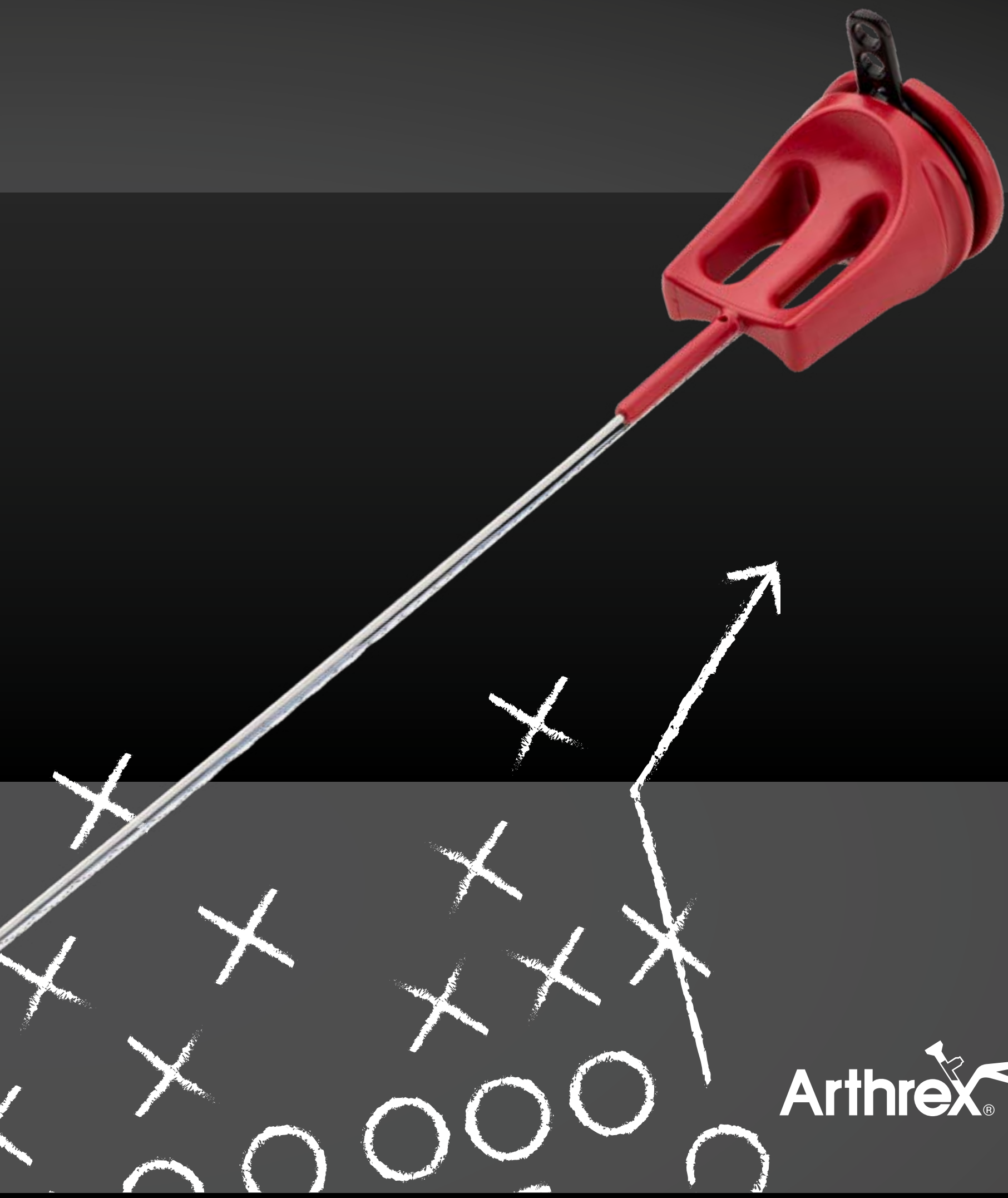
ECI PLAYBOOK

FiberTak® Soft Anchors

Shoulder Instability



Arthrex®

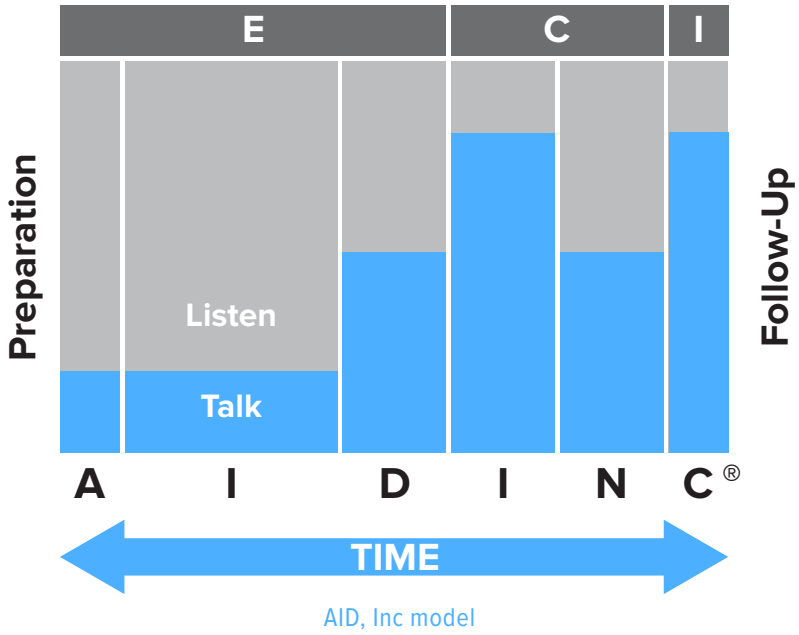
EDUCATE. CHALLENGE. INSPIRE.

Arthrex Customer Engagement™ Program

Introduction

ECI Playbook

Welcome to the FiberTak® Soft Anchors for Shoulder Instability playbook with the Arthrex ECI Customer Engagement program.



AID, Inc model

The Arthrex ECI playbooks are organized using the AID,INC® process model (ie, approach, interview, demonstrate, validate, negotiate, close), which will help you prepare and properly plan for each customer interaction. This playbook briefly reviews the Arthrex ECI Program concepts in the beginning of each section.

Combining the sales engagement model with the educational resources will help you apply what you have learned, engage and interact with your customers, and give you the confidence to approach your customers.

Using the AID,INC process model, we **EDUCATE** ourselves about customers' goals and priorities during the **approach** and **interview** by adapting to their behavior style and asking thoughtful questions. Based on what we learn, we **EDUCATE** our customers by **demonstrating** viable solutions and differentiating our products.

From there, we **validate** our claims with scientific evidence, **negotiate** through our customers' concerns or potential objections, and **CHALLENGE** them to deliver value through improved treatment and patient outcomes.

Through this collaborative process, we are able to identify customers' wants, needs, challenges, and goals and provide them with solutions. It also simplifies the **closing** process and **INSPIRES** our customers to choose Arthrex as a valued partner.

- **Pre-Call Game Plan**
- **ECI Reference Guide**

Coach's Corner

A Message from Arthrex President and Founder

The FiberTak® soft anchor is Arthrex's entry into the soft anchor market and represents years of research and market observation of the competitive landscape.

Since early canine clinical studies demonstrated cyst formation with the JuggerKnot compared to no cyst formation with the BioComposite SutureTak® anchor, Arthrex designed the FiberTak anchor as a late entry to the market should human clinical outcomes outweigh cyst formation concerns.[1] Early trials with Drs. Jeff Dugas and E. Lyle Cain at AMIS in Birmingham demonstrated no cyst formation after 1-year MRI follow-up, so Arthrex proceeded with launching the FiberTak soft anchor.

The FiberTak and Knotless FiberTak anchors have been highly successful in converting soft anchor business and are the top-selling soft anchors on the market for instability repair. The innovative features of SutureTape and the Knotless FiberTak anchors have surpassed all competitive designs and exceeded all expectations with surgeon acceptance, market excitement,and proven clinical success.

The Knotless FiberTak product line has expanded to multiple teams and indications and is the fastest growing suture anchor platform at Arthrex. The new Gen2 Knotless 1.8 FiberTak soft anchor release demonstrates our commitment to continually improve the implant with innovative technology and updated premium instrumentation.

Convert your surgeons to FiberTak soft anchors and enjoy making your surgeons and their patients happy!

