

Mako SmartRobotics™ case profile

Dosher Memorial Hospital – Southport, NC

Dosher Memorial Hospital

- Launched Mako SmartRobotics™ robotic-arm assisted technology for joint replacement procedures in December 2020
- Dosher Memorial Hospital has one Mako System, all three applications and all three total joint orthopaedic surgeons are Mako-certified
- Began partnership with Mako Market Development in December 2020 and Mako Insightful Data Analytics in February 2021

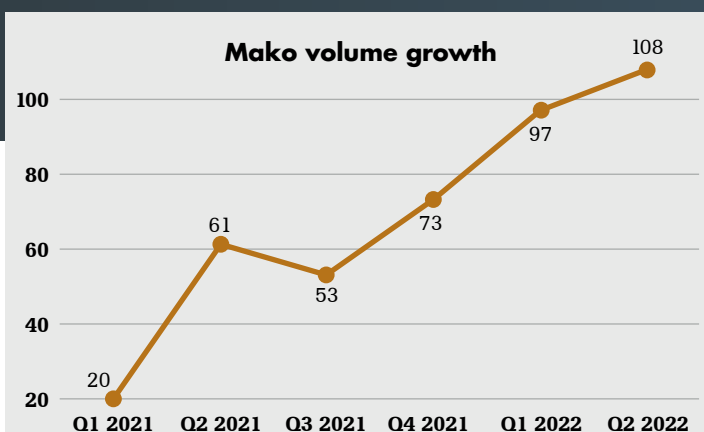


Opportunity

- Opportunity to become the destination center for joint replacement within the Southport community and surrounding areas
- Opportunity to create a forum for hospital leadership and the orthopaedic service line to come together to review facility and patient reported outcomes
- Track, trend, benchmark and market outcomes that resonate with the local community
- Involve patients in their joint replacement journey by implementing a patient engagement tool

“Insightful Data Analytics has helped validate our investment in Mako technology by giving us a comprehensive view of outcome data reported from both the hospital and through patient testimonial.”

– Lynda Stanley, FACHE
President & CEO, Dosher Memorial Hospital

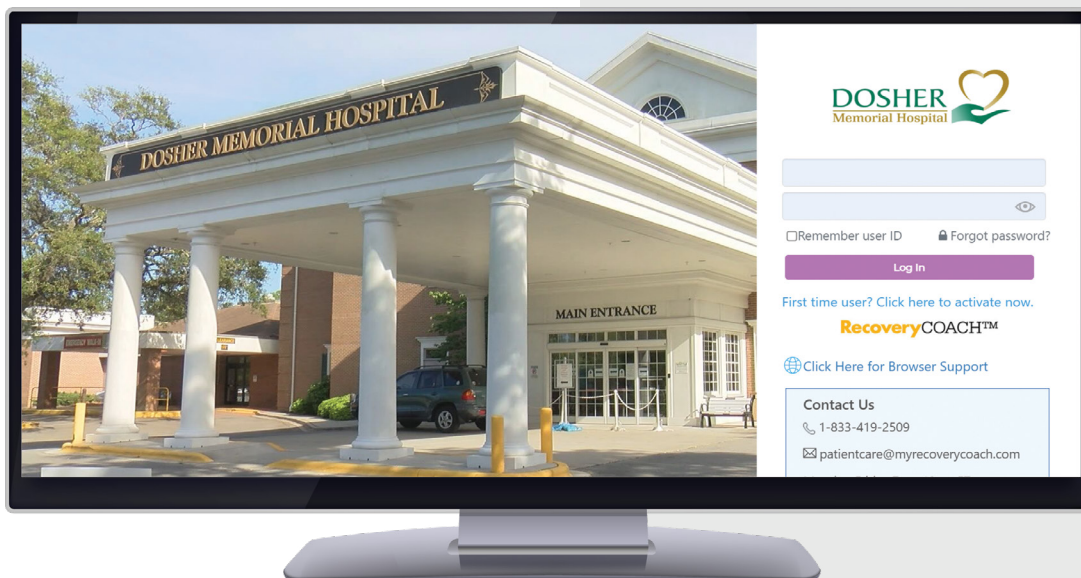


Impact

- From Q1-2021 to Q2-2022, **Dosher increased Mako volume by 440%**, performing 108 Mako procedures in Q2-2022
- By automatically collecting Patient Reported Outcomes through RecoveryCOACH, **Dosher was able to capture these patient verbatim statements** from within their community:
 - **“Best experience** at Dosher I could have wished for. Highly recommend having any joint replacement there.”
 - “I could not have asked for a more pleasant experience being in the hospital. I would **highly recommend** Dosher Hospital”
 - “Looking forward to having my second knee replacement at your **great hospital**. Thank you.”
 - “Great experience. **Happy with the whole process** and outcome.”
- With the ability to view their outcomes on the **Facility Reported and Patient Reported Outcomes dashboards**, Dosher was able to market specific metrics that resonated with the community: 19-hour LOS, 99% discharged home, 0% 30-day and 90-day return to hospital rate, 0% blood transfusion rate and 98% of patients feel prepared for surgery.
- Dosher’s Director of Marketing and Community Relations, Ilene Evans, partnered with the **Mako Market Development** team to initiate the following marketing efforts in their community and incorporate metrics captured through **Insightful Data Analytics**:
 - **Press release** and **patient seminars** for the launch of the Mako SmartRobotics™ program
 - Integrated Mako SmartRobotics™ content on **Dosher.org**
 - **Direct mail** to over 6,000+ doors in the town of St. James, targeting young, active retirees
 - **Patient testimonials** which have been used in newsletter articles, print ads, digital display ads and social media
 - **Ongoing print ads** with several publications including the State Port Pilot and South Brunswick Magazine
 - **TV commercials** on WECT, NBC 6

“Mako SmartRobotics™ has enabled Dosher to help improve the quality of life of our local community by providing access to the most innovative solution for joint replacement surgery. RecoveryCOACH helps our patients feel prepared for surgery and supported throughout their process while offering us valuable insights on their experience.”

– Lynda Stanley, FACHE, President & CEO
Dosher Memorial Hospital



Insightful Data Analytics at Doshier Memorial Hospital

Facility Reported Outcomes is a web-based dashboard that comes with clinical support to track your key performance indicators.

RecoveryCOACH™ is a patient engagement platform designed to help prepare patients for surgery and recovery as well as collect patient reported outcomes.



Mako Market Development at Doshier Memorial Hospital

Mako Market Development regional manager who partners with hospital marketing teams to provide marketing examples and best practices including patient targeting data and access to our Mako Resource Center.

Mako Resource Center is a portal that contains native file marketing resources to build out a Mako campaign including website content, press release templates, native file imagery, b-roll and more.



References:

1. Insightful Data Analytics 2018-2022 Hospital and Patient Reported Outcomes data on file.

*Access to the data analytics offering requires execution of a separate agreement. Availability of the data analytics offering may vary by country. Please speak with your sales representative for more information.

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