AnkleSprain.com

Patient Outreach and Education Resources

Arthrex®

Welcome

Arthrex is pleased to provide this AnkleSprain.com resource kit that includes all the tools you need to educate your patients about chronic ankle instability and the *Internal*Brace™ procedure as a treatment option.

Thank you for investing in Arthrex's *Internal*Brace ligament augmentation system and making it part of your practice. Your utilization of the *Internal*Brace surgical technique demonstrates your commitment to providing your patients with a minimally invasive experience using innovative technology to help them get back to doing what they love faster[1] and feeling stronger.[2]

To help you educate your patients about the *Internal*Brace procedure, we have compiled this educational Resource Kit, in which you will find the following:

- News release templates you can easily format to fit your needs.
- An *Internal*Brace ligament augmentation fact sheet that provides a quick overview of the procedure and how it helps patients recover.
- Highlights of the AnkleSprain.com website that you can share with patients to help them understand chronic ankle instability and the *Internal*Brace ligament augmentation procedure.
- Templated social media posts to help you share this innovative technology through your social channels.
- An informational brochure about the procedure that can be shared with patients.
- Digital banners and high-resolution photos for your practice's website that highlight *Internal*Brace technology.
- Access to videos of patients talking about how *Internal*Brace ligament augmentation helped them return to activity.

We hope you find these tools useful as you implement *Internal*Brace ligament augmentation repair for your ankle instability procedures. If you need more information or resources to help you promote this technology, please contact *Internal*Brace@arthrex.com or (800) 933-7001.

The *Internal*Brace surgical technique is intended only to augment the primary repair/reconstruction by expanding the area of tissue approximation during the healing period and is not intended as a replacement for the native ligament. The *Internal*Brace technique is for use during soft tissue-to-bone fixation procedures and is not cleared for bone-to-bone fixation.

Overview

*Internal*Brace™ Ligament Augmentation System

FACTS

- Ankle sprains are the most common sports injury, with an estimated 2+ million occurring in the United States annually.[3]
- One in 5 people who have a lateral ankle sprain report having long-term ankle problems.[4] The rate is 1 in 3 for athletic populations.[5]
- Up to 70% of people who have sprained their ankle will suffer another sprain in the future.[6,7]
- Over time, repeated injury to the anterior talofibular ligament (ATFL) can lead to degenerative changes and the development of osteoarthritis.

FEATURES

- If conservative treatments fail to relieve chronic ankle pain and/or sprains, surgical intervention with *Internal*Brace ligament augmentation should be considered. The surgical repair can restore function and help protect the ligament from reinjury during the healing period.[1,2]
- The procedure allows for immediate range of motion,[1] which promotes healthy ligament healing.
- The procedure allows for faster recovery,[1] which helps patients return to the activities they love sooner.

APPLICATION

- The *Internal*Brace technique can be used to augment a Broström procedure for lateral or medial ankle instability.

MORE INFORMATION

- http://www.anklesprain.com
- https://www.arthrex.com/foot-ankle/internalbrace-ligament-augmentation-repair
- https://www.arthrex.com/resources/LL1-00004-en-US/internalbrace-ligament-augmentation-technique-ankle-instability-scientific-update?referringteam=foot_and_ankle
- https://www.youtube.com/watch?v=0i9wqdbi4bU

References

1. Coetzee JC, Ellington JK, Ronan JA, Stone RM. Functional results of open Broström ankle ligament repair augmented with a suture tape. *Foot Ankle Int.* 2018;39.107110071774236. doi:10.1177/1071100717742363.
2. Viens NA, Wijdicks CA, Campbell KJ, Laprade RF, Clanton TO. Anterior talofibular ligament ruptures, part 1: biomechanical comparison of augmented Broström repair techniques with the intact anterior talofibular ligament. *Am J Sports Med.* 2014;42(2):405-411. doi:10.1177/0363546513510141.
3. Waterman BR, Belmont PJ, Jr, Cameron KL, Deberardino TM, Owens BD. Epidemiology of ankle sprain at the United States Military Academy. *Am J Sports Med.* 2010;38:797-803. doi: 10.1177/0363546509350757.
4. Hiller CE, Nightingale EJ, Raymond J, et al. Prevalence and impact of chronic musculoskeletal ankle disorders in the community. *Arch Phys Med Rehabil.* 2012;93(10):1801-1807. doi:10.1016/j.apmr.2012.04.023.
5. Gribble PA, Bleakley CM, Caulfield BM, et al. Evidence review for the 2016 International Ankle Consortium consensus statement on the prevalence, impact and long-term consequences of lateral ankle sprains. *Br J Sports Med.* 2016;50:1496-1505. doi:10.1136/bjsports-2016-096189.
6. Yeung MS, Chan KM, So CH, et al. An epidemiological survey on ankle sprain. *Br J Sports Med.* 1994;28(2):112-116.
7. Braun BL. Effects of an ankle sprain in a generic clinical population 6 to 18 months after medical evaluation. *Arch Fam Med.* 1999;8(2):143-148.

