AOS
ADVANCED ORTHOPAEDIC SOLUTIONS

MIRROR IMAGE™ SHOULDER

MIRROR IMAGE *ALPHA Plate* "VERSUS" the *Reverse Shoulder*

When it comes to proximal humerus fractures, do you use a plate, do you put in a total shoulder, or do you put in a reverse shoulder?

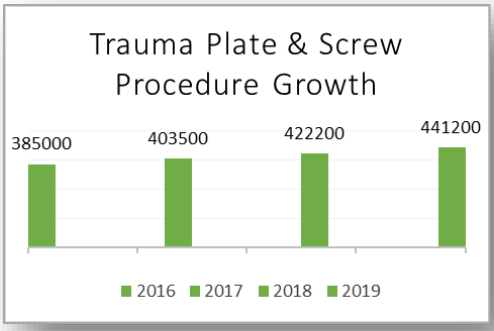
Due to the post-operative instability and other complications that result after a total shoulder replacement, many surgeons have moved their surgical intervention to reverse shoulders, when indicated. By design, the reverse shoulder allows for more stability and functionality as it utilizes the intact soft tissue structures for normal movement and range-of-motion.

ALPHA Plate is the "Versus" to any reverse shoulder.

However, when a patient has sustained a complex fracture with multi-part dislocated fragments within the proximal humerus, a proximal humeral plate should be seriously considered. If your surgeon is currently doing reverse shoulders, there is now an alternative. AOS's ALPHA Plate is the "VS" to any reverse shoulder.

Shoulder Plate and Screw procedures will increase 5.3% in 2018.

Proximal humerus fractures are the second most common upper extremity fracture, especially in women over 65 years of age. In 2018, it is estimated that there will be 422,200 upper extremity plate and screw procedures (~4.4% increase from 2017), and more specifically 31,800 shoulder plate and screw procedures (a ~5.3% increase from 2017).



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The recent market segment outlook for plates used on proximal humeral fractures suggests that industry manufacturers provide surgeons with more customization in plate design, which has proven generally to optimize their success rate with patients.

Anatomically customized plates used on proximal humeral fractures are proven to optimize success rate.

With that said, let's focus next on plating proximal humeral fractures. This procedure is most commonly performed using a straight laterally affixed plate. However, with a straight laterally affixed plate, soft tissue structures must be sacrificed, especially the deltoid insertion. And if the fracture requires a longer plate, it is typically affixed to the uneven lateral portion of the mid-shaft proximal humerus. This anatomical location does not provide the most ideal landing for a secure fixation.

With the ALPHA plate, the deltoid insertion remains intact.

Here's where we sound like a used car salesman. What if I told you that AOS has designed a plate that does not sacrifice the deltoid insertion, and curves anteriorly the longer the plate gets, so that it lands perfectly on the flattest anterior distal portion of the humerus for improved screw purchase and overall plate security?

You could potentially see double-digit growth in your own sales.

That's right! AOS has added the ALPHA Plate to its PHP humeral plate product line. The U.S. shoulder plate and screw market is poised to grow by more than 5%. Depending on your current business and with an ASP of $5000, you could potentially see double-digit growth in your own sales, especially if your surgeons are currently using a reverse shoulder. You have the "VS" to the reverse.

The ALPHA Plate is an anatomic plate with anterolateral curves and is specially designed to spare the deltoid insertion and achieve the most ideal anterolateral fixation.

Similar to AOS's complete product line-up, with the ALPHA Plate you can continue to help your surgeon select the right implant for the right indications. The ALPHA Plate is an anatomic plate with anterolateral curves and is specially designed to spare the deltoid insertion. All of these clinical advantages help for improved surgical outcomes.

*data on file