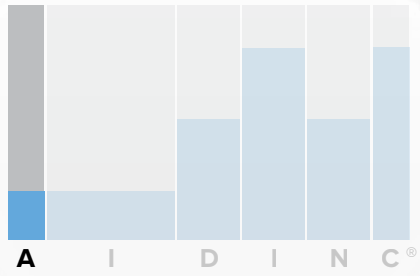
Reinhold Schmieding | President and Founder

Table of Contents

Approach

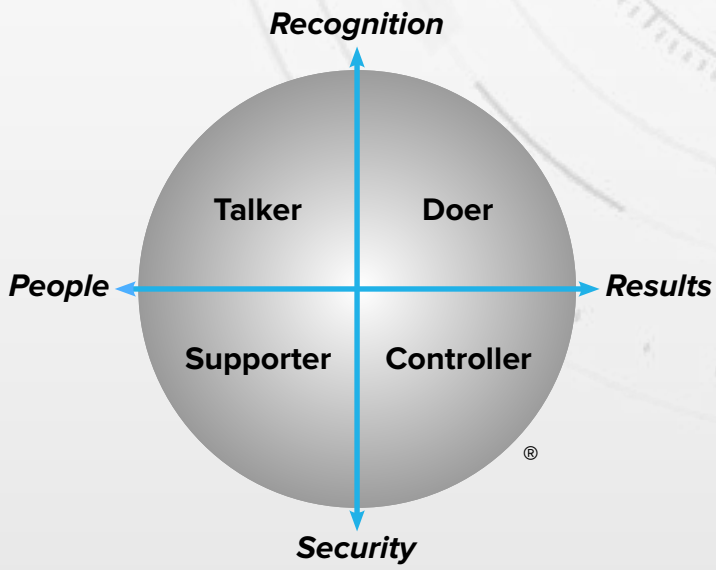
Action Guides™

- **Tune** the world out and people in.
- **Put** people at ease and make them feel important.
- **Get** them talking about themselves.
- **Hold** eye contact and listen to how they feel.



Pre-Call Game Plan

Behavior Styles®



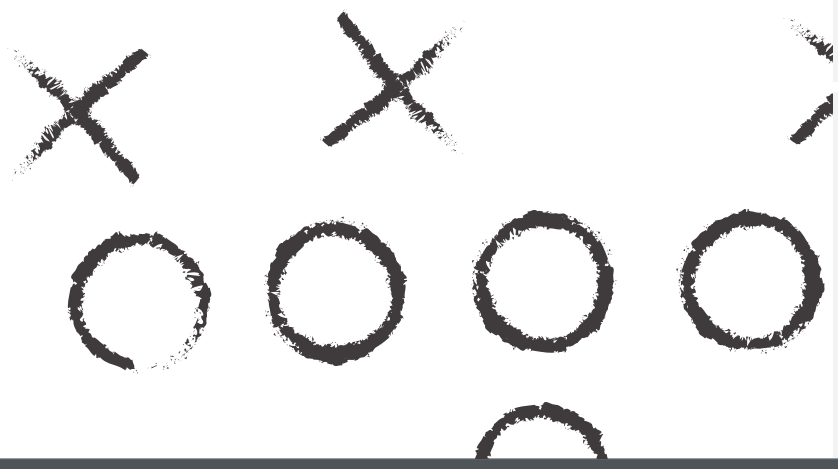
For further information, see the **ECI Reference Guide**.

Product Background and Rationale

Soft anchors are one of the fastest growing segments in the shoulder anchor market. Since 2011, most competitors have entered the space with soft anchors for treating both instability and rotator cuff repairs.

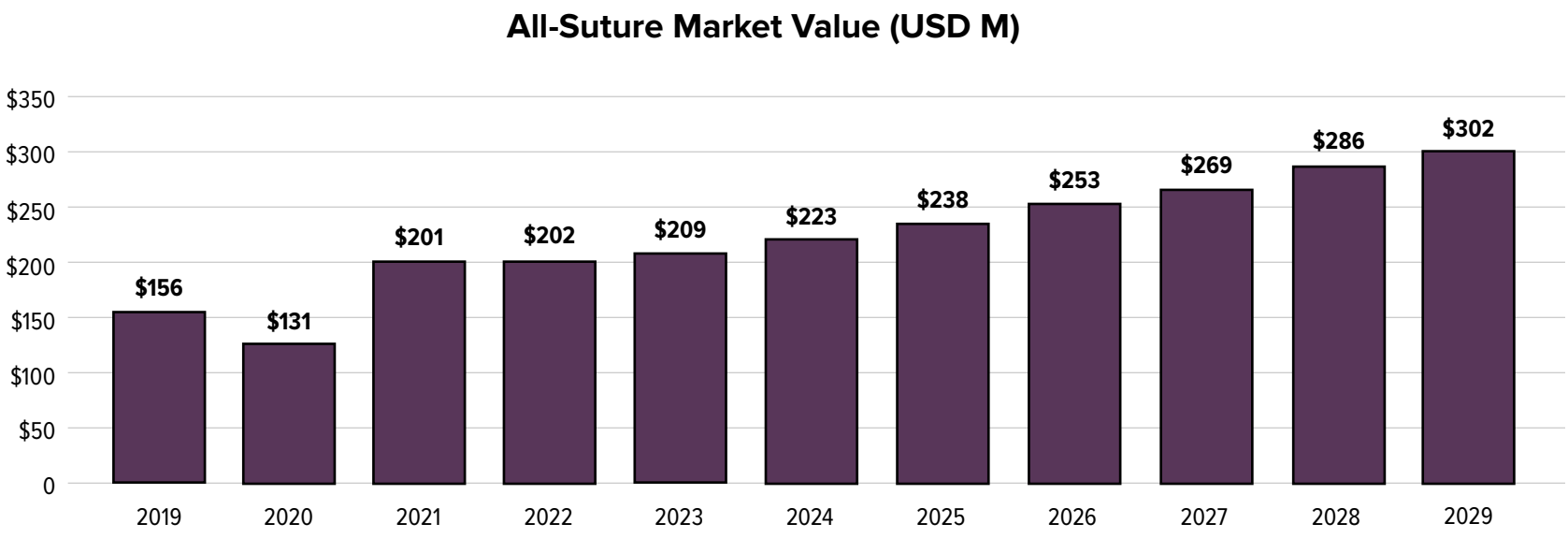
Our customers often question why we waited so long to enter this market. We delayed entering the market largely due to safety and efficacy concerns that were raised based on the findings of a canine study. This study demonstrated a risk of anchor pullback, which resulted in the repair loosening, and the potential for cyst formation.[1] Since then, growth in clinical use has increased year after year, without reported cyst formation or anchor migration, as shown in recent literature.[2,3]

Arthrex is equipped to respond to customer needs by providing them with a family of soft anchors that leverage our latest product innovations in tensionable knotless suture technology.



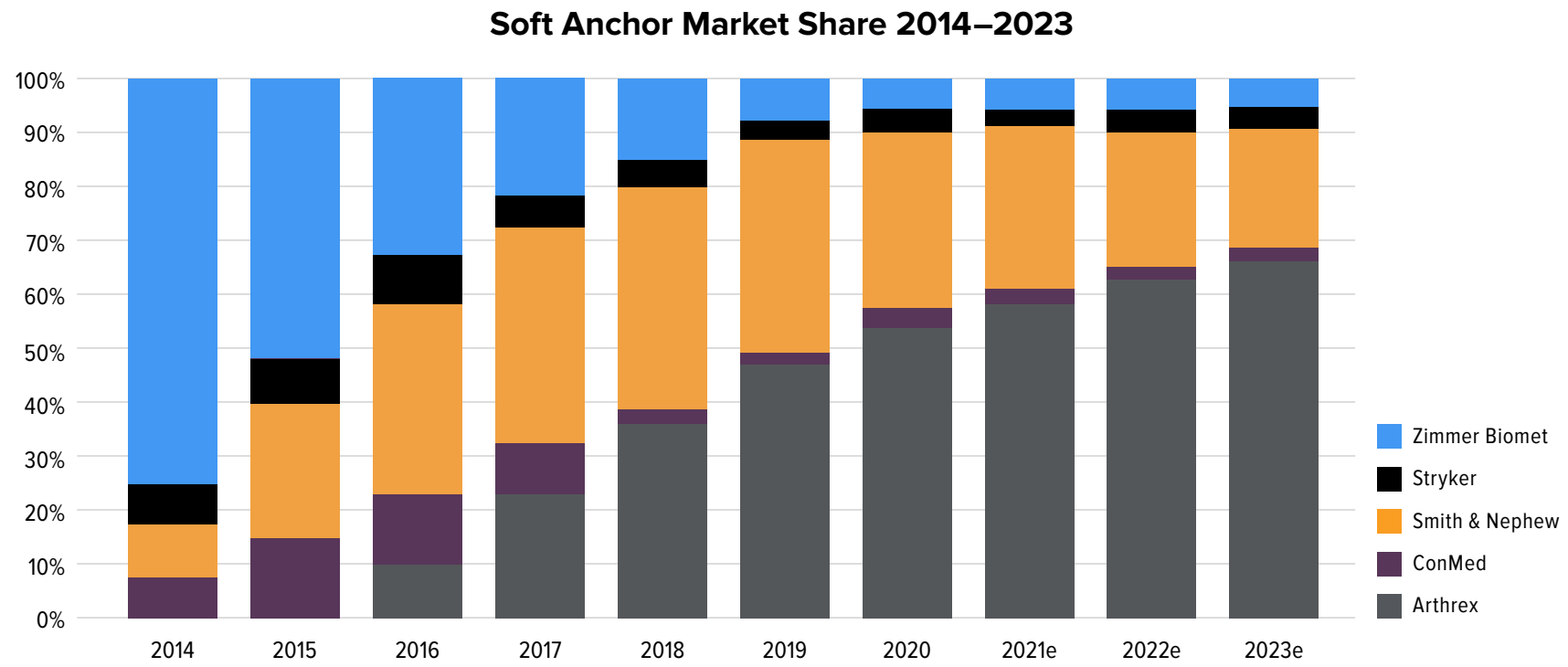
Approach

Market Overview



Source: IQVia MDSA 2011-2017 and SmarTRAK Market Research 2018-2019, Soft-Tissue Fixation

Arthrex leads the soft anchor market through innovation with knotless tensionable technology.