AnkleSprain.com Fact Sheet

AnkleSprain.com is an innovative educational experience designed to help your patients understand chronic ankle instability and their treatment options. This is the first patient-focused website dedicated to chronic ankle instability awareness and includes several immersive features to help enhance a patient's knowledge, including:

- Key informational points about chronic ankle instability and sprains
- Standard exam steps physicians use to diagnose chronic ankle instability
- Detailed explanations and data for different treatment options, including conservative treatments and surgery
- Comprehensive talking points and frequently asked questions about the *Internal*Brace ligament augmentation procedure and how it works
- Videos of patients discussing how the *Internal*Brace ligament augmentation procedure helped them get back to doing what they love
- Educational animations and graphics that illustrate how *Internal*Brace ligament augmentation works to protect and speed recovery from reconstructive surgery
- Video FAQs with leading ankle surgeons discussing chronic ankle instability and the *Internal*Brace procedure
- A "Find a Doctor" feature that allows patients in your area to engage with you and your practice about treatment for chronic ankle instability including with the *Internal*Brace ligament augmentation procedure

Press Release Template

Doctor or Health System

[DOCTOR or HEALTH SYSTEM] Invests in Innovative Technology to Get Patients with Chronic Ankle Sprains Back on Their Feet

CITY, STATE – DATE – [Doctor or Health System name] has invested in an innovative technology to help patients with chronic ankle sprains get back on their feet faster[1] and feeling stronger.[2]

[Doctor or Health System Name] is using the *Internal*Brace™ ligament augmentation system. The simple, safe and reproducible technique uses a BioComposite SwiveLock® anchor and FiberTape® suture that supports the ankle and helps prevent the possibility of a secondary injury,[1] similar to wearing a seat belt for support.

EXAMPLE QUOTE PROVIDED BELOW:
"I'm/We're excited to use this technology because it allows my patients to get back to activity faster," said XX. "This is a common injury that affects millions[3] of people each year. I am/We are happy to be able to offer treatment that could protect them from reinjury and can help with recovery."

Ankle sprains are the most common sports injury, with an estimated 2+ million occurring in the United States annually.[3] One in 5 people who have a lateral ankle sprain report having long-term ankle problems.[4] The rate is 1 in 3 for athletic populations.[5]

Patients who meet the criteria for the use of this technology often suffer repeated ankle sprains, which limits their ability to participate in the activities they love.

EXAMPLE QUOTE PROVIDED BELOW:
"[Doctor or Health System Name] is committed to delivering the most advanced care to patients to help improve their experience and outcomes, returning them to the activities they love faster,[1]" said XX. "This technology allows us to continue to treat our patients better."

For media inquiries, please contact [name, title, phone, email].

INSERT BOILERPLATE ABOUT YOUR PRACTICE OR HEALTH SYSTEM HERE. AN EXAMPLE:
About Arthrex
Arthrex Inc., headquartered in Naples, Florida, is a global leader in orthopedic surgical device design, research, manufacturing and medical education. Arthrex develops and releases more than 2,000 new products and procedures every year to advance minimally invasive orthopedics worldwide. For more information, visit Arthrex.com.

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References

1. Coetzee JC, et al. *Foot Ankle Int.* 2018;39.107110071774236.
2. Viens NA, et al. *Am J Sports Med.* 2014;42(2):405-411.
3. Waterman BR, et al. *Am J Sports Med.* 2010;38:797-803.
4. Hiller CE, et al. *Arch Phys Med Rehabil.* 2012;93(10):1801-1807.
5. Gribble PA, et al. *Br J Sports Med.* 2016;50:1496-1505.

Press Release Template

Master Center Physicians in Doctor Finder

[DOCTOR] Named "Master" for Innovative Technology to Get Patients with Chronic Ankle Sprains Back on Their Feet

CITY, STATE – DATE – [Doctor name] has been designated a “Master Center” surgeon with experience using an innovative technology to help patients with chronic ankle sprains get back on their feet faster[1] and feeling stronger.[2]

[Dr. Name] is using the *Internal*Brace™ ligament augmentation system. The simple, safe and reproducible technique uses a BioComposite SwiveLock® anchor and FiberTape® suture that supports the ankle and could help protect them from reinjury, similar to wearing a seat belt for support.

"Master Center" Lateral Ankle *Internal*Brace doctors, like [Dr. Name] have performed a minimum number of qualifying procedures. Click here for more information about this designation.

EXAMPLE QUOTE PROVIDED BELOW:
“This designation demonstrates our practice’s commitment to delivering the most advanced care to our patients to help improve their experience and outcomes,[1] returning them to the activities they love faster,”[2] said XX. "I am happy to be able to offer treatment that could help protect them from reinjury and can help with recovery.”

