible**, Principal Technical Associate, took the scanning electron micrograph image of freeze-dried decellularized cancellous bone. His talent will be shared with the world as the cover image for the 14th edition of the American Association of Tissue Banks (AATB) Standards. The print and online version of the book is referenced by thousands every day, all over the globe.

The American Association of Tissue Banks (AATB) is a professional, non-profit, scientific and educational organization. It is the only national tissue banking organization in the United

States, and its membership totals more than 100 accredited tissue banks with 1,000 individual members. These banks recover tissue from approximately 30,000 donors to distribute about two million allografts annually. Dramatically demonstrating one more way sharing can change our world.

Image: Scanning electron micrograph image of freezedried decellularized cancellous bone, taken with a Carl Zeiss Sigma FESEM, Magnification 99x. Colorization has been used to accentuate the porous structure of the bone which facilitates cellular and fluid migration conducive to bone regeneration.

# Know

#### Sales Process of the Future

nformation Technology, HPMS and Field Operations are partnering to create tools that reduce the time between surgery and receipt of the purchase order in the U.S. – recognizing an \$8-12 million improvement in cash flow. The team is piloting new technology which allows S1 invoices to be systematically entered, rather than requiring sales representatives to call customer service for manual order entry.

#### Think Customer and Alignment! One Team.

One Direction driving simplified solutions.



Several key requirements will be completed prior to U.S. adoption of the S1 Invoice Process including:

- Improvements to the Field Operations Management System (FOMS) to support the S1 process
- Master Data harmonization and processes
- S1 invoice injection into JDE to allow for faster billing
- More consistent, automated billing for freight and expedited shipping
- New process training for Hub and Sales employees



#### The Process...Simplified





S1 Order entered





into JDE System



### This is What SMART KNOWLEDGE Sharing Looks Like

Information is not knowledge," is a familiar quote credited to Albert Einstein. Conversely, knowledge is frequently viewed as a rich form of information, it's know-how. But often more important is know-why and the sharing of that knowledge. If you think of this in light of baking a cake, ingredients would be information, knowledge would be the recipe but knowledge sharing is when the expert tells you to grease the pan before baking. It's the know-why resulting in a presentable cake rather than a big mess stuck to the pan. It's knowledge sharing that allows you to improve existing recipes and create new ones. And today, the creation and application of new knowledge is essential for a business to survive and thrive. Increasingly the only sustainable competitive advantage is continuous innovation and the application of new knowledge.



"It is what you learn after you know it all, that counts."

Having doubled in size with the merger and having locations throughout the world, Wright provides each and every employee the opportunity to benefit from

the practice of knowledge sharing. But the manufacturing facilities

in Arlington, TN; Cork, Ireland; and Montbonnot, France have capitalized on this process in a myriad of ways. In fact, if you continued the cake metaphor, you might think they were opening a bakery!



#### Swarf = Chip

Arlington employees learned a new term from their Irish counterparts. **Swarf** refers to the pieces that have been cut away during the machining process. In the U.S. these are called **Chips**.







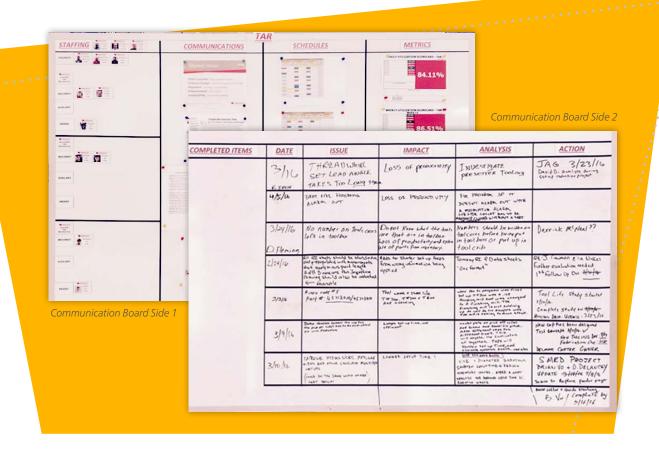
The first Star sliding head lathe in Ireland which allows screws to be manufactured rather than vended. The system includes a chip conveyor and parts collector. It will be implemented in Arlington within a year and will allow lights out machining.