Source: IQVia MDSA 2011-2017 and SmarTRAK Market Research 2018-2019, Soft-Tissue Fixation

Approach

Primary Target Customers

Positioning FiberTak® Soft Anchors

- Focus efforts on customers who are currently using competitive soft anchors
- Position FiberTak anchors to gain back anchor business lost to competitive soft anchors
- Convert soft anchor users to our Knotless FiberTak anchors to differentiate from competitive soft anchors

Targeting

FiberTak and Knotless 1.8 FiberTak Soft Anchor Surgeon

Targeting is critical when customers are faced with multiple anchor choices for treating instability. Our full line of soft anchor options is best positioned for the following:

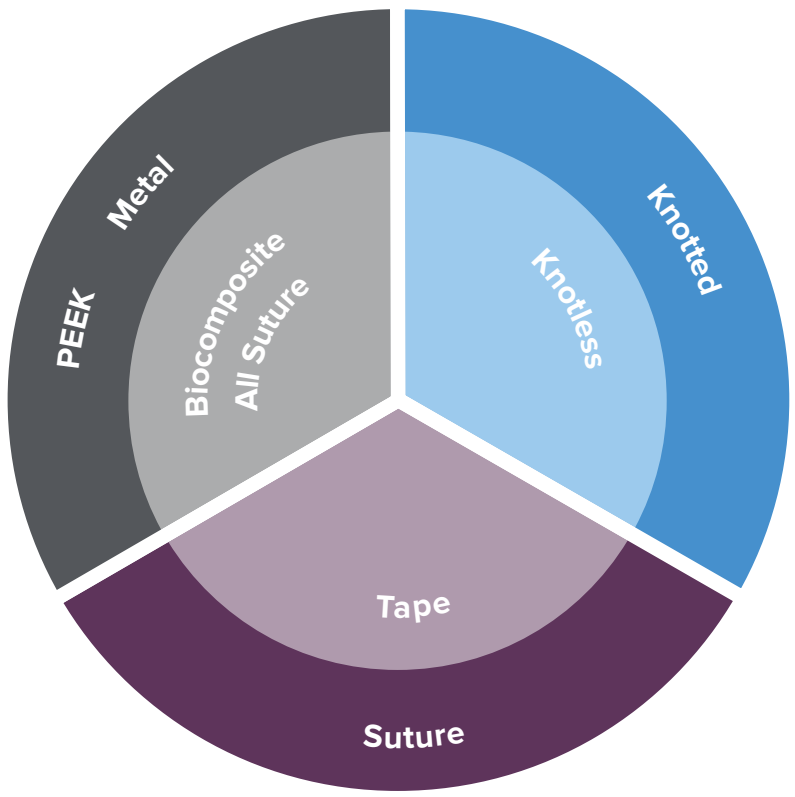
- Surgeons currently using competitive knot-tying soft anchors or hard-bodied knotted anchors
- Repairs:
  - Shoulder instability
  - PASTA/remplissage
  - SCR, glenoid graft fixation

The Knotless 1.8 FiberTak soft anchor is our premier implant for shoulder instability repairs.

Competitive Soft Anchor Targets

- Smith & Nephew SutureFix and Q-FIX
- Zimmer Biomet JuggerKnot and JuggerKnotless
- Cayenne Medical SureLock
- Stryker Iconix
- Linvatec (Conmed) Y-Knot
- Parcus Medical DrawTight

Our shoulder strategy is to move customers toward our most innovative and defensible products that fulfill our mission of Helping Surgeons Treat Their Patients Better™.



Approach

Targeting

A Great Target	A Good Target	Upgrade Target
 *Knotted Surgeon*	 *Hybrid Surgeon*	 *Knotless Surgeon*
■ Surgeons using competitive soft anchors	■ Surgeons using both knotted and knotless anchors for labral repairs ■ The 1.8 Knotless FiberTak® anchor is much smaller than our PushLock® anchor and allows for more points of fixation and the ability to retension the repair	■ Surgeons currently using PushLock and Knotless SutureTak anchors for instability ■ These surgeons need to be made aware of our newest technologies

A Great Target
Surgeons using competitive soft anchors currently do not have a choice of using a knotless soft anchor for their instability repairs. Our Knotless FiberTak anchor is a great option for these surgeons to give them all the advantages they have been experiencing with their current knot-tying soft anchor but now with a knotless option to save time and create a low-profile repair with no knot stacks.

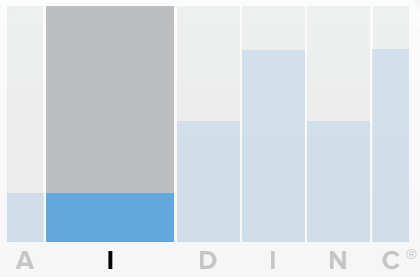
A Good Target
This surgeon is a good target for our Knotless FiberTak anchors. The instability surgeon has already bought into the value of knotless but prefers the benefits of a knotted anchor to insert through a guide and tension after anchor insertion. Show this surgeon our Knotless FiberTak anchor through a curved guide for their inferior instability anchors.

Upgrade Target
Surgeons who are exclusively using current Arthrex products might not be a primary target, but it is important that they are up to date with the latest technology. Show this surgeon the benefit of a knotless anchor with more points of fixation.

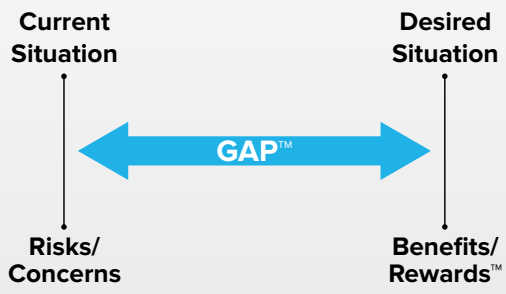
Interview

Action Guides™

- **Plan** and ask questions to uncover wants, needs, challenges, and goals.
- **Listen** to and paraphrase all points. If appropriate, take notes.
- **Identify** wants or needs and get agreement.
- **Communicate** your intent to create value by asking compelling questions.



The Gap Model™

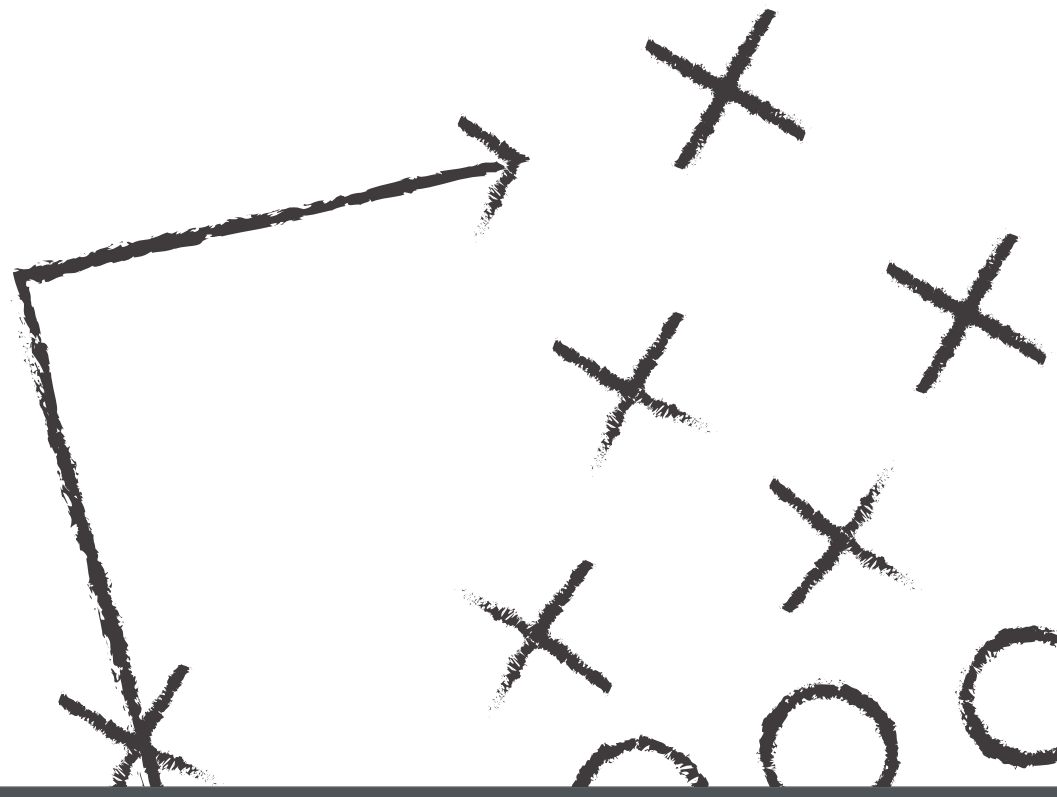


For further information, see the **ECI Reference Guide**.

Craft Compelling Questions

The ECI interview process is **all about asking good questions.** Whether you are introducing the Knotless FiberTak® anchor to your customer or converting them from another soft anchor, **you need to uncover their needs and challenges** to most effectively present how the FiberTak anchor is the right solution.

