



WELCOME TO NANOSCOPE

Thank you for investing in Arthrex's NanoScope™ operative arthroscopy system, the world's first 1.9 mm, medical-grade, 3-in-1, chip-on-tip, single-use camera system. Your investment in the NanoScope visualization system and its instruments shows your patients that you value efficiency and want to provide them with the best, most minimally invasive experience using innovational technology.

To help drive your success, we have compiled this educational press kit, in which you will find the following:

- News release template you can mold to fit your facility and your needs
- NanoScope operative arthroscopy system fact sheet
- Templated social media posts
- Photos of the NanoScope system and nano-operative procedures

We hope you find these tools useful as you implement the NanoScope operative arthroscopy system in your facility. If you need more information or resources to help you promote the NanoScope system and instruments, please contact Lisa Gardiner, Arthrex Communications Manager, at lisa.gardiner@arthrex.com or (800) 933-7001.





OVERVIEW

NANOSCOPE™ OPERATIVE ARTHROSCOPY SYSTEM

FEATURES

- The first medical-grade, 3-in-1, chip-on-tip, single-use camera system
- Combines the latest technology in 1 mm imaging sensors, LED lighting, image management, and OR integration
- Intuitive tablet control
- HD-quality resolution from the 1.9 mm diameter single-use NanoScope camera and 2 mm Nano resection instruments and cannulas take you places no surgeon has gone before
- Allows for improved joint accessibility without compromised exposure
- Increased surgeon and staff efficiency
- Decreased footprint in the operating room or procedure room with less equipment
- Decreased scope repair and reprocessing costs

USES

Perform minimally invasive arthroscopy in the operating room, procedure room, or diagnostically in the office.

MORE INFORMATION

- <https://synergy.arthrex.com/nano-operative-arthroscopy-system>



NANOSCOPE™ OPERATIVE ARTHROSCOPY SYSTEM

HEALTH CARE SYSTEM NAME Invests in New Technology That Allows Patients Same-Day Outpatient Diagnosis and Treatment

CITY, STATE – DATE – NAME OF HEALTH SYSTEM has invested in a new arthroscopic technology that allows patients to have same-day diagnosis and minimally invasive surgery.

Orthopedic surgeons at the facility are using the NanoScope™ visualization system, a needle-sized, 1.9 mm chip-on-tip scope inserted under local anesthesia. It aids our surgeons in diagnosing conditions such as arthritis and cartilage injuries, and can even facilitate orthopedic or endoscopic procedures in joints such as the shoulder, knee, elbow, wrist and ankle.

[Name of surgeon] performed an arthroscopic procedure using the NanoScope operative arthroscopy system. [facility name] [i.e. surgeon was the first to perform at a specific facility] [How did the NanoScope system help the surgeon with this particular procedure?]

EXAMPLE QUOTE PROVIDED HERE

“We are excited to use this new platform because it facilitates the most innovative treatments for our patients and allows them to be a partner in their own medical care,” said [Surgeon name]. “With the NanoScope system, we can show our patients real-time images of their joint, and act quickly and precisely to address joint issues that impact their quality of life without having to wait for an MRI or operating room.”

The NanoScope visualization system, developed and manufactured by Arthrex Inc. (Naples, FL), combines leading-edge technology in imaging sensors, LED light, and image management that allows surgeons to perform minimally invasive arthroscopy and guide injections in tighter joint spaces that have previously been difficult to visualize. The NanoScope system allows for high-resolution visualization in a doctor’s office with the patient under local anesthesia.

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