



BEAR[®] Implant

Marketing Toolkit

Tools and resources to help you promote
ACL restoration in your practice



Miach
Orthopaedics

BEAR[®] Implant

Introduction

Congratulations on offering the BEAR® Implant to your patients with ACL tears!

Your decision to offer the BEAR® Implant presents an opportunity to drive awareness of your practice as a leader in orthopedics, highlighting your use of the BEAR Implant as an innovative approach to ACL surgery that enables patients to heal their own ACL tears.

Across the country, surgeons who have actively promoted their use of the BEAR Implant on social media and on the local news have been able to raise their profiles, as well as impact their practices.



Dr. Shawn Anthony of Mount Sinai has performed more than 30 BEAR Implant procedures on patients of all ages from the local New York City area, other states and outside the U.S.



Watch video of Dr. Anthony sharing his perspective on how the BEAR Implant has impacted his practice.

Marketing Success Stories

Every month, multiple BEAR Implant surgeons are featured in the local news to share their perspective on this innovative approach to treating ACL tears.



When Dr. JP Begly performed the first BEAR Implant procedure in Vermont, Central Vermont Medical Center issued a press release and pitched the story to local media. Their efforts resulted in 50+ stories, including a TV segment that reached 25 states.



View [press release](#)



View social media post on [Instagram](#)



Watch Dr. Begley's [TV interview](#)

Introduction



Faced with increasing BEAR Implant competition in the state, the University of Alabama issued a press release and conducted local media outreach several months after Dr. Amit Momaya's first case. Their campaign generated 50+ stories, including a TV segment that reached 23 states.



View [press release](#)



View social media posts on [Facebook](#) and [Twitter](#)




Watch Dr. Momaya's [TV interview](#)

This BEAR Implant Marketing Toolkit contains instructions and materials for you and your marketing staff to promote your use of the BEAR Implant in your office and your local community through your website, social media and more.

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To complement your marketing efforts, a Public Relations Toolkit that includes additional materials for generating interest in your local media is also available.



[Download](#) the BEAR Implant
Public Relations Toolkit

Office Staff Education

Before you begin marketing the BEAR Implant, it's important that your office staff are educated on the nuances of the procedure so that they can triage patients appropriately. Important points to share with them include:



Limited Treatment Window

In clinical trials, the BEAR Implant procedure was performed no later than 50 days after the ACL injury. While it is up to the surgeon if the implant can be used beyond 50 days, it is important that patients be seen in-office as soon as possible after their injury so that the BEAR Implant can still be an option.



Insurance Coverage

Insurance coverage for the BEAR Implant varies by facility. If a patient inquires about whether the implant is covered by their insurance, you should let them know that your office will seek pre-authorization for the procedure.



Unique Rehabilitation Protocol

The rehabilitation protocol for the BEAR Implant is different from ACLR. If patients have questions about their physical therapy, first ensure they have reviewed the rehab protocol available on the Miach Orthopaedics website. If they can't find what they're looking for in the protocol, follow the escalation protocol in place for your office.

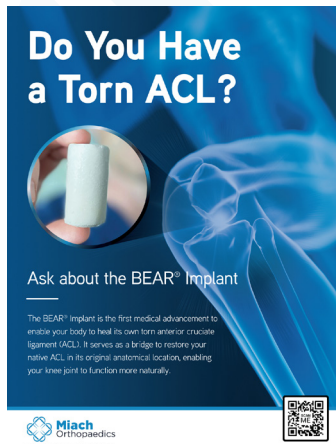
In-Office Marketing

The first place to begin marketing the BEAR Implant is in your office. Resources are available to help you promote BEAR Implant to all patients in your practice, as well as to explain the procedure and its potential benefits to patients with ACL tears.

General Awareness

Brochures and posters are available to place in your office waiting areas to increase general awareness among all visitors to your office.

Available Materials



Office Poster



English Brochure



Spanish Brochure

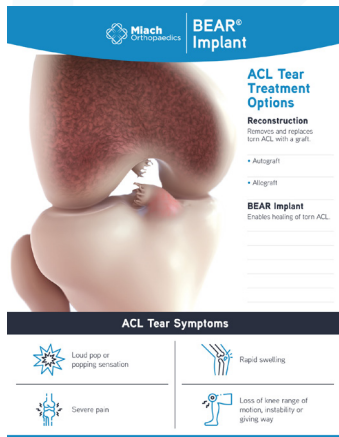


Tip: If you have a television in your office waiting area, you can add one of the BEAR Implant patient stories to the content loop.

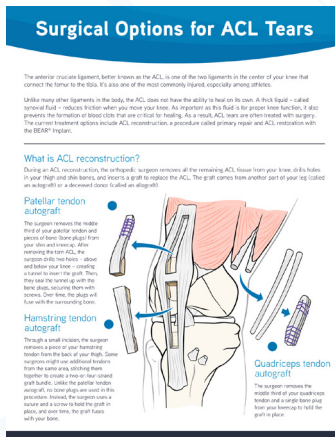
Patient Education

In addition to the materials above, additional resources are available to help you explain the procedure to patients.