Following the ECI interview process, you will be able to identify strategies that best differentiate the FiberTak soft anchor from competitive products and upgrade the surgeon to the latest technology Arthrex has to offer.



Interview

Craft Compelling Questions

Current Situation

- How do you currently treat instability?
- How are you passing suture for instability cases?
- Are you currently using any curved implants and instrumentation?
- What size drill bit does your current anchor require?
- What do you like best about the soft anchor product you are currently using?
- Which product features were most important to you in deciding which anchor to use for your instability repairs?
- What made you start using all-suture anchors?
- Are you interested in transitioning or planning to transition to a knotless option?

Desired Situation

- What are your thoughts about using a smaller diameter drilled hole in the glenoid with larger tape suture?
- If your current technique could be enhanced, what would it look like?
- Is there anything different you would like to see with your current anchor?
- How do you feel about using knotted vs knotless anchors in the labrum?
- How can soft anchor technology improve? What is the next step?
- Are you open to exploring new options (with your instability anchor choice)?
- If we could give you a knotless repair, how might this help your outcomes?
- Do you ever desire more fixation points?

Risks/Concerns

- Have you had any issues in the past with your anchor?
- Do you worry about knots in the labrum?
- What challenges concern you the most about your current technique?
- There is an obvious debate about knot migration and potential arthritis caused by knots in the joint. What are your thoughts about the trend toward knotless instability repairs?
- Are you concerned with saving/preserving as much bone as possible?
- Does it concern you that your current implant company does not offer an expansive portfolio of products and solutions like Arthrex?

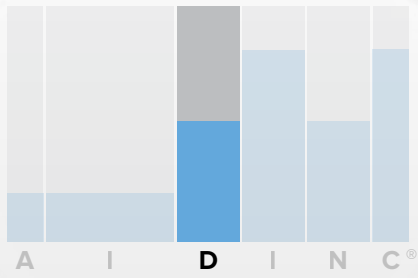
Benefits/Rewards

- Knotless instability repair is a hot topic on the panels right now. What are your thoughts on knotless technology?
- If that enhancement you mentioned could be changed, how would that affect your desired outcomes?
- Do you see an advantage in being able to dial-in tension for your labral repairs?
- After your initial repair, do you ever have a labrum repair where you would want to add an additional fixation point?
- Is it beneficial for you to have a knotless implant which inserts through a guide?
- Would the addition of SutureTape provide a stronger tendon-to-bone interface?

Demonstrate

Action Guides™

- **Repeat** the dominant wants, needs, or concerns.
- **Show** how Arthrex products fill wants/needs, solve problems, and create value.
- **Translate** Arthrex product features into customer/patient benefits.
- **Ask** for reactions, feelings, or opinions.



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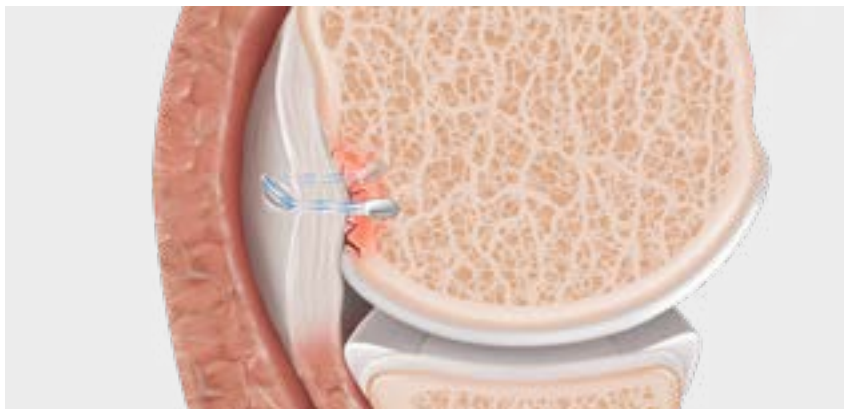
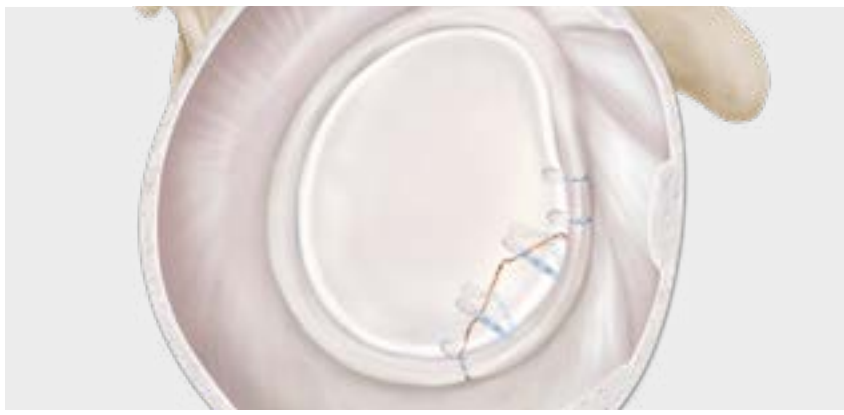
Product Applications

Anterior Instability Repair, Posterior Instability Repair, SLAP Repair



Remplissage

Superior Capsular Reconstruction (Glenoid Fixation)



Glenoid Bony Bankart Repair

Demonstrate

Value Proposition

FiberTak® soft anchors give you the flexibility to perform knotted or knotless repair constructs. Both knotted and knotless versions can be delivered through a guide for secure placement of the anchor even in hard to reach anatomy such as the inferior glenoid.

The Knotless FiberTak anchor uses the same approach as a knotted anchor but with a knotless repair. It is inserted through a guide so you can lever the humeral head out of the way to get the appropriate drill angle and insert the anchor with the same trajectory. It is then tensioned after the anchor is fixed into bone by shuttling the suture through the labrum and then through itself to create the locking mechanism. It is a quick, reproducible, knotless repair giving you all the advantages of a soft anchor with our next-generation knotless technology.

Scrub Sink Pitch

The FiberTak® soft anchor family provides a full line of innovative implant and instrument options offering the latest in technology for the treatment of shoulder instability.

Multiple points of knotless, low-profile fixation can be achieved from the Knotless 1.8 FiberTak anchor while allowing the user to tension and retension the repair under direct visualization.

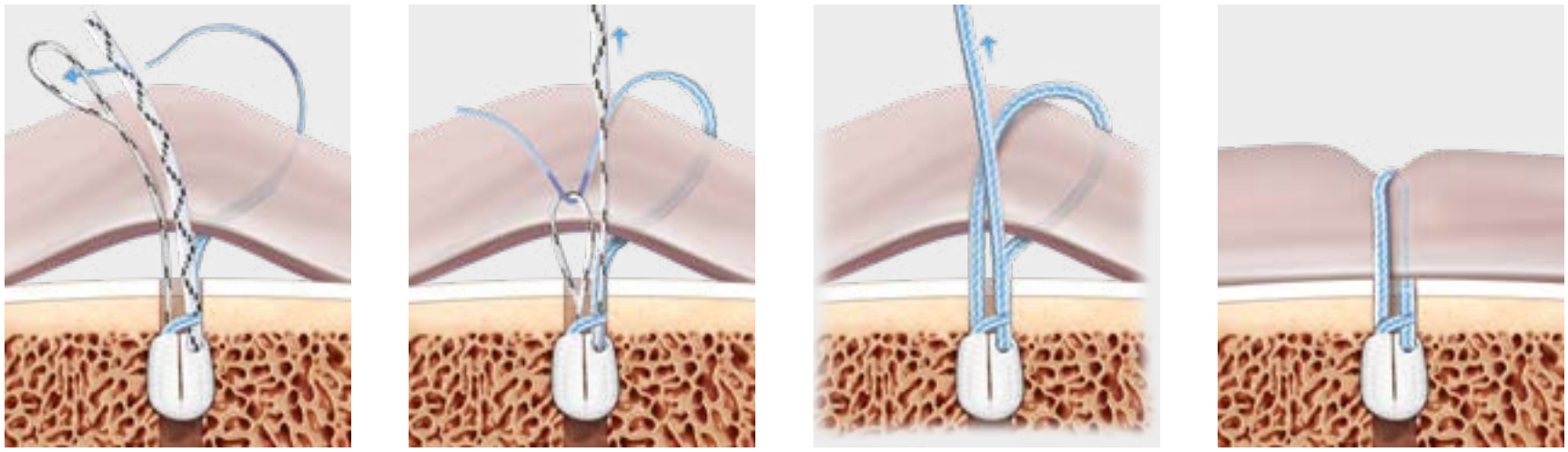
Demonstrate

Instability: Key Features and Benefits

Knotless 1.8 FiberTak® Anchor Advantages

- 52 lb of secure, low-profile knotless suture fixation[4]
- No risk of knot impingement or loosening
- 1.8 mm drill to minimize bone removal
- Simple, reproducible insertion and passing techniques similar to knot-tying anchors
- Multiple straight and curved guide options for full access around the glenoid
- Tissue can be approximated prior to final fixation
- Can be used in a knotless simple or mattress stitch configuration
- Suture tension can be controlled and adjusted under direct visualization
- Ability to adjust tension or sequentially tension after all anchors have been placed

