








Customer snapshot  
**Integrated Orthopedics**

**Stryker's ASC business**

When Dr. Brian Gruber opened his medical practice Integrated Orthopedics in 2014 it did not take long for him to become a leader in comprehensive orthopedic care. **In 2019, Dr. Gruber decided it was time to open his own ASC and purchased a "Fresh & Easy" grocery store to build his first ASC facility.** As of summer 2021, Integrated Orthopedics surgery center is open, and cases are under way.

**New build project needs:**

 <b>1,400-annual surgeries</b>	 <b>4 ORs</b>	 <b>Total Joint robotics program</b>	 <b>5 Pre-op bays 5 Post-op bays</b>	 <b>Cost savings</b>
<p>Implants and consumables to support sports medicine, joint replacement and pain management (with the intent to add spine and foot and ankle in the near future)</p>	<p>Surgical tables, lights, monitors, video, robotics, power tools, waste mgmt., tourniquet systems, surgeon stools and sterilization (a shell of a fourth OR is built and will be implemented as business grows)</p>	<p>Establish market differentiating robotics program for hip &amp; knee replacement</p>	<p>Stretchers, furniture, patient warming, overbed tables, recliners and transport carts</p>	<p>A financial structure that will minimize initial out-of-pocket capital expense</p>

**Stryker's approach:**

1. Evaluated comprehensive project scope (capital, implants, disposables, service, financial and clinical goals)
2. Calculated expected implant and disposable spend based on procedural case volume
3. Determined a % of each implant/disposable to finance capital costs
4. Put it all together in one agreement

**Tailored solution:**



**\$0 up-front out-of-pocket**



**\$2.8M of capital equipment financed via implants and disposables**

across sports medicine, hip, knee and shoulder replacement, power tool blades, waste management manifolds, PPE, cement mixers, tourniquet cuffs and more

- Resulting in improved cash flow/preserved lines of credit



**Step-up payment schedule**

to ease the burden on cash flow in years one and two as business ramps up



**Flexible acquisition method for Mako SmartRobotics™ system**

and access to hi-impact market development campaign strategy and resources

See how Dr. Brian Gruber went all-in with Stryker turning a grocery store in Phoenix, AZ into a cutting-edge surgery center powered by Stryker.



# Ongoing support for success

Peace of mind is part of the deal

Working with hundreds of centers, we know that running an ASC takes more than equipment and financing. By putting dedicated people, resources and programs by your side, we provide everything you need for immediate and continued peace of mind.

## Providing startup support

Once the agreement is signed, the work doesn't stop. We'll make sure you get up and running, the right way.



### Project timeline

Collaborative timeline creation to ensure an on-time launch



### Delivery & Install

Coordination of equipment delivery and installation



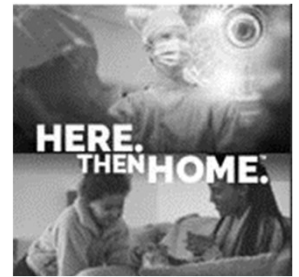
### Staff training

On-site training for staff on Stryker equipment



### Grand opening

Resources to help plan and execute the launch of your facility



### Marketing

Templates and guides to build custom marketing campaigns

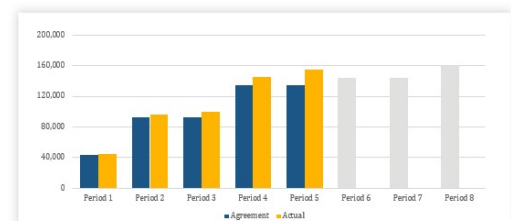
## Planning for your future

Your continued success is our priority. We'll work together to understand your current performance and align on your future growth plans.

### Business reviews

- Operational review to identify and remove barriers.
- Metrics and trends report to help you understand performance.
- Strategic equipment planning.
- Opportunities for future growth.

### Contract performance



A surgeon must always rely on his or her own professional clinical judgment when deciding whether to use a particular product when treating a particular patient. Stryker does not dispense medical advice and recommends that surgeons be trained in the use of any particular product before using it in surgery.

The information presented is intended to demonstrate the breadth of Stryker's product offerings. A surgeon must always refer to the package insert, product label and/or instructions for use before using any of Stryker's products. Products may not be available in all markets because product availability is subject to the regulatory and/or medical practices in individual markets. Please contact your sales representative if you have questions about the availability of products in your area.

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