During Q1, representatives from Arlington visited their counterparts across the pond at the Macroom facility in Cork, Ireland to participate in best practice sharing. Advanced manufacturing processes were the focus of conversations in support of the 90% Utilization Job Ticket. Topics included:

- Screw manufacture
- Process capability and validation
- Process monitoring and controls
- Night and weekend 'lights out' unmanned production
- Process failure mode and effect analysis (pFMEA)

Each team walked away with a list of easily deployed quick wins. Implementation of communication boards at the Arlington facility is a good example. Basically large whiteboards, one side posts general communications, machine schedules, area metrics, and staffing information - including employee photos. The other side of the board is reserved for employees to make note of various issues like alignment problems with a machine or a step that might make a process quicker. "We could see where this best practice used in Ireland and France would add value at our facility," said **Scott Bradford**, Sr. Manager Production. He continued, "We track and record the resolution of each issue. Our Arlington employees really latched on to this practice and are excited to watch how quickly each item is addressed."

Knowledge sharing helps an organization meet its business objectives. Knowledge sharing can help everyone do their jobs better. It increases personal development and career progression. And in today's world, knowledge sharing is power.





### France's Takt Time Management

At the end of 2014, the French manufacturing plant launched a Kaizen project to eliminate non-value added activities. This initiative began a focus on takt time within the organization. Takt time is an adjustable time unit used in lean production to synchronize the rate of production with the rate of demand. Initially tried and tested in the Knee cell, the program has been implemented in the Stem, Head, and Cleaning/Marking cells, resulting in a 10% reduction in required production time. The program is now being expanded to all other manufacturing areas at the French plant, including quality control and packaging.



Julien GOEURY, Numerical Control Lathe Operator and Programmer/Production Leader, tracks applicable metrics

uman Resources (HR) is preparing to launch Workday Human Capital Management (HCM) globally by early Q3. This business initiative will allow approximately 1000 employees in 20 countries to experience improved visibility and accountability through Workday HCM and Performance Management. Workday is a leader in Software-as-a-Service enterprise solutions for global human resources and will enable HR to build worldwide talent, drive business growth, and unify the organization.

#### **Employee Benefits Include:**

- Dramatic increase in manager and employee self-service capabilities
- · Insight into our global workforce, including detailed analyses and worker profiles across regions
- Ability to view workforce data in a variety of reports and formats
- Global performance management including goal setting and reviews

More information and training opportunities will be announced soon.







Personal Information













Career





Time Off

Favorites

Directory

# U.S. Health & Safety Training

Under the U.S. Occupational Safety and Health Administration (OSHA) General Duty Clause, employers must provide every employee with a safe and hazard-free work environment. For some workplace hazards, OSHA sets specific training, re-training, and certification requirements. No matter how small or large a company is, workers in all fields of industry face workplace dangers that can threaten their health and safety. In some industries, the dangers can be evident. For others, the dangers may not be as obvious. An office or a lab may seem harmless, but poor ergonomics, slips, trips, and falls or chemical exposure can cause injuries and health problems that may hamper your ability to do your job or enjoy life. Because hazards are present in all types of industries, it's essential for companies to provide health and safety training for their workers and to update this knowledge on a regular basis.

Wright is no different; we are committed to sustaining a healthy and safe work environment for all employees. High standards in Environment, Health & Safety (EHS) are essential to ensure that our employees are prepared to protect themselves and their coworkers from any hazard present in the workplace.