Just pass it, cinch it, cut it



Sales Tools

- **Tensionable Knotless Bankart Repair Using the Knotless 1.8 mm FiberTak® Implant System**
  Videos - Surgical Technique - Peter J. Millett - VID1-000079-en-US - Feb 2019
- **Knotless 1.8 FiberTak® Soft Anchor for Glenoid Labrum Repair**
  Surgical Technique Guides - LT1-000002-en-US D - Jun 2022

Knotless 1.8 FiberTak Gen2
soft anchor, #2 suture
AR-**3636**

Demonstrate

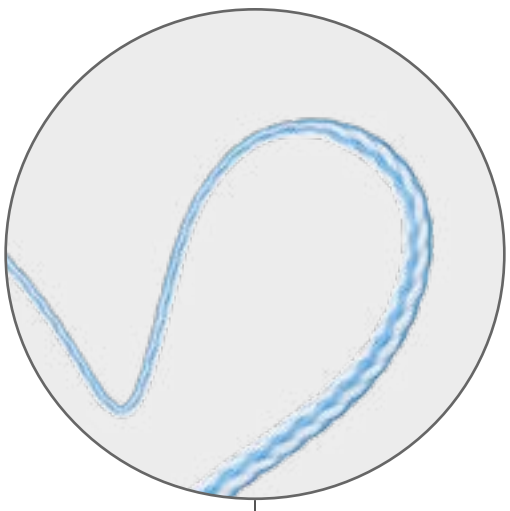
Instability: Key Features and Benefits

Knotless 1.8 FiberTak® Gen2 Soft Anchor Advantages

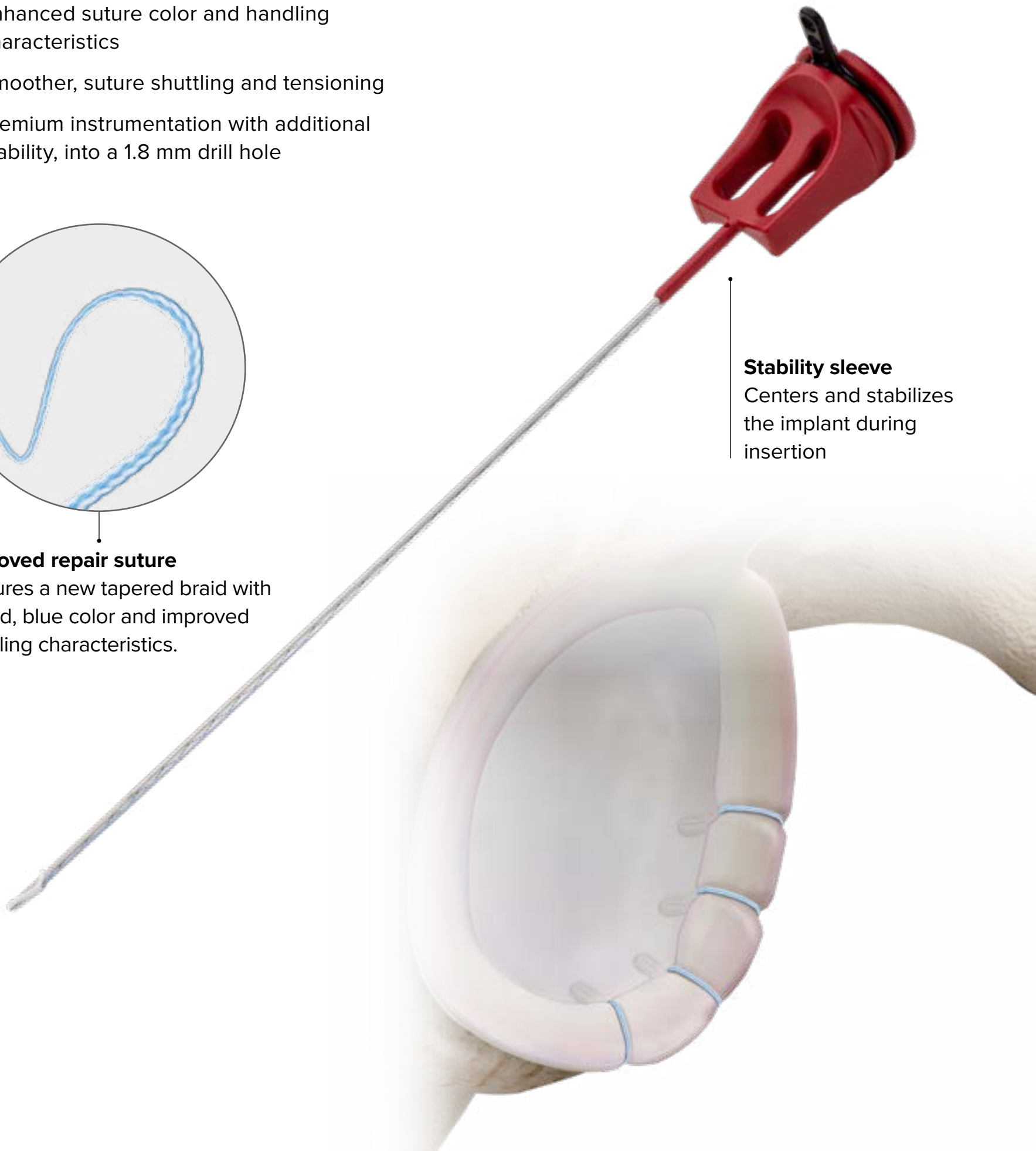
- Same benefits as the original Knotless 1.8 FiberTak soft anchor
  - Increased anchor strength and more consistent fixation
  - Enhanced suture color and handling characteristics
  - Smoother, suture shuttling and tensioning
  - Premium instrumentation with additional stability, into a 1.8 mm drill hole

Note: The Knotless FiberTak Gen2 implant is ONLY compatible with a reusable instrument with the AR-3610 identifier. For a full list, review the playsheet document.

All disposable instrument options are compatible with the Gen2 implant.



Improved repair suture
Features a new tapered braid with a vivid, blue color and improved handling characteristics.



Stability sleeve
Centers and stabilizes the implant during insertion

Demonstrate

Instability: Key Features and Benefits

Knotted FiberTak® Anchor

Advantages

- Minimal bone removal with drill sizes starting at 1.6 mm
- Multiple fixation points in less space to help spread load across labrum
- Multiple straight and curved guide options for full access around the glenoid
- Single- and double-loaded suture configurations
- Available with SutureTape, FiberWire® CL, and TigerTail® sutures

FiberTak Anchor w/ SutureTape,
Single-Loaded
AR-**3602**

FiberTak Anchor w/ FiberWire® CL
Suture, Single-Loaded
AR-**3600**

FiberTak Anchor w/ SutureTape,
Double-Loaded
AR-**3602-2**

FiberTak Anchor w/ TigerTail®
Suture, Single-Loaded
AR-**3603**

FiberTak Anchor w/ FiberWire CL
Suture, Double-Loaded
AR-**3600-2**

FiberTak Anchor w/ TigerTail
Suture, Double-Loaded
AR-**3603-2**

Demonstrate

FiberTak® Instrumentation: Key Features and Benefits

Drill Instrumentation

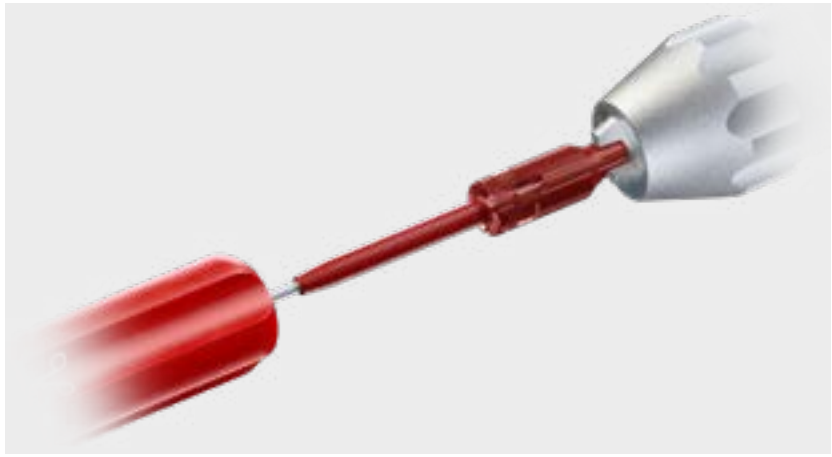
The flexible drill features a centering, stability sleeve with a tri-flat drill interface. The drill sleeve contains a positive stop that allows for consist bone preparation. The rigid drill option contains a positive stop and has a traditional flute design.