Available Materials



Consultation Pad



Surgical Options
Brochure



Reach out to your Miach Sales Manager for printed copies of any of these materials

If you're looking for tips on how to describe the BEAR Implant to patients or answer common questions, Dr. Shawn Anthony of Mount Sinai offers suggestions in these videos:



How do you talk to patients about the BEAR® Implant?



Do you present the BEAR® Implant as an option for all patients?



How do you address patient concerns about the BEAR® Implant being "new"?



How have you adapted your BEAR® Implant technique?

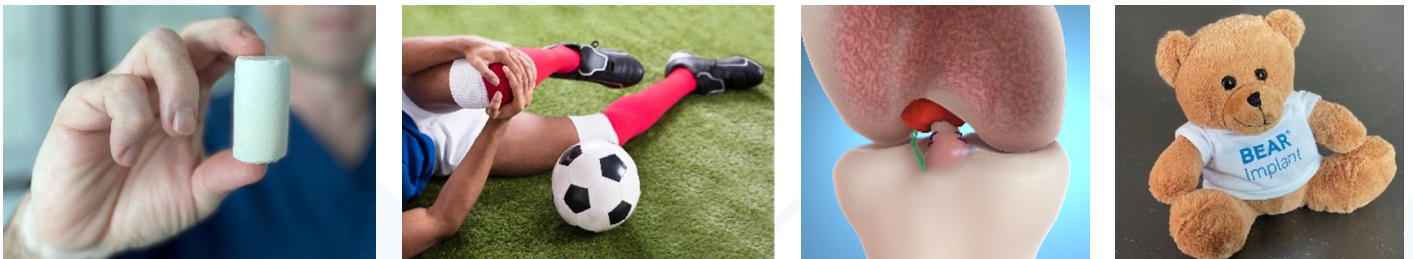
Image Library

Using imagery in marketing is a powerful tool to draw attention and enhance patient engagement online. The toolkit contains images and videos that can be used as-is, or they can provide inspiration for you to develop your own customized versions.

BEAR Implant Images

Photos and illustrations can help you educate your patients about ACL tears and the BEAR Implant.

Sample Images



Access the BEAR Implant image library [here](#).

Sample Videos



Access videos in the BEAR Implant library [here](#) to use throughout your activities.

Video Library

Instructions

To embed a video on your website:

1. Click the link below to visit the Miach Ortho YouTube channel.
2. Select the video you want to embed.
3. Click the “Share” icon.
4. Select “< >” to view the video’s embed code.
5. Click “copy” to copy the embed code.
6. Provide the embed code to your website team to add to your website.

To embed on your website or share a video on social media:

1. Click the link below to visit the Miach Ortho YouTube channel.
2. Select the video you want to share.
3. Click the “Share” icon.
4. Click the blue “Copy” button.
5. Go to Facebook, LinkedIn or Twitter and paste the link for the YouTube video. You can also add copy to introduce the video and how it’s relevant to you and your practice.

Note: On Instagram, videos can only be uploaded as original files, not links ([see social media section for details](#)).



Access videos on the Miach YouTube channel [here](#) to embed on your website or share on your social media.

Website

Website Copy

When patients tear their ACLs, one of the first things they do is perform a Google search for available treatments. Having a section of your website focused on the BEAR Implant will enable your practice to be included in the search results when patients are looking BEAR Implant surgeons in their local area. The toolkit includes draft copy that covers what the BEAR Implant is, how it works, who is a candidate and more.

Instructions



If you have a person or service who manages your website, share this toolkit with them to download the content and build your BEAR Implant product page following the instructions provided.



If you handle your own website updates using a content management system such as WordPress, download the template and follow the instructions at the top of the document.



Tip: Include visuals from the image library on your BEAR Implant page.



Tip: If you're looking for inspiration for the page, Google "BEAR Implant ACL surgeon" to see how other practices have incorporated BEAR Implant information on their websites.



Tip: When the new page is live, promote it on your social media accounts.



Template for Download

BEAR Implant Website Copy

Website

Blog Template

In addition to the product page, you can also add a blog post on your website to provide your perspective on the BEAR Implant and its benefits. The toolkit includes a draft post that discusses ACL tears and treatment options, including the BEAR Implant.

Instructions



Download the template blog post document.



Customize the content for your practice following the instructions provided at the top of the template.



Publish the content on your practice blog using your content management system or by sending it to your website service.



Tip: You can personalize the blog article further by adding a patient testimonial.



Tip: Include visuals from the image library on your BEAR Implant page.



Tip: Share the blog post on your social media accounts.



Template for Download

BEAR Implant Blog Post

Social Media Post Templates

Social media is a powerful channel for patients to learn about new products and treatments, as well as share information about them with their online friends. To support your ongoing social media efforts, we have provided a variety of social media post templates that can be used as-is or modified to your liking.

Instructions



Download the template social media posts document.



Copy and paste desired text into the social media platform of your choice, customizing areas highlighted in yellow.



Include a call to action, such as to visit a website for more information or to call to schedule an appointment.



Add an image or video to complement your post copy. You can use one of the suggested images or videos featured in the template or one of your own.



Tip: You can create social media graphics and other materials in free websites such as [Canva.com](https://www.canva.com). These sites also allow you to upload your logo, images and brand colors.



Template for Download

BEAR Implant Social Media Posts