

# Messaging Platform for Market Development (Canada)

June 2015

# To make the most of our communication it is essential that we speak with one voice

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This document provides an overview of our messaging platform, including value propositions, positioning statements and key message themes for both Biocomposites and STIMULAN. Each message theme is supported by proof points and references which you can access on the Distributor Hub.

The purpose of the platform is to help us:

- establish a common language that can be used consistently across all forms of communication.
- tell our most compelling story by being clear about the most relevant and differentiated elements of our propositions.
- maximize the impact of our communications.
- remain 'on label' in our communications.

It is critical that all communication is tailored to the audience, situation and form of delivery - whether it is a one on one conversation with a surgeon, an email to a microbiologist or a procurement submission. Not all messages and proof points will be relevant to all audiences.

The platform is meant to serve as a guide only. If you structure your communication around our key messages and use the language provided, in the context intended, we will achieve our aim of speaking with one voice – compliantly.

# Biocomposites

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## Positioning Statement

Pioneering calcium compound devices to transform outcomes and lower costs of care in infection, trauma, spine and sports injuries.

## Value Proposition

For surgeons confronted with new economic and performance challenges, Biocomposites offers pioneering calcium compound devices for the surgical treatment of bone and soft tissue. Through its deep expertise and singular focus on calcium compounds, ongoing investment in proprietary technologies and dedication to quality it helps transform surgical outcomes and lower costs of care.

# Biocomposites

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## Boilerplate

At Biocomposites, we are distinct in that our team of specialists is singularly focused on the development of innovative calcium compounds for surgical use.

With over 25 years' experience and an unrivaled dedication to quality, the products we research, engineer and manufacture are at the forefront of calcium technology. Our innovative products range from bone grafts to matrices that elute supra-MIC levels of antibiotics at the site of infection.

We are proud to be driving improved outcomes across a wide range of clinical applications, in musculoskeletal infection, trauma, spine and sports injuries, for surgeons and patients alike.

# Biocomposites – Key Message Themes

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## Deep expertize and singular focus on calcium compound devices

With a singular focus on developing innovative calcium compound devices, Biocomposites has gained a deep expertize in musculoskeletal infection, trauma, spine and sports injuries. Based in Keele, UK - with companies in the USA and China – and a presence in Canada and India, Biocomposites is well placed to serve the global healthcare market. Connected with universities and hospitals around the world, Biocomposites continues to innovate in infection management and calcium compound technologies to support surgeons and their patients.

# Biocomposites – Key Message Themes

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## Ongoing investment in proprietary technologies

At Biocomposites we pride ourselves on our power to innovate. This focus and ongoing investment in proprietary technologies has driven our teams to push the frontiers of calcium compound devices at every stage - with over 60 IP grants and registrations, a strong R&D pipeline, and a string of world firsts;

- World's first calcium composite device technology in sports injuries to receive the CE Mark and clearance from the FDA (Bilok).
- World's first synthetic bone graft material with negatively charged surface chemistry to accelerate bone healing (geneX).
- World's first recrystallized calcium sulfate to gain a CE Mark and clearance from the FDA (STIMULAN).

# Biocomposites – Key Message Themes

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## Dedication to quality

At Biocomposites, we understand the importance confidence plays in selecting surgical devices. This is why we underpin all our product development with a dedication to quality. Quality people, processes and safeguards that meet and exceed medical standards. Every stage of the process, from research, through manufacture to distribution, is all handled in-house – at our state of the art facility in Keele, UK.

# STIMULAN

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## Positioning Statement

A new calcium sulfate recrystallized to transform outcomes in the presence of infection.

## Value Proposition

For surgeons who are facing new economic and performance challenges, STIMULAN is a truly absorbable calcium compound that is the perfect partner for your infection management strategy. Its unique crystal structure and clinical performance, along with improved results and case by case flexibility, help transform outcomes and lower costs of care.



# STIMULAN – Key Message Themes

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## Perfect partner for your infection management strategy

STIMULAN is the perfect partner for your infection management strategy as it has been designed specifically to be used in the presence of infection and in dead space in bone and soft tissue. Its unique crystal structure provides a truly absorbable, totally synthetic calcium sulfate that - if mixed with antibiotics - safely releases them, locally at supra MIC levels to protect the device from colonisation by bacteria. <sup>1,2,8,9,10,11,12</sup>

# STIMULAN – Key Message Themes

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Recrystallized to give a unique crystal structure and clinical performance.

STIMULAN is a pharmaceutical grade calcium sulfate with a unique crystal structure. Manufactured through a patented recrystallization process, its properties and purity allow you to easily mix liquid, powder and heat sensitive antibiotics, without impacting their molecular structure and clinical performance. It delivers a predictable elution profile over extended periods of time and completely absorbs at an optimal rate - to avoid becoming a nidus for infection. Together with a low incidence of drainage it will revitalize your infection management strategy. <sup>1,3,4,5,6,9,10,11</sup>

# STIMULAN – Key Message Themes

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## Transforms outcomes and lowers costs of care

The use of STIMULAN as part of your infection management strategy delivers improved clinical outcomes and eliminates the need for a second procedure to remove the device. If you decide to mix STIMULAN with antibiotics, they will be released at supra MIC levels locally. This will protect the device from colonization by bacteria, can reduce the need for longer term systemic delivery and help with your antibiotic stewardship – transforming outcomes and lowering costs of care. <sup>1,2,3,4,5,6,7,8</sup>

# STIMULAN – Key Message Themes

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## Provides case-by-case flexibility

STIMULAN is quick and simple to prepare and can be used in three different bead sizes, or as an injectable paste, to enable optimal packing of the bone void or soft tissue. If you decide to mix STIMULAN with antibiotics its hydrophilic properties make it easy to mix, which along with the option of standard and rapid setting times, gives you all the flexibility you need on a case-by-case basis. <sup>2,3,7,9</sup>

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# Message Platform

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This platform is for Biocomposites use only. It is not for sharing with distributors and customers.

For any further information or guidance please contact

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For indications, contraindications, warnings and precautions see Instructions for Use.

\*The treating physician is responsible for deciding the type and quantity of antibiotic used.

The mixing of antibiotics with the STIMULAN Kit / STIMULAN Rapid Cure is considered off-label usage of the medicinal product. To do so is at the professional risk of the surgeon / healthcare professional.

This presentation may include the use of STIMULAN or techniques that go beyond the current clearance / approval granted by the relevant regulatory authority. Please contact your local representative for further information.

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