> We can often become immune and lethargic to safety requirements simply because we experience them day in and day out. As we go through the same routine every day we might take our health and safety for granted and see it as unimportant because we have "been doing it forever" without incident. This can result in accidents, injury, or even death due to unawareness of safety procedures that are designed to protect us. It is extremely important to constantly be reminded of not only the fact that safety requirements must be adhered to, but also WHY we need to be trained on them. The

EHS department at Wright has designed training curriculums to not only meet the requirements of OSHA, but also be tailored to specific job functions. Expect new trainings to be issued through WrightU to enhance your knowledge of proper workplace health and safety requirements throughout 2016.





SHA

# AUGMENT® Bone Graft

 $W_{\rm e}$  are in full swing for 2016, performing ahead of AOP, receiving approval from 1800 facilities, successfully training 169 surgeons and seeing 229 new customers converted in Q1, with 43%



of the new facilities coming on board in March. The momentum continues as the three highly skilled implementation teams are unveiling new programs to drive AUGMENT® Bone Graft launch success in this quarter through the introduction of ACCESS AUGMENT®, enhanced surgeon awareness and education. We will also begin to phase in our patient awareness and education platform.



**ACCESS AUGMENT® Bone Graft** is the blocking and tackling answer to current barriers to entry. The program will target top decile accounts for our pilot consignment program. With the success of these identified piloted targets we will implement the program in phases to each territory.

Enhanced Surgeon Awareness and Education In Q2 we will continue to drive targeted focus on this revolutionary product with additional faculty, new cases, and success stories integrated in the current robust medical education initiatives. First up this month, we will partner with AOFAS Advanced Foot & Ankle Course to present an AUGMENT® Bone Graft Industry Session April 29, 2016 in Cleveland, Ohio with Dr. Berlet as our esteemed speaker to continue to drive our efforts in effective surgeon awareness and education.

Immediately following, AUGMENT® Bone Graft will be among the lineup of world-class products discussed, debated, and presented through case based adult learning principles at the Advances in Foot and Ankle Course in San Francisco June 3-4, 2016 with Drs. Davis and Berlet as our esteemed speakers.

Patient Awareness and Education Our education platform will unveil this quarter. The program will begin with a heartfelt "Thank You" to the 414 patients who participated in the largest foot and ankle trial and will explain how their participation has moved technology forward. We will never know their faces or names, but recognize we owe them a sincere debt of gratitude in their efforts to bring this revolutionary



product to market.

For more information on ACCESS AUGMENT® or the AUGMENT® Bone Graft story please reach out to **Gene Bastnagel**, Product Manager II at Gene.Bastnagel@wright.com. We all look forward to the next chapter in the AUGMENT® story and how each of you will contribute to that success!



operations that are used by multiple parts of the same organization. They are accountable for delivering a suite of services to both the operating business units and the corporate functions.

#### Benefits of a shared service model include:

- Economies of Scale Lower Costs
- Agreed-Upon Service Levels
- Standardization of Processes Best Practices
- Better Business Analytics

Marketing Communications and the Medical Education departments are two stellar shared service examples within Wright. Earlier this year, the U.S. legacy Tornier and U.S. legacy Wright Marketing Communications (MarCom) and Medical Education (MedEd) departments, merged to become shared services departments with one Leader/Team supporting both U.S. Upper and Lower Extremity Businesses led by **Cheryl Edwards**, VP of Medical Education and Cara Lyons, Sr. Director, Marketing Communications. Since merging, each team has been working to identify ways to leverage talent and resources to best support efficient operations, and is ALIGNED to serve the MedEd and MarCom needs across the entire U.S. organization.

Likewise, the Medical Education and Marketing Communications departments for International operate under the leadership of **David Evans**, Vice President International Medical Education and Training. The teams work together to leverage internal and external medical education and sales training programs, as well as marketing tools in all legacy Tornier and legacy Wright International locations with collaborators in various countries.



