

**The Most Effective Way to Launch Relationships with Spine and Orthopedic Surgeons**

# Meet me on Physician Direct®

***"It's exceeded my wildest expectations. If 6 stars were an option, I'd give it."***

**Alex Archer**, Vice President/General Manager, Enhanced Medical Nutrition

*For rates and dates, please see p. 3*



**PHYSICIAN  
DIRECT**

*The doctor will see you now.*



*Alana O. Sarpong, MD, MBA  
Orthopedic Surgery*

# A Much Better Way to Start New Surgeon Relationships

**M**eet and form relationships with physician prospects with whom you never would have connected otherwise, efficiently, economically and professionally.

Every month, your team members can take scheduled, face-to-face private meetings with orthopedic and spine surgeons via our proprietary video platform. During each 7-, 11- or 15-minute meeting, your team will discuss your value proposition, solicit feedback, and build relationships with physicians.



## Some of the benefits of Physician Direct:

- Enables meaningful, relaxed, focused, in-depth discussions about your products with surgeons who are open to new ideas, but who are difficult or impossible to reach.
- Offers much higher quality, much more economical and efficient meetings than traditional medical trade shows.
- Can pay for itself very quickly. Many companies are able to arrange trials immediately after these events and complete transactions in 60 days or less.
- Helps fill your new customer pipeline. By investing only 1-2 hours a day over a total of 24 days in 2025, a single member of your team can have substantial meetings with well over 200 potential new surgeon customers.
- Offers a faster, more economical alternative to pricey market research tools like focus groups.

## FAST FACTS



- Meetings take place over two days, from 7 am to 10 pm Eastern each day.
- Select the best length for your presentation: 7, 11, or 15 minutes.
- Up to two individuals from your company may participate in each meeting.
- Surgeons provide feedback on their interest level and time frame, and frequently provide their personal email or cell phone. We prompt surgeons to suggest a follow-up meeting date and time, and help you reconnect with surgeons after the event.

# 2025 Event Dates

## Orthopedics

Feb 11-12, April 1-2,  
June 3-4, July 29-30,  
Sept 16-17, Nov 18-19

## Spine

Jan 21-22, Mar 18-19,  
May 20-21, July 8-9,  
Aug 26-27, October 28-29



“Physician Direct® has revolutionized our sales model. It is quite frankly the most disruptive and results driven sales lead platform I have seen in the last 25 years. Everyone should be using this.”

— **Brent Amburn**, President, US Sales,  
ICONN ORTHOPEDICS



“We have had great success. Multiple new leads generated per session with at least one conversion per session to date. Far better ROI than 75%+ of the conferences out there!”

— **Matt Goudy**, Managing Director,  
MEDACTA USA



“We’ve had a great experience with Physician Direct®! It’s such a great concept and the platform enabled us to meet physicians we would otherwise not have met in a highly efficient and cost-effective manner. The meeting software worked great and the surgeons were highly engaged—leaning into our presentations and genuinely interested in learning about new solutions for their practices. In some cases, we were able to immediately gain interest, plan next steps and secure follow-up meetings. We expect Physician Direct® to become an integral part of our go-to-market strategy.”

— **Terry Hanisko**, LUNA



“We had a great day of orthopaedic “speed dating” with 15 different surgeons...The format allows for immediate voice of the customer feedback and actionable insights to guide our strategic approach to serving surgeon ASC owners. Thanks Physician Direct® for the partnership!”

— **Ryan Van Puffelen**, DEPUY SYNTHES



“Physician Direct® is amazing. The time we get to spend with the doctors is very valuable. The doctors we meet are well-matched to our solutions and the setting is much more intimate and private than other trade shows. And we realize a significant cost savings from not having to book flights and hotel rooms. I highly recommend Physician Direct®. It’s very effective and has already resulted in new business!”

— **Akash Shukla**, SHUKLA MEDICAL



“I could do this all day, every day”  
— **Edouard Saget**, Co-CEO and Cofounder,  
ORTHOGRID



“We had an amazing experience! Over 50% of the surgeons gave an instant “yes” to our service.”

— **Michael Campagna**, COO, SENSIBAND

## 2025 RATES

Ortho block: \$5,936 Spine block: \$6,740

One “block” =20 seven-minute meetings

15 eleven-minute meetings or 12 fifteen-minute meetings

## TERMS

Payment in full 30 days prior to each reserved event.



# In Physician Direct's First 3 Years with orthopedic surgeons...

**350+** Individual surgeons participated in Physician Direct events, and



**94** companies joined them for



**6,000+** total meetings

## THE RESULT:

**45%** of physicians were **"VERY INTERESTED"** in the products they saw and more than 1/3 requested a follow-up meeting.

