



Another Step Forward  
for the Leading Total Ankle.

Dear Dr. Cummings,

Wright is once again redefining total ankle replacement with our new INFINITY™ with ADAPTIS™ Technology, complete with newly FDA 510(k) cleared EVERLAST™ Polyethylene inserts. Featuring 3D-printed porous material designed to improve bone ingrowth and stability<sup>1,2</sup>, this new technology represents another step forward for Wright's leading bone preserving total ankle system.

The INFINITY™ with ADAPTIS™ Technology includes innovative EVERLAST™ Highly Cross-linked polyethylene inserts, which improve wear resistance by up to 26%<sup>3</sup> and are infused with Vitamin E to minimize oxidation.<sup>4</sup> Equipped with 3D-printed porous metal components, which act as a monoblock construct, the new system can reduce the possibility of delamination at the solid/porous material interface and facilitate bone ingrowth in as few as four weeks.<sup>1</sup>

**275\***  
Procedures  
Performed

**67\***  
Surgeons

\*Cases performed in limited user release  
since March 2019. Data on file.

This is the first ankle system that uses **3D-printing** to build the implant – including the porous material – layer by layer as **one monoblock piece** rather than a traditional plasma spray coating or post-production attachment of a 3D material to the implant. We are optimistic that this new approach will result in better adhesion to bone, better implant stability and better implant durability – making the ADAPTIS™ Technology a **game changer for implant longevity**.<sup>1</sup>



Jeremy McCormick, MD  
Assoc. Professor of Orthopaedic Surgery and  
Director, Foot and Ankle Fellowship Program,  
Washington University, St. Louis, MO

The new INFINITY™ with ADAPTIS™ Technology also utilizes Wright's trusted PROPHECY™ Preoperative Navigation Guides, enabling surgeons to tailor the procedure to their patient's unique anatomy, which can improve alignment and accuracy<sup>5</sup>, and reduce time in the operating room.<sup>6</sup>

"INFINITY™ with ADAPTIS™ Technology represents an important step for the future of total ankle replacement surgery," said Patrick Fisher, President Lower Extremities & Biologics, Wright Medical. "We are constantly looking to innovate and optimize the performance of our market leading products to ensure we are meeting the evolving needs of our surgeons and patients. The recent FDA clearance of EVERLAST™ polyethylene inserts for our new system is another example of our commitment to providing the most innovative and useful technologies to our surgeons that can provide the best possible outcomes for their patients."

The INFINITY™ with ADAPTIS™ Technology, complete with EVERLAST™ inserts, is currently available for limited user release and is expected to be commercially available in the Fall of 2020. For more information, review the product brochure by clicking [HERE](#).

[www.wright.com/adaptis](http://www.wright.com/adaptis)

### Learn More at One of Our Live Launch Webinars

Register for one of our live launch webinars to learn more about this innovative technology along with early experience using the system.

## ADAPTIS™ LIVE LAUNCH WEBINAR



Thursday, July 23 • 7:00 PM (CDT)

INFINITY™ WITH ADAPTIS™  
TECHNOLOGY: ANOTHER  
STEP FORWARD



W. Hodges Davis, MD    Jeremy McCormick, MD

INFINITY™  
with ADAPTIS™ Technology



# CARTIVA® CONNECTION



KEEPING UP WITH CARTIVA HAPPENINGS

April 2019

## CARTIVA® Synthetic Cartilage Implant

### CARTIVA® In the News:

#### 5 Cutting-Edge Arthritis Treatments All Runners Should Know About

We are excited to announce the **CARTIVA® SCI** was recently featured in **Runner's World** in an online article as one of the top 5 cutting-edge treatments for arthritis sufferers and pavement pounders, alike. The article emphasizes how doctors are turning towards new therapies for aching joints, such as a technologically savvy knee wrap, regenerative injectables, and innovative materials used to replace damaged cartilage. CARTIVA® SCI was recognized as an innovative treatment option for patients suffering from big-toe arthritis, as opposed to fusing the bones together, and the author remarked how future indications using this novel synthetic cartilage material may expand.



View the full article [HERE](#).

Learn more at [www.cartiva.net](http://www.cartiva.net)



Dear Dr. Cummings,

Join us for the second event of the Advanced Total Ankle Replacement virtual education Series with Gregory Berlet, MD and W. Hodges Davis, MD this Thursday, 4/1 from 6:30-8:00pm CST with a focus on Valgus Deformity. Register here to attend - <http://bit.ly/37CjaWo>.

The webinars will consist of a 30-minute didactic presentation, followed by 30 minutes of faculty case presentations, and wrap up with 30 minutes of case presentations from guest panelists.

Refer to prescribing information contained in the IFU – <https://bit.ly/3g5olzY>.