#### **U.S. Key Contacts**

#### U.S. MedEd

#### **Cheryl Edwards**

#### **Mike Smith**

#### **Emily Smith**

#### **Peggy Peppers**

#### **Chuck Martin**

#### **U.S. MarCom**

#### **Cara Lyons**

#### Nicole Nelson

#### **Donna Melton**

In service to the global organization, the U.S. and International departments focus their efforts on the following initiatives:

#### **Medical Education:**

- Compliance Documentation
- Surgeon Spend Reporting
- Surgeon Training (Mobile Labs, CITE Visits, Regional Labs, Academies, Master Courses, and other Surgeon Training)
- Exhibits & Sponsorships
- International Centers of Excellence Programs
- International Sales Training and Sales **Effectiveness Training**







#### Marketing **Communications:**

- Brand Management
- Advertising
- Direct Marketing
- Public Relations
- e-Initiatives: Websites / SEO, SEM, e-newsletters, Social Media
- Video & Animation
- Digital Employee Communications







#### **International Key Contacts**

#### **David Evans**

#### **International MedEd**

**Steffen Eger** Medical Education Manager

#### **Sebastien Plouhinec**

#### **Séverine Abbadie**

#### **Emma Treharne**

#### **Dorine Van Ringelestijn**

#### **International MarCom**

#### **Gregory Four**

# Investor Relations THREE-PEAT!



**W**right topped the charts for the third year running at the annual IR Magazine U.S. Awards, capturing the coveted Grand Prix for Best Overall Investor Relations (small cap company).

**Julie Tracy**, Sr. VP and Chief

Communications Officer, and Julie Andrews, VP Finance and Chief Accounting Officer, attended the ceremony in New York to accept the award on behalf of Wright. Julie Tracy said, "This is a terrific honor for Wright. Being a global leader on an upward path is an exciting story to tell. We have

an incredible team, and I'm thrilled Wright was recognized by our analysts and investors for the third year in a row."

The winners of the IR Magazine Awards are identified by in-depth research and all publicly traded companies are eligible to be considered. The survey is the only one of its kind to go directly to the investment community, via a combination of an electronic survey and one-to-one telephone interviews, canvassing the opinions of over 400 analysts and investors throughout the U.S. 🕶



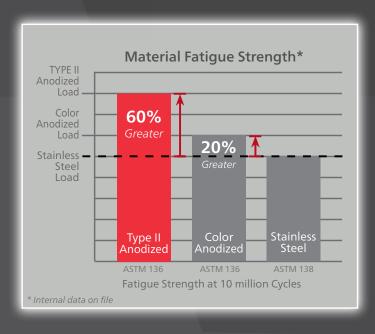
Grand Prix award for Wright. Julie Andrews (left) and Julie Tracy (right) on



the Red Carpet.

### ORTHOLOC 3DI CROSSCHECK

ORTHOLOC® 3Di CROSSCHECK® launched in the U.S. on April 18, 2016. The new modular addition to the ORTHOLOC® 3Di Foot Reconstruction platform expands surgical plating options while minimizing trays per procedure. Comprised of five uniquely designed Type II anodized plates and two key instruments, the ORTHOLOC® 3Di CROSSCHECK® Plating System provides dynamic, mechanical compression with its cross screw through the plate solution. Additional product information is available at www.ortholoc.com. ORTHOLOC® 3Di CROSSCHECK® is scheduled to launch internationally in Canada during Q4 2016.





ORTHOLOC® 3Di CROSSCHECK MTP Fusion Surgical Technique Animation



ORTHOLOC® 3Di CROSSCHECK Lapidus Fusion Surgical Technique Animation



# Limited User Release for



#### HAPY™ Pyrocarbon Sphere

n light of the long term experience and good results of pyrocarbon in the hand, wrist and elbow, pyrocarbon solutions for foot applications pose an innovative alternative to silicone implants or arthrodesis.