Ankle sprains are the most common sports injury, with an estimated 2+ million occurring in the United States annually.[3] One in 5 people who have a lateral ankle sprain report having long-term ankle problems.[4] The rate is 1 in 3 for athletic populations.[5]

Patients who meet the criteria for the use of this technology often suffer repeated ankle sprains, which can lead to chronic instability, which limits their ability to participate in the activities they love.

EXAMPLE QUOTE PROVIDED BELOW:
“I’m excited to use this technology because it allows my patients to get back to activity faster,” said XX. “This is a common injury that affects millions[3] of people each year and this technology allows us to continue to treat our patients better.”

For media inquiries, please contact [name, title, phone, email].

INSERT BOILERPLATE ABOUT YOUR PRACTICE HERE. AN EXAMPLE:
About Arthrex
Arthrex Inc., headquartered in Naples, Florida, is a global leader in orthopedic surgical device design, research, manufacturing and medical education. Arthrex develops and releases more than 2,000 new products and procedures every year to advance minimally invasive orthopedics worldwide. For more information, visit Arthrex.com.

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References

1. Viens NA, et al. *Am J Sports Med.* 2014;42(2):405-411.
2. Coetzee JC, et al. *Foot Ankle Int.* 2018;39.107110071774236.
3. Waterman BR, et al. *Am J Sports Med.* 2010;38:797-803.
4. Hiller CE, et al. *Arch Phys Med Rehabil.* 2012;93(10):1801-1807.
5. Gribble PA, et al. *Br J Sports Med.* 2016;50:1496-1505.

Social Media Post Templates

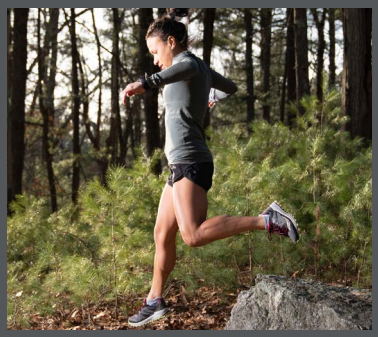
Have you lost confidence in your ankle? There is an innovative surgical technique that can help you get back on your feet. Learn more at AnkleSprain.com

Have you lost trust in your ankle? If you're sitting on the sidelines with another rolled ankle while your friends are playing and training in the activities you love, you're not alone. But there is hope. More and more active people like you are turning to *the Internal*Brace™ ligament augmentation procedure to get them back on their feet. Learn more at AnkleSprain.com

Are repeated sprained ankles holding you back? There is an innovative surgical technique that can help you get back on your feet. Learn more by visiting the link in my bio. (LINK in bio to practice website with banner, AnkleSprain.com or YouTube.com)

If you've lost trust in your ankle, learn how a proven surgical technique – *Internal*Brace™ ligament augmentation – can help you get back on your feet. Click the link in my bio to learn more. (LINK in bio to practice website with banner, AnkleSprain.com or YouTube.com)

Unstable ankle holding you back? Learn how an innovative surgical technique can get you back to doing what you love at AnkleSprain.com.



Ready to get back on your feet? If you've lost trust in your ankle, you are not alone. Learn how a proven surgical technique – *Internal*Brace™ ligament augmentation – is helping other active patients just like you at AnkleSprain.com.

Patient Outreach and Education Resources

Banners

Download one of the following digital banners for your website to educate patients about the *Internal*Brace™ technology. The password is INTERNALBRACE.

Patient Brochure

To receive printed brochures, please complete the Representation Finder form to be connected with a rep in your area.

Patient Testimonials

Please see the link to the following videos of real patients from different backgrounds speaking about their experiences with the *Internal*Brace ligament augmentation procedure.

https://arthrex.info/anklesprain-patient-stories

Photos

The following photos may be used for educational purposes. Click here to download them.
The password is INTERNALBRACE.

Animation

Use this helpful animation to help educate patients about the *Internal*Brace ligament augmentation procedure. https://arthrex.info/Internalbrace-seatbelt-2020.

Contact your webmaster to add this animation to your practice's website.

This handout is provided as an educational tool and clinical aid to assist properly licensed medical professionals in the usage of specific Arthrex products. As part of this professional usage, the medical professional must use their professional judgment in making any final determinations in product usage and technique. In doing so, the medical professional should rely on their own training and experience and should conduct a thorough review of pertinent medical literature and the product's directions for use. Postoperative management is patient-specific and dependent on the treating professional's assessment. Individual results will vary and not all patients will experience the same postoperative activity level or outcomes.Products may not be available in all markets because product availability is subject to the regulatory or medical practices in individual markets. Please contact your Arthrex representative if you have questions about availability of products in your area.

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