Thurs., April 1 • 6:30-8:00 PM (CST)

ADVANCED TOTAL ANKLE  
REPLACEMENT: VALGUS DEFORMITY  
WEBINAR SERIES



W. Hodges Davis, MD      Greg Berlet, MD

**WRIGHT**  
NOW PART OF STRYKER

The series will continue with monthly webinars focused on Advanced TAR topics such as alignment and balance, fusion takedowns, and staging. You can view and register for all webinars in this series [HERE](#).

#### Series Host



Hodges Davis, MD  
Chief Medical Officer, WRIGHT  
OrthoCarolina | Charlotte, NC

#### Invited Faculty



Scott Ellis, MD  
Hospital for Special Surgery  
New York, NY

**Webinar 1**  
Thursday, February 25, 2021  
6:30–8:00pm (CST)  
Varus Deformity



Greg Berlet, MD  
Orthopaedic Foot and Ankle  
Center | Columbus, OH

**Webinar 2**  
Thursday, April 1, 2021  
6:30–8:00pm (CST)  
Valgus Deformity



Robert Anderson, MD  
Baylor Health System Sports  
Medicine and Orthopedics  
Green Bay, WI

**Webinar 3**  
Thursday, April 29, 2021  
8:00–9:30pm (CST)  
Alignment and Balance



William McGarvey, MD  
Chief of Foot and Ankle Surgery  
McGovern Medical School  
University of Texas Health  
Science Center | Houston, TX

**Webinar 4**  
Thursday, May 27, 2021  
8:00–9:30pm (CST)  
Fusion Takedowns



Steven Haddad, MD  
Illinois Bone & Joint Institute  
Chicago, IL

**Webinar 5**  
Thursday, June 17, 2021  
6:30–8:00pm (CST)  
Staging TAR

For other upcoming webinars, visit [www.wrightmed.com/calendar](http://www.wrightmed.com/calendar)

**Find My Sales Rep**



NOW PART OF STRYKER

STAY CONNECTED





# PROPHECY™

## Preoperative Navigation System

*Simple, Precise, Accurate*

Dear Dr. Cummings,

Thank you for being a valued customer of Wright Medical and trusting PROPHECY™ Preoperative Navigation for your total ankle replacement surgeries. This year PROPHECY™ will celebrate 8 years of clinical use. Over this time, we have processed more than 30,000 cases and estimate that over 18,000 hours of OR time have been saved<sup>1</sup>!

As PROPHECY™ continues to assist physicians with their total ankle replacement surgeries, we are always striving to better understand the customer experience and identifying areas of improvement. As a valued customer, please take a moment to click on the link below to take a brief survey of your PROPHECY™ experience.

**SURVEY**

We are looking forward to continuing our partnership with you through 2020 and beyond!

Thank You,  
*The PROPHECY™ Team*



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1. Hamid KS, Matson AP, Nwachukwu BU, Scott DJ, Mather RC, 3rd, DeOrio JK. Determining the Cost-Savings Threshold and Alignment Accuracy of Patient-Specific Instrumentation in Total Ankle Replacements. Foot Ankle Int. Jan 2017;38(1):49-57.





## 2017 is behind us, but we must learn from it.



At least once in your career I hope all of you are put through an experience like I had in 2017. It was the most difficult year of my 15-year Wright career, but it taught me more lessons than all of the good years combined. I learned how to deal with adversity, change, and all of the emotions that go along with the ups and downs. We have so much to be thankful for in this business, but a year like last year makes it hard to see through the dark times. Grit, perseverance, and all of you helped me get through 2017 and now we are back on the right path. 2018 will not be without its challenges but we are now getting back to our roots and remembering who we are. **We are the #1 Foot and Ankle and Biologics Company in the industry,** and in 2017 I think we forgot what came with that place on the top. It is a great responsibility to be #1 in any market and we lost sight of that. In 2018 we are going to take this market back by focusing on what got us here.

## The Innovation of Many



A single instrument cannot perform a symphony, and an innovative portfolio cannot be built by the R&D and Marketing teams alone. **It is going to take the input and passion of everyone on the team.** We need to be the best in every part of our business. We need the Finance team to find ways to save money so we can fund innovations our customers love. We need the Distribution team to find ways to make our customers think, "wow that was easy," when they call us for surgery. We need every one of you to find a way to improve your output by thinking about the patient first, and being solution-oriented.

## So, how are we going to get back to our roots?

First and foremost, innovation does not happen overnight, and we have been busy for the last two years coming up with new technologies. We have a full deck of product launches in 2018 that will catapult us back on top of the growth charts.