The HAPY™ pyrocarbon sphere offers solutions for both the hand and foot. Foot indications include:

- 1st MetaTarsoPhalangeal (MTP) hemi arthroplasty (revision of failed fusion or arthroplasty, 1st meta head necrosis, revision of previous Keller)
- 4th and 5th TarsoMetaTarsal (TMT) interposition implant
- lesser rays MTP hemi arthroplasty (Freiberg disease) Since the first surgeries in 2010, 100 HAPY™ foot implants have been implanted as part of the Limited User Release (LUR) in select centers throughout France, the United Kingdom and Australia.



#### **EPYC™ MetaTarsal (MT) Head Pyrocarbon Resurfacing Implant**

A second pyrocarbon solution treats Hallux Rigidus. The EPYC™ MetaTarsal (MT) Head pyrocarbon resurfacing implant has two pegs to ensure stability on the MT head. Since the first surgeries in 2012, 50 EPYC™ MetaTarsal heads have been implanted as part of the Limited User Release in France, Norway and Australia.

With very encouraging results for both implants, Wright will increase the LUR surgeon base for both, provide more HAPY™ kits and is considering submission of a 510(k) for both product lines.

## Instrumentation

New LATITUDE EV™ Instrumentation sets are being deployed to all International countries where elbow arthroplasty has been approved. The new instrumentation sets replace the legacy LATITUDE™ Instrumentation sets and offer the following advantages:

 All steps have been highly simplified. Surgeons and Nurses have a clear and straight forward understanding of the use of all jigs at first sight.

• Humeral and Ulnar preparation is much quicker and more precise. Jigs have been designed to integrate all steps of the legacy set in one and the assemblies required with the legacy set are no longer necessary.

• NEW radial head resection jig! Managing overstuffing of the radial head component has always been challenging. Latitude EV™ proposes a brand new jig that resects the radius with precision and deals with the correct implant positioning.

• Long stems are part of the set. The revision market is significant and our large offer of long stems provides a great opportunity to compete in this market.



### INFINITY®

Total Ankle Replacement



"The INFINITY" Total Ankle System has allowed me to get back a part of my life that I thought I lost . . . I am back to where I was before this whole ordeal started."

he human ankle is a joint that acts much like a hinge. As we age, an ankle's function can be affected negatively by osteo- or rheumatoid arthritis, causing pain and reduced mobility. An ankle can also be damaged by a traumatic event, such as a motorcycle accident, or perhaps a sports injury which results in post-traumatic arthritis in the joint.

Wright's INFINITY® Total Ankle Replacement was designed to address these conditions and is intended to give patients limited mobility by reducing pain, restoring alignment, and replacing the flexion and extension movement in the ankle joint. It is indicated for patients with ankle joints damaged by severe arthritis or a failed, previous ankle surgery.

Jim P's patient story details the impact of more than three decades of distance running and repeated ankle injuries. As his condition deteriorated, he was forced to quit his physically demanding activities and found the normal day-to-day increasingly difficult. After receiving an INFINITY® Total Ankle Replacement, Jim's agonizing pain was all but gone.

Read Jim's complete story at <a href="http://www.myankle.com/jim-p/">http://www.myankle.com/jim-p/</a>



These results are specific to this individual only. Individual results and activity levels after surgery vary and depend on many factors including age, weight and prior activity level. There are risks and recovery times associated with surgery and there are certain individuals who should not undergo surgery.

# Here's the Scc

The Employee Activities Committee (EAC) is a global program consisting of volunteers throughout the organization who enable high levels of employee engagement through rewarding activities, programs, and services. EAC members reflect the demographical, functional and organizational diversity of Wright. The number of EAC members varies per location but a designated Location Sponsor exists at each to spearhead activities.

#### Roll of the Location Sponsor:

- Oversees global and site-specific activities
- Promotes the EAC program
- Coordinates calendars
- Manages budgets
- Attends monthly sponsor meetings
- Manages EAC members and site meetings

Examples of programs sponsored by the global Employee Activities Committee include annual company picnics, wellness initiatives, community events, and corporate holiday events. The EAC looks forward to communicating an annual global activities calendar and welcomes both new and veteran members focused on elevating employee engagement during 2016.