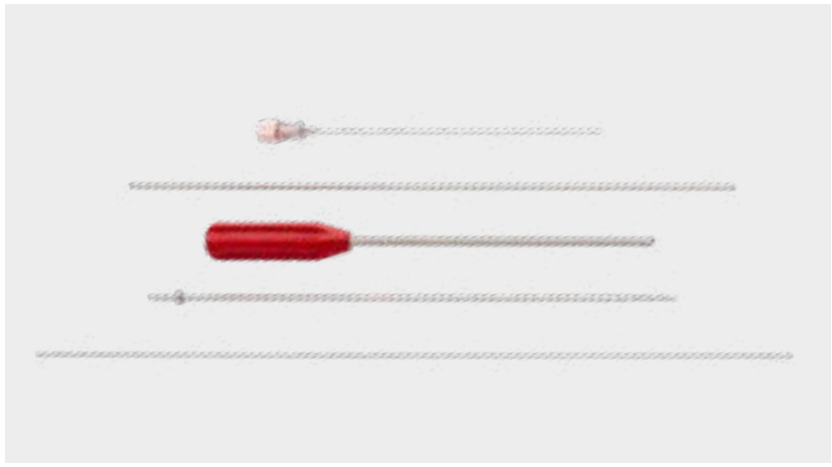
Drill Sizing Chart

Anchor Type	Normal Bone	Hard Bone
Knotless	1.8 mm	1.9 mm
Single-Loaded	1.6 mm	1.7 mm
Double-Loaded	1.7 mm	1.8 mm

Disposable Instrumentation

The FiberTak disposable instrument options include Individual packed sterile drills, shaver drills, and disposable instrument kits. FiberTak percutaneous instrument kits offer a technique to introduce a drill spear through tissue using a series of dilation steps, minimizing tissue disruption with optimal spear position.





Percutaneous Instrument Kit, for FiberTak anchor

Did You Know?

FiberTak curved instrumentation can be combined with the low-profile cannula for minimal tissue disruption using standard portal location for instability repairs.

Low Profile Cannula, 5 mm × 7 mm (AR-**6548**)

Demonstrate

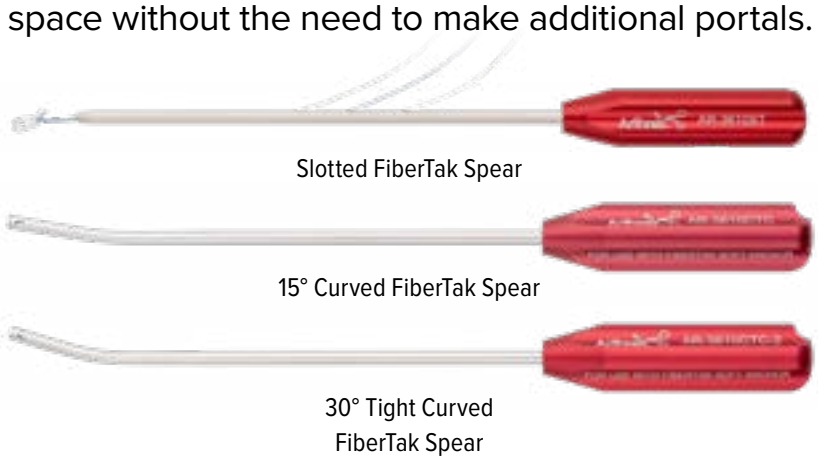
FiberTak® Instrumentation: Key Features and Benefits

Reusable Instrumentation

The FiberTak reusable spears include straight and curved options. The unique curved design allows surgeons to reach additional angles throughout the joint space without the need to make additional portals.

FiberTak Reusable Spear Options

Product Description	Item Number
15° Curved FiberTak Spear	AR-**3610CTC**
30° Tight Curved FiberTak Spear	AR-**3610CTC-2**
Fishmouth Spear	AR-**3610F**
Circumferential Teeth Spear	AR-**3610CT**
Slotted FiberTak Spear	AR-**3610ST**



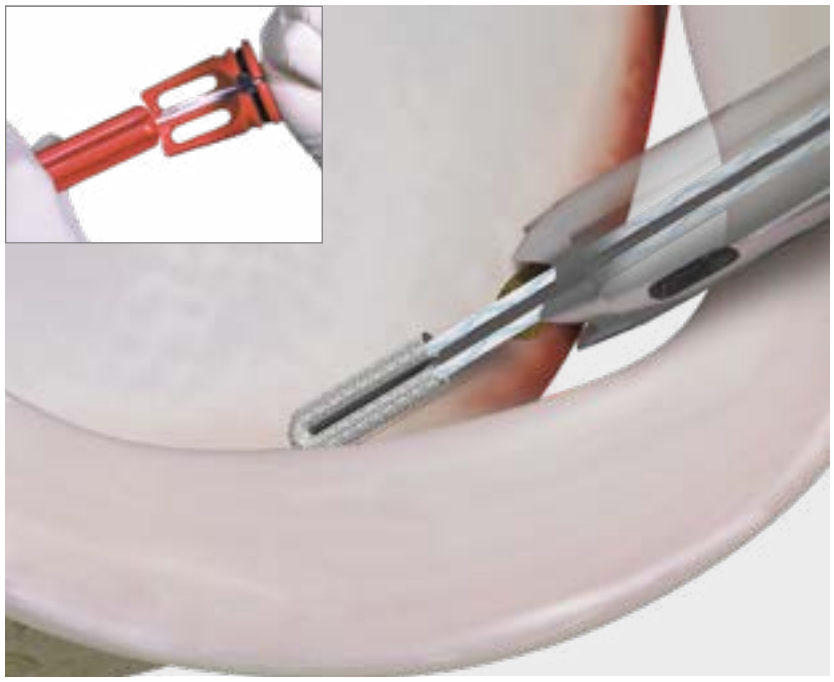
Slotted FiberTak Spear

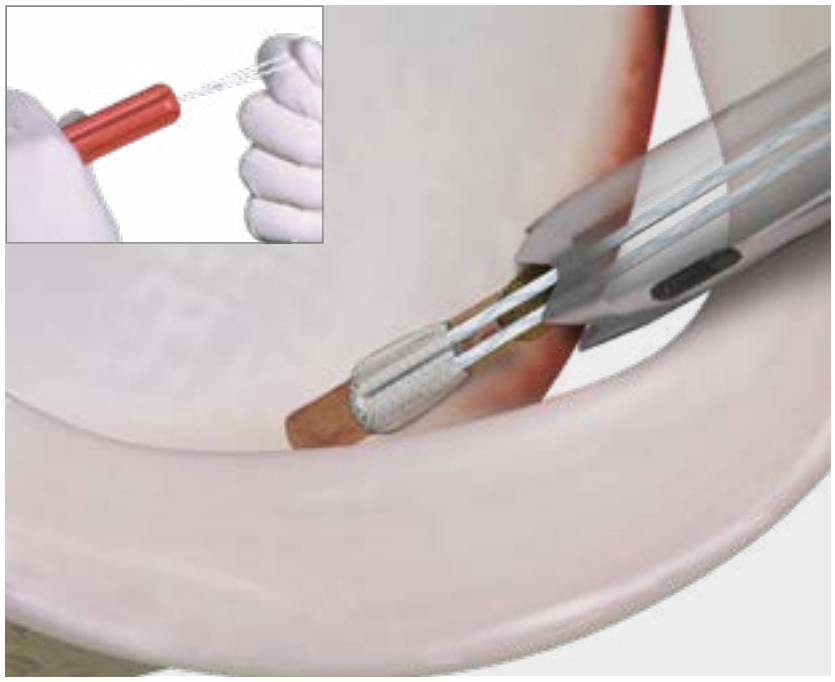
15° Curved FiberTak Spear

30° Tight Curved FiberTak Spear

Anchor Size: In Bone/On Bone

The FiberTak anchor size cannot be determined inside bone. The soft polyester sleeve will expand to fill the hole until fixation is achieved.





Soft anchors will expand to fit and fill the drill hole to an unspecified size.

FiberTak anchor sizes can be measured by inserting the anchor through a drill hole in foam block and loading the sutures to expand and deploy the anchor against the bone.

Knotted and Knotless FiberTak Soft Anchors

- Drill hole: 1.6 mm/1.8 mm
- Fully deployed (in air): 3.6 mm^3

Knotted and Knotless 2.6 FiberTak Soft Anchor

- Drill hole: 2.6 mm
- Fully deployed (in air): 5.1 mm^3

The fully deployed anchor sizes are relevant if the soft anchors are against cortical diaphyseal bone. Fixation is similar to a metal BicepsButton™ implant fixated unicortically into diaphyseal bone.