*"Please reach out so we can discuss getting this set up."*

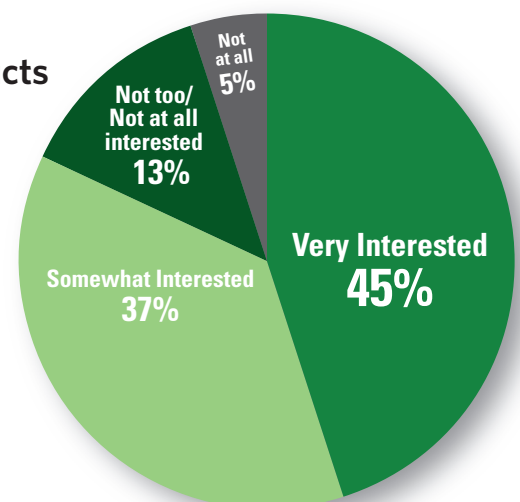
*"Would like to see more at AAHKS."*

*"Please reach out to discuss further, call or text any time."*

*"Send me some samples and we will connect at AAOS."*

*"Interested to meet local rep and do a Sawbones course."*

— comments from surgeons to participating companies  
following October 2024 event



# What Surgeons say about Physician Direct® Connect Events



*"You learn about new things that you might otherwise not hear about. I've been in practice 38 years, and I changed the way I do total knees because of something I learned in a Physician Direct® session."*

— Samuel Gerber, MD, North Chelmsford, MA



*"When I go to meetings, I usually don't go into the exhibit hall because it's just a shot in the dark, people always trying to sell you something without even knowing who you are. It's a turnoff. The vendors that come on Physician Direct® have done at least a little bit of research into my practice and me. They have a goal in mind because there is a very finite period of time to talk."*

— Gregory Gasbarro, MD, Baltimore, MD



*"Getting to meetings is harder and harder, and having salespeople come in to show you stuff is miserable—we don't even have time to eat lunch. I enjoy this. My work is done, I'm sitting in my own house, it's a good way to do it. Seeing these products without being harassed in my office is the way to go."*

— Mark Gardner, DO, Hermitage, PA



*"This is more useful and productive than sitting in a lunch for an hour with some rep."*

— John Nolan, MD, Mercer-Bucks Orthopaedics, Hamilton, NJ



*"I don't know why companies wouldn't want to present on this platform every month."*

— Michael Schwartz, MD, East Meadow, NY



*"I rarely go to the exhibit hall, and when I do it's just kind of a walk and browse. I don't really stop and talk to anyone unless something really catches my eye. This is a better format. My partner and I both use a navigation device that we learned about on here and we love it. But without you guys we would never have found it. I probably would have just walked past their booth. I never would have stopped there."*

— Chris Evensen, DO, Richfield, UT



*"I see 30-40 patients a day. It's hard to fit reps in on top of that. This format overcomes that challenge. It's a great forum to see and hear about new products."*

— Kelly Jensen, DO, Price, UT



*"A lot of people aren't going to conferences anymore. I haven't been to one in 3 years. Almost all of our meetings have transitioned from in-person to video and it's been really nice, you don't have to travel. This is a tremendous idea. It is a great way to learn about new products, to interact and ask questions. It's very direct. It is definitely the way the future is headed."*

— Ben Robinson, MD, Richfield, UT



*"It's really cool, like 'Shark Tank' for orthopedic surgeons!"*

— Timothy Henderson, MD, Wayne NJ



# What Spine Surgeons say about Physician Direct® Connect Events



"This was fantastic, really cool, I loved it! The company representatives had just a few minutes to make their case, then I got to ask the questions I wanted to ask. And then there was a sort of anonymous way to indicate whether I was interested or not. I learned things, but I didn't have to be stuck at a long boring dinner with someone I didn't really jibe with, or sit through a cold call about something in which I had zero interest. I also loved that I got to pick a time that was convenient for me. This is really a great concept, kudos to Physician Direct®!"

— Khoi Than, MD, Duke University Raleigh, NC



"It's hard for me to take sales calls in my office. My day is already packed, and the last thing I want to do is sit down and chat about potential products that may have no relevance to my clinical practice. And at national meetings, I don't find it very efficient to walk through giant exhibit halls and look at hundreds of companies. In contrast, Physician Direct® is really quick. People start appearing on your screen in scheduled timeslots and they explain their new technology to you. It's over in 90 minutes. I liked the forum - very different and interesting."

— Sharad Rajpal, MD, AdventHealth, Louisville, CO



"This is very unique, done very well from an efficiency standpoint. I'm quite impressed!"

— Phillip Louie, MD, Virginia Mason, Seattle, WA



"People come by the office and leave pamphlets, and I get a lot of spam in my email inbox. All of that usually ends up in the recycle bin. This is much more convenient to me. I appreciate the format. All the products were interesting."

— John Younghein, MD, Atrius Health Lexington, MA



"Physician Direct® is a smart idea. I wish I had come up with it! I'll definitely do it again. It let me see more enabling technologies that will help my patients locally and internationally!"

— Chester J Donnally III, Texas Spine Consultants Dallas, TX



"In years past, I was a much more avid meeting attendee. I used to think it was cool. But as I've gotten older, I put more value on time commitments with my family. Cold calls are rare in my practice-it's hard enough to stay on time in the office. And I meet fewer salespeople in the hospital too, because the hospitals are more restrictive. Physician Direct® is pretty cool, a neat concept that makes a lot of sense. A very efficient way to get information. I had some degree of interest in everything I saw."

— Eugene Bonaroti, MD, Surgical Spine Associates Pittsburgh, PA



"I almost never take cold calls and almost never look at journal ads. And we don't have that much time to go to conferences anymore-it's too inefficient to fly all the way to Albuquerque to check out a new piece of technology. Physician Direct® was a wonderful experience. Being able to sit in your own office and see technology - I really enjoyed it. Interesting, interesting stuff."

— Joshua Ammerman, MD, Washington Neurosurgical Associates, Washington DC