



## WELCOME TO SYNERGY

Thank you for investing in Arthrex's Synergy OR, one of the world's most advanced and efficient suites of operating room products and technologies. By investing in this system, you are showing your patients that you value increased efficiency, a better patient experience and the prestige of having the latest and best technology. To help you, we have compiled this educational press kit, in which you will find the following:

- News release templates you can mold to fit your facility and your needs
- A Synergy OR fact sheet
- Templated social media posts
- Photos of the Synergy OR
- Video testimonials from other facilities that have used the system

We hope you find these tools useful as you implement your conversion to the Synergy OR system. If you need more information or resources to help you promote Synergy, please contact Lisa Gardiner, Arthrex Communications Manager, at [Lisa.Gardiner@arthrex.com](mailto:Lisa.Gardiner@arthrex.com) or (800) 933-7001.





## OVERVIEW

# SYNERGY OR

Synergy is among the world's most advanced and efficient suite of operating room products and technologies.

### FEATURES

- Imaging and workflow management solutions for multi-specialty surgery.
- The 4K ultra-high definition camera systems and endoscopes provide four times greater resolution over 1080p HD systems, ensuring the highest possible resolution with clear, crisp, three-dimensional-like visualization.
- Surgeon-specific settings by procedure ensure quick, easy, and reproducible setup for the operating room staff.
- Arthrex pump, shaver and bipolar radio-frequency ablation settings are conveniently provided via a heads-up display on the surgical monitor.
- Allows surgical staff to pull up preoperative information for a patient, including scans, so they can be referred to during a case.
- Can be activated with the push of a button and loaded with the surgeon's case information, creating efficiency and eliminating data-entry redundancy.
- Allows for intraoperative imagery to be put automatically into different sources, including post-op reports, enabling a more informed patient.
- Real-time overview of what is happening in your OR.
- Provides heads-up display information for all connected Arthrex Synergy devices.
- The Synergy platform is monitored, supported and upgraded remotely to increase reliability and to reduce intrusions into the OR.

### USES

Synergy can be used for multi-specialty surgical procedures and is designed to meet the specific needs of any surgical specialty.

### MORE INFORMATION

- <https://synergy.arthrex.com>
- <https://cptr.it/synergybenefits>
- <https://cptr.it/benefitssynergyuhd4>



## PRESS RELEASE TEMPLATE

# SYNERGY OR

### **HEALTH CARE SYSTEM NAME Invests in Innovative 4K Technology to Enhance Patient Satisfaction, Increase Efficiency**

CITY, STATE – DATE – NAME OF HEALTH SYSTEM has invested in the Arthrex Synergy OR, one of the world’s most advanced and efficient suites of operating room products and technologies. The Synergy OR is a unique and powerful set of tools for our facility, designed to increase surgeon and operating room efficiency, enhance patient satisfaction and significantly reduce rapidly rising infrastructure costs.

#### **EXAMPLE QUOTE PROVIDED HERE**

“Patient satisfaction and decreasing costs are two of our top priorities,” said XX, TITLE. “Synergy is truly a revolutionary system that breaks new barriers in patient education and endoscopic image management.”

Arthrex’s Synergy OR is a system designed to meet the future needs of multi surgical specialties. This revolutionary system integrates several components into one system with an intuitive tablet interface that networks the components together and greatly simplifies use.

Among the Synergy OR’s features:

- An ultra-high definition 4K camera, which increases clarity and sensitivity, reproducing the image as closely as possible to the native anatomy.
- With the push of a button, the system can be activated and loaded with the surgeon’s individual preferences and surgical case information, creating efficiency.
- Surgeons have the ability to pull up patient data, including X-rays, scans and other information, to refer to during a procedure.
- The surgeon can create an intraoperative record of the surgery to include photos, videos and other information.
- Those recordings, photos and other information taken during the procedure can then be put directly into the patient’s electronic health record.

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## PRESS RELEASE TEMPLATE

# SYNERGY OR

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### **EXAMPLE QUOTE PROVIDED HERE**

“We believe this customized report will go a long way in improving patient satisfaction through a more personalized level of communication,” added XX. “We have invested in this technology because it provides value — not only in the technology that we can provide to improve the patient experience, but in the efficiency it creates for our surgeons, medical staff and the facility.”

Synergy is developed by Arthrex, a global medical device company and leader in new product development and medical education for orthopedic surgeons.

For more information, contact NAME, TITLE and PHONE NUMBER HERE.

### **INSERT BOILERPLATE ABOUT YOUR HEALTH CARE SYSTEM HERE. AN EXAMPLE:**

#### **About Arthrex**

Arthrex, headquartered in Naples, Florida, is a global leader in orthopedic product development and medical education for orthopedic surgeons. More than 12,000 products for arthroscopic and minimally invasive orthopedic surgical procedures have been developed by Arthrex and are currently marketed worldwide. For more information, visit [Arthrex.com](http://Arthrex.com).

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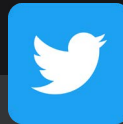
## EXAMPLE **SYNERGY SOCIAL MEDIA** POSTS PROVIDED BELOW

Synergy social media posts can help you educate surgeons, patients and your community to the benefits of the Synergy system.



### EXAMPLE **SYNERGY SOCIAL MEDIA** POSTS PROVIDED HERE

By investing in the Arthrex Synergy 4K OR, we are enhancing the patient experience. This revolutionary new technology will allow us to add intraoperative video and photos into your patient record, while making our operations more efficient. Want to know more? Click here: [LINK to press release](#).



### EXAMPLE **SYNERGY SOCIAL MEDIA** POSTS PROVIDED HERE

We are enhancing the patient experience by investing in the @Arthrex Synergy 4K OR. This revolutionary technology will also allow us to increase efficiency. Find out how: [LINK to press release](#).





# SYNERGY RESOURCES

## PHOTOS

The following photos may be used for educational purposes.

Download here: <https://cptr.it/synergyimages> and enter password: **SynergyKit803**