Demonstrate

Video: The Perfect Demo

- **Knotless 1.8 FiberTak® Soft Anchor Perfect Demo**

What you need for a perfect knotless demo:

Knotless 1.8 FiberTak Demo Kit (DS-150K) includes:

- Knotless 1.8 FiberTak anchor reloads
- Knotless FiberTak anchor demo block (DS-150)
- Curved spear from FiberTak Disposable Kit
- Knotless FiberTak inserter and suture retention ring

Sold separately (needed for demo but not included in kit):

- Mallet
- SutureLasso™ suture passer (AR-6068-90)
- FiberWire® cutter (AR-11794L)

Surgical Technique

FiberTak Pearls

Anchor Deployment Technique

- In hard bone, remember to cycle the drill to remove bone debris, which can improve anchor fixation
- Once anchor is inserted into bone:
  - Remove suture retention ring
  - Remove inserter, then drill guide
  - Pull back slowly in a consistent, straight-line fashion (no tugs)
  - Keep pulling suture until a solid endpoint is achieved

Knotless FiberTak Anchor Pearls

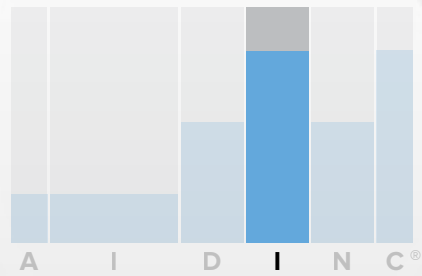
Knotless Anchor Technique

- The 1.8 mm drill is recommended for the Knotless 1.8 FiberTak anchors. The 1.9 mm drill can be used when hard bone is encountered
- Deployment technique for knotless anchors is identical to technique for FiberTak anchors
- For suture management, try to use an accessory portal to help avoid suture twists (as instructed in the surgical technique [LT1-000002])
- The repair suture needs to be folded in the loop of the shuttle link at the purple mark to ease conversion of the knotless splice
- Always pull the shuttle link tail from the same portal where the anchor was inserted into the bone
- To prevent suture twists, the 2-0 FiberLink™ shuttling suture needs to be free of twists prior to converting the knotless mechanism. Grab the repair stitch and shuttle link tail together with a suture retriever at the anchor insertion and clear by pulling both sutures out through a cannula.
- Should the repair stitch begin to twist when applying final tension to the repair, simply grab the repair stitch with a suture retriever to tease out the twist and continue applying final tension to the repair

Validate

Action Guides™

- **Develop** trust and confidence in yourself, your products/procedures, and Arthrex.
- **Define** customer value.
- **Differentiate** the value you provide.
- **Provide** proof and evidence to support your claims.



For further information, see the **ECI Reference Guide**.

Related Science

- Barber FA, Herbert MA. **All-suture anchors: biomechanical analysis of pullout strength, displacement, and failure mode.** *Arthroscopy.* 2017;33(6):1113-1121. doi:10.1016/j.arthro.2016.09.031
- Brand JC. **Editorial commentary: all-suture anchors, foam blocks, and biomechanical testing.** *Arthroscopy.* 2017;33(6):1122-1123. doi:10.1016/j.arthro.2017.01.012
- **Knotless, Tensionable Labral Repair**
  Presentation Videos - Peter J. Millett, MD,MS - VID1-000242-en-US - May 2019
- **Knotless Labral Repair Scientific Update**
  Scientific Updates - DOC1-000338-en-US - Jul 2020
- **All-Suture Anchors in Labral Repair Scientific Update**
  Scientific Updates - DOC1-000334-en-US - Aug 2020
- Tross AK, Nolte PC, Horan MB, et al. **Short-term outcomes after knotless all-suture anchor Bankart repair.** *Obere Extremität.* 2021;(16):7-33. doi:10.1007/s11678-020-00616-7

Competitive Matrix

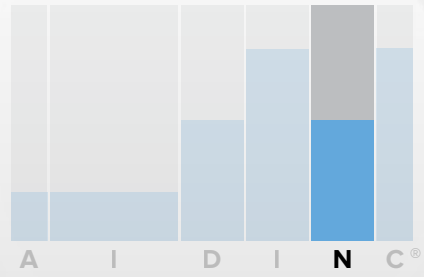
- **All-Suture Anchors for Instability Repair**
  Competitive Information - CI1-000108-en-US - July 2022

Negotiate

The ACR System

- **Acknowledge** – Listen emphatically and nondefensively
- **Clarify** – Understand the objection and identify additional concerns
- **Respond** – Respond with relevant data or additional information

For further information, see the **ECI Reference Guide**.



Negotiate by identifying and working through concerns that keep customers from using FiberTak® soft anchors. It is your responsibility to clearly identify any objections about FiberTak anchors or the technique so you can address them with supporting evidence. Keep the discussion moving toward closing or gaining commitment to use FiberTak® anchors.

Clinical Objections

I thought all soft anchors caused cyst formation?
Although we initially raised concern that soft anchors cause cyst formation in canines, the literature demonstrates consistent healing after instability repair using soft anchors with no sign of cyst formation.[3] Additionally, FiberTak soft anchors have become the #1 instability anchor option at Arthrex. With over 1.8 million FiberTak soft anchors implanted successfully, the concern for cyst formation has been drastically reduced.

I find the technique has the potential to create suture management challenges.
There are many resources that can aid in describing effective methods for surgical steps that result in a desired outcome. These resources, which can be found starting on page 23, include case presentations, animations, and cadaver surgical technique videos. Arthrex also offers many onsite courses that include cadaver lab segments with specialized medical education staff to aid in technique concerns.

I noticed there is no mechanism to set the FiberTak soft anchor.
During our years of research and development, feedback was received that was in favor of a more tactile feel for manually setting the soft anchor versus a mechanical deployment mechanism. We prefer not to take the surgeon out of the equation.

I'm really comfortable tying knots with (insert competitive anchor).
There is a full line of FIberTak soft anchor options, including single- and double-loaded suture options for knotted repairs. Additionally, we offer knotless anchor options. Is there a scenario where you could potentially see a knot stack being an issue in the joint? If so, what is that scenario? Have you tried a knotless anchor previously? The Knotless FiberTak soft anchor is a unique design and provides the option to personalize the tissue tension for each patient.

I don't use soft anchors and I don't believe in the technology.
Use the ACR system from ECI to understand their objections.

Negotiate

Clinical Objections

Why do you feel that way?
Once you understand the customer's needs, pivot to providing information on one of our many shoulder implant products.

I'm afraid I won't get adequate tension with the knotless technique.
Comparable to a knotted technique, a knot pusher can be used to assist with tensioning the repair suture.

Offer a product demonstration to the surgeon. Additionally, you can comment that this technology is like the Knotless ACL Tightrope® implant. It is being used in multiple repair techniques and implant options.

Nonclinical Objections

Your price is too high compared to what we currently use.
There are several avenues by which we can address your price concerns. You should be aware that the value that Arthrex provides doesn't stop at the product. We offer many benefits that can benefit you and your facility. Additionally, the cost increases are associated to product innovations. Innovations that could potentially save time in your OR schedule and reduce overall cost.

We are currently under contract with another company.
I can appreciate that and would like to better understand your contract. However, I'd also like to review how partnering with Arthrex can provide similar solutions and new unique options as well. We could discuss how to work within the confines of other contracts and within our own contracts.

Our facility uses too much Arthrex.
This technology features some options that are unique to Arthrex. No other company can provide you and your patients this broad of a portfolio for repair solutions. Can you help me understand what disadvantage(s) may exist with using "too much Arthrex?"

Share insight on products, procedures/techniques, medical education, etc that no other company can offer.

We just stocked the shelves with the previous technology option.
I will work with my team to ensure the current product is used efficiently until you run out. We can also ensure your next order includes the latest options.

We have an approval process at this facility that your new product will have to go through.
I can provide you with all documentation needed to complete the value analysis/approval process. In the future, who would be the best person to contact for submitting this information and expediting the process?

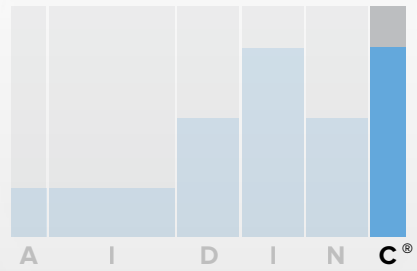
Be sure to use the Value Analysis Committee (VAC) Pack resource located in the surgeon and rep app.

Our staff is already comfortable with the current technique and products.
My team can work with your staff to review resources and technique guides to ensure they are properly prepared for your next case. Also, we will be available on-site for any additional support.

Close

Action Guides™

- **Identify** incremental commitments that lead to a decision
- **Listen** to and reinforce each response
- **Be** aware of buying signals
- **Ask** for an appropriate closing commitment



For further information, see the **ECI Reference Guide**.

Closing Question Examples

Gain commitment to use FiberTak® anchor and watch for signals that they are ready to take the next step

- The newest improvement to knotless technology is the ability to retension your fixation after anchor placement. We would love for you to give us a chance to show you an improved way to treat your instability patients.
- Will you try FiberTak soft anchor on your next 3 instability cases?
- Will you come to one of our lab facilities to evaluate FiberTak anchors and provide your feedback?
- We have an instability course coming up at our Naples facility. Are you interested in attending?
- Reiterate the general track record of soft anchors including small-diameter drills, curved guide options, and now knotless options with tensionability
- Reiterate the amount of R&D that went into perfecting this tensionable knotless technology
- With your approval, can I talk to your scheduler so we can be prepared for your next scheduled case?