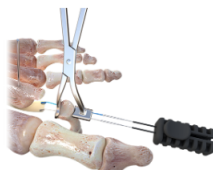


**PROPHECY™ Preoperative Navigation for INVISION™**

The first launch of the year was the INVISION™ + PROPHECY™ launch in mid-March. We have 70% market share in Total Ankle Replacement, and we just put the cherry on top with PROPHECY™ for revisions. No competitor has this technology and will not for years to come (if ever!) **Shawn McGinley, Paul Stenniski, and team** crushed it with this game-changing innovation.

## GRAVITY™ Plantar Plate Repair System

Not to be outdone by the PROstep™ team, **Zach Korman, Pearce Branthover, and Steve Polkosky** are launching the highly anticipated Plantar Plate system. Arthrex and Smith & Nephew have owned this market for years, but we plan to unseat them with a game changing technique developed right here in Memphis.





**SALVATION™ 2 External Fixation System**

Since **Brock Johnson, Chris Robinson, and the Salt Lake City design team** couldn't bear to go another year without a Charcot innovation, the team is putting out some awesome new struts, frames, and other great tools to enhance our market-leading SALVATION™ line.



Dear Dr. Cummings,

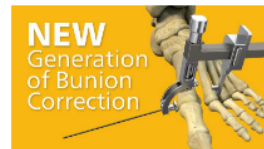
As summer winds down and we approach fall, I hope you and your loved ones are safe and well. We sincerely appreciate you being a Wright customer and for the trust you continue to have in our people and products. Although it's been a challenging year, our entire team at Wright has continued to stay focused on ensuring the continuity of product supply and service, providing medical education opportunities and launching new products.

Below are several mid-year highlights we wanted to share with you:

While we miss seeing you in-person at [Medical Education](#) and society events, our educational programs have not slowed a bit. Between April and August, we hosted 24 webinars with over 1,200 surgeon attendees. We also relaunched our [Virtual Learning Center](#) where you can view recorded presentations from our previous webinars, as well as [register for upcoming events](#).



In February, we initiated the launch of our new [ORTHOLOC™ 2 LapiFuse™ Triplanar Correction System](#) with full commercial availability occurring in April. This system was designed to increase fusion and lower recurrence rates<sup>1</sup>, preserve the length of the first ray<sup>2</sup>, and allow predictable and reproducible triplanar correction in a Lapidus procedure. [Click here](#) to learn more.



Last but not least, our [Wright Marketing On-Demand](#) portal and co-op program continues to gain in popularity with our customers across the country, especially as elective surgeries have resumed over the last several months. Wright Marketing On-Demand provides our customers with co-branded marketing tools and turnkey media solutions within a simple e-commerce environment. Additionally, 50/50 co-op funding is available on all items within the program. [Click here](#) to request more information on the program.



Please let us know if you would like more information on any of the above products or upcoming Medical Education opportunities. Otherwise, thank you again for being a Wright customer.

Best Regards,





YOUR FIRST CHOICE IN  
Foot & Ankle

## ORTHOLOC™ Ankle Fusion with 3Di Technology Plating System

### Universal Anterior Plate

#### Minimized Plate Profile

Low-profile plate anatomically designed to reduce soft tissue irritation.

#### Multiple Points of Fixation

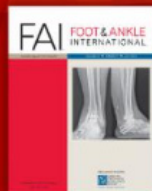
Additional points of fixation in the talus provide rotational stability and allows for an optional TTC fusion.

#### Universal Targeting Guide

Enables reproducible homerun screw placement and eliminates guess work.



You can view the Universal Anterior Plate System Overview Brochure [here](#).



### Ankle Arthrodesis Using Anatomically Contoured Anterior Plate

"The application of an anatomically contoured plate provides many advantages, including less soft tissue disruption by using a single anterior incision, ease of deformity correction, early rehabilitation, and high rate of union."

FUSE WITH CONFIDENCE

AUGMENT®  
Regenerative Solutions

The FIRST and ONLY  
**PROVEN** alternative to  
autograft in ankle and  
hindfoot arthrodesis.



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## AUGUST 2019 Email Marketing Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
		TARCOT Tuesday (Rep)		ASC Launch email (reps)		
11	12	13	14	15	16	17
		TARCOT Tuesday (Rep)	ASC USPI rep email Core Competency (Rep):			
18	19	20	21	22	23	24
		TARCOT Tuesday (Rep)	ASC success story	Cartiva Happening (rep) Cartiva Happening (HCP)		
25	26	27	28	29	30	31
		TARCOT Tuesday (Rep)	Core Competency (HCP):			

### NOTES

8/14: (Sales Rep) ASC USPI rep email

8/14: (Sales Rep) Core Competency PROstep:

8/21: (Sales Rep) ASC Success Story

8/22: (Sales Rep) Cartiva Happenings: **By the Numbers**

8/22: (HCP) Cartiva Happenings: **Treat the Patient, Not the X-Ray**

8/28: (HCP) Core Competency PROstep: Dr. Goolsby Success details