The EAC likes feedback. If you have comments, questions, ideas, or are enthusiastic and willing to help or plan sponsored events,



please contact your location sponsor or jessica.kelly@wright.com.

#### **EAC Designated Locations** and Location Sponsors



Memphis Jessica Kelly Employee Experience Manager



Memphis Erica White HR Specialist



Bloomington Hannah Peterson HR Specialist



Arlington Carol Land Sr. Master Production Scheduler



Franklin Kathy Utley Executive Assistant



Warsaw Erica Lehman Administrative Assistant



France Christine Revillon Office Manager



Ireland Michelle Rahill HR Specialist

U.S. Sales/HUBS/Remote

International Sales/Remote TBD

### Welcome! New employees



Erich Duff
DISTRIBUTION &
OPERATIONS SUPERVISOR
2/1/2016
Canada



Andressa Ignacio ADMINISTRATIVE ANALYST 3/1/2016 Brazil



Frank Schaefer
DIRECTOR,
CLUSTER DACH
3/1/2016
Switzerland



Ben Swanton WAREHOUSE OPERATIVE 3/4/2016 United Kingdom



Gerry Bernabe CORPORATE SALES REPRESENTATIVE 3/7/2016 Washington



Christopher Canty Jr.
DELIVERY SPECIALIST
3/7/2016
Atlanta GA



Belinda Christmas LOWER EXTREMITY PRODUCT SPECIALIST 3/7/2016 Australia



Stan Gregovich
DELIVERY SPECIALIST
3/7/2016
Detroit MI



Randy Peterfeso
MANAGER QUALITY
SYSTEMS
3/7/2016
Bloomington MN



Pauline Vial
COMPUTER DESIGNER
3/7/2016
Montbonnot France



Madeline Bushby ASSOCIATE PRODUCT SPECIALIST 3/10/2016 Australia



Sheryl Dote
PAYROLL SPECIALIST
3/14/2016
Memphis TN



Yan Gao GLOBAL SUPPLY CHAIN ANALYST 3/14/2016 Memphis TN



Ronnie Gray DELIVERY SPECIALIST 3/14/2016 Phoenix AZ



Katherine Elizabeth Quaschnick MEETING PLANNER 3/14/2016 Bloomington MN



Amit Kumar Roy GLOBAL SUPPLY CHAIN ANALYST 3/14/2016 Memphis TN



Brian Schauer
ASSOCIATE SALES
REPRESENTATIVE
3/14/2016
Arizona



Michael Sosa MATERIALS HANDLER 3/14/2016 Bloomington MN



Laura Stroup SEC REPORTING AND CONTROL SPECIALIST 3/14/2016 Memphis TN



Thomas Scheuffelhut WAREHOUSE ASSISTANT 3/15/2016 Germany



Dominique Coussy MANUFACTURING SUPERVISOR 3/21/2016 Montbonnot France



Nathan Reiden
MANAGER REGULATORY
AFFAIRS, QUALITY &
REIMBURSEMENT
3/21/2016
Australia



Amy Taylor
PROCUREMENT
SPECIALIST I
3/21/2016
Franklin TN



Kristen Fabiano CORPORATE SALES REPRESENTATIVE 3/28/2016 Michigan



Mariah Nicole Johnson SALES INTERN 3/28/2016 Memphis TN



Melissa Medina GLOBAL DEMAND PLANNING MANAGER 3/28/2016 Memphis TN



Aaron Miller ASSOCIATE SALES REPRESENTATIVE 3/28/2016 Michigan



David Partridge
CORPORATE SALES
REPRESENTATIVE
3/28/2016
Alabama



Dennis Spencer CORPORATE SALES REPRESENTATIVE 3/28/2016 Michigan



Christopher Waxweiler MANAGER DISTRICT SALES 3/28/2016 Michigan





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