Closing Opportunities

Invitation to:

- Sawbones demo
- Wet lab workshop (local)
- Medical education course (Naples)
- Set up trial at customer's facility
- Use in a live procedure
- Order product

Appendix

Sales Tools

Knotless FiberTak® Soft Anchor

Videos

Re-Live Surgical Technique: Posterior Labral Tear Repair With Tensionable Knotless 1.8 FiberTak® Soft Anchors
Videos - Surgical Technique - E. Lyle Cain Jr. - VID1-003541-en-US - Nov 2022

Stabilizing the Glenohumeral Joint With Knotless FiberTak® Soft Anchors
Videos - Case Presentation - Paul Caldwell - VID1-002956-en-US - Sep 2021

Benefits of Using Knotless FiberTak® Soft Anchors to Treat Shoulder Instability
Videos - Case Presentation - Rachel M. Frank - VID1-003095-en-US - Aug 2022

Surgical Pearls for Shoulder Instability Repair with Knotless 1.8 FiberTak® Soft Anchor, Gen2
Videos - Product Demonstrations - Paul Caldwell - VID1-002828-en-US - Jul 2022

Tensionable Knotless Bankart Repair Using the Knotless 1.8 FiberTak® Implant System
Videos - Surgical Technique - Peter J. Millett - VID1-000079-en-US - Mar 2019

Tensionable Knotless Bankart Repair Using the Knotless 1.8 FiberTak® Implant System
Videos - Surgical Technique - E. Lyle Cain Jr. - VID1-000269-en-US - Jun 2019

Knotless, Tensionable Labral Repair
Videos - Presentation - Peter J. Millett - VID1-000242-en-US - Jun 2019

Tensionable Knotless Posterior Instability and SLAP Repair Using the Knotless 1.8 FiberTak® Soft Anchor
Videos - Case Presentations - E. Lyle Cain Jr. - VID1-000078-en-US - Jul 2019

Knotless 1.8 FiberTak® Soft Anchor Perfect Demo
Educational Resources - Product Demonstrations - Tom Dooney, Keith Taylor - VID1-000426-en-US - Aug 2019

Bankart Repair With Knotless FiberTak® Soft Anchors and Slotted Spear
Educational Resources - Surgical Technique Videos - Patrick J. Denard, MD - VID1-001889-en-US - Mar 2021

Appendix

Sales Tools

Animation

The Next Generation Is Tensionable Knotless Technology - Knotless 1.8 FiberTak® Soft Anchors
Animations - AN1-000081-en-US - Jul 2020

Surgical Technique

Knotless 1.8 FiberTak® Suture Anchor Glenoid Labrum Surgical Technique
Surgical Technique Guides - LT1-000002-en-US - Jun 2022

Playsheets

Knotless 1.8 FiberTak® Soft Anchor
Playsheets - UE1-0492-en - Feb 2019

Percutaneous Instrument Kit Release: FiberTak® and Knotless FiberTak Anchor
Playsheets - UE1-000542-en - Apr 2021

Straight Reusable Spears for FiberTak® and Knotless FiberTak Anchors
Playsheets - UE1-000535-en - Nov 2020

Knotless 1.8 FiebrTak® Gen2 Soft Anchor
Playsheets - DOC1-000679-en - Dec 2021

Bulletins

Knotless 1.8 FiberTak® Soft Anchor Demo Kit Available
Bulletins - UE1-000501-en-US - Sep 2019

FiberTak® Kit Update (AR-3638DC/AR-3600DC) – Flexible Drill With Hub
Bulletins - DOC1-000698-en-US - Mar 2022

Ordering Information

Knotless 1.8 FiberTak Soft Anchor

Product Description		Item Number
Anchor		
Knotless 1.8 FiberTak® Soft Anchor Gen2	5/pkg, sterile	AR-**3636**
Disposable Kits		
1.8 mm Disposable Kit, w/ straight guide, rigid drill, and obturator	Straight spear w/ circumferential teeth, blunt obturator, 1.8 mm rigid drill, sterile	AR-**3638DS**
1.8 mm Disposable Kit, w/ curved guide, flexible drill, and obturator	Curved spear w/ circumferential teeth, blunt obturator, 1.8 mm flexible drill w/ centering sleeve, sterile	AR-**3638DC**
1.8 mm Disposable Kit, w/ tapered curved guide, flexible drill, and obturator	Tapered tip Curved spear w/ circumferential teeth, blunt obturator, 1.8 mm flexible drill w/ centering sleeve, sterile	AR-**3610DC-3**
1.8 mm Percutaneous Insertion Kit, w/ rigid drill, fishmouth spear	Fishmouth spear w/ distension needle, guide wire, dilator, 1.6 mm rigid drill	AR-**3610PK-3**
Instruments for FiberTak Soft Anchor		
Curved Spear w/ Sharp Trocar	Reusable circumferential teeth curved spear with reusable trocar	AR-**3610CTC**
Tight Curved Spear w/ Sharp Trocar	Reusable circumferential teeth tight curved spear with reusable trocar	AR-**3610CTC-2**
Fishmouth Spear	Reusable fishmouth straight spear	AR-**3610F**
Circumferential Teeth Spear	Reusable circumferential straight spear	AR-**3610CT**
Slotted Spear	Reusable slotted straight spear	AR-**3610ST**
1.8 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar tip obturator, sterile	AR-**3610ND-2**
1.8 mm Rigid Drill	Single drill, sterile	AR-**3600D-2**
1.8 mm Flexible ShaverDrill™ Instrument	Flexible obturator, sharp	AR-**3610NSD-2**
1.9 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar tip obturator, sterile	AR-**3610ND-4**
1.9 mm Rigid Drill	Single drill, sterile	AR-**3600D-4**

Appendix

Ordering Information

FiberTak® Soft Anchors for Instability

Product Description		Item Number
Anchors		
FiberTak Soft Anchor, w/ FiberWire® CL suture	5/pkg, sterile	AR-**3600**
FiberTak Soft Anchor, w/ 2 FiberWire CL sutures	5/pkg, sterile	AR-**3600-2**
FiberTak Soft Anchor, w/ SutureTape	5/pkg, sterile	AR-**3602**
FiberTak Soft Anchor, w/ 2 SutureTapes	5/pkg, sterile	AR-**3602-2**
FiberTak Soft Anchor, w/ TigerTail® suture	5/pkg, sterile	AR-**3603**
FiberTak Soft Anchor, w/ 2 TigerTail sutures	5/pkg, sterile	AR-**3603-2**
Disposable Kits		
1.6 mm Disposable Kit, w/ straight guide, rigid drill, and obturator	Straight spear w/ circumferential teeth, blunt obturator, 1.6 mm rigid drill, sterile	AR-**3600D**
1.6 mm Disposable Kit, w/ curved guide, flexible drill, and obturator	Curved spear w/ circumferential teeth, blunt obturator, 1.6 mm flexible drill, sterile	AR-**3600DC**
1.6 mm Disposable Kit, w/ tapered curved guide, flexible drill, and obturator	Tapered tip, curved spear w/ circumferential teeth, blunt obturator, 1.6 mm flexible drill with centering sleeve, sterile	AR-**3610DC-1**
1.6 mm Percutaneous Insertion Kit, w/ rigid drill, fishmouth spear	Fishmouth spear w/ distension needle, guide wire, dilator, 1.6 mm rigid drill	AR-**3610PK-1**
Instruments for FiberTak Soft Anchor		
Fishmouth Spear	Reusable fishmouth straight spear	AR-**3610F**
Circumferential Teeth Spear	Reusable circumferential straight spear	AR-**3610CT**
Slotted Spear	Reusable slotted straight spear	AR-**3610ST**
Offset Guide and 2.4 mm SutureTak Anchors	Reusable circumferential teeth straight spear, trocar-tip obturator	AR-**1948R**
Curved Spear w/ Sharp Trocar	Reusable circumferential teeth curved spear with reusable trocar	AR-**3610CTC**
Tight Curved Spear w/ Sharp Trocar	Reusable circumferential teeth tight curved spear with reusable trocar	AR-**3610CTC-2**
1.6 mm Rigid Drill	Single drill, sterile	AR-**3600D-1**
1.7 mm Rigid Drill	Single drill, sterile	AR-**3600D-3**
1.8 mm Rigid Drill	Single drill, sterile	AR-**3600D-2**
1.9 mm Rigid Drill	Single drill, sterile	AR-**3600D-4**
1.6 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar-tip obturator, sterile	AR-**3610ND-1**
1.7 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar-tip obturator, sterile	AR-**3610ND-3**
1.8 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar-tip obturator, sterile	AR-**3610ND-2**
1.9 mm Flexible Drill w/ Centering Sleeve	Single drill and trocar-tip obturator, sterile	AR-**3610ND-4**

Appendix

References

1. Pfeiffer FM, Smith MJ, Cook JL, Kuroki K. The histologic and biomechanical response of two commercially available small glenoid anchors for use in labral repairs. *J Shoulder Elbow Surg*. 2014;23(8):1156-1161. doi:10.1016/j.jse.2013.12.036

2. Agrawal V, Pietrzak WS. Triple labrum tears repaired with the JuggerKnot™ soft anchor: technique and results. *Int J Shoulder Surg*. 2015;9(3):81-89. doi:10.4103/0973-6042.161440

3. Willemot L, Elfadalli R, Jaspars KC, et al. Radiological and clinical outcome of arthroscopic labral repair with all-suture anchors. *Acta Orthop Belg*. 2016;82(2):174-178.

4. Arthrex, Inc. Data on file (APT-4815). Naples, FL; 2020.

5. Arthrex, Inc. Data on file (APT 3268). Naples, FL; 2017.

6. Barber FA, Herbert MA. All-suture anchors: biomechanical analysis of pullout strength, displacement, and failure mode. *Arthroscopy*. 2017;33(6):1113-1121. doi:10.1016/j.arthro.2016.09.031

7. Brand JC. Editorial commentary: all-suture anchors, foam blocks, and biomechanical testing. *Arthroscopy*. 2017; 33(6):1122-1123. doi:10.1016/j.arthro.2017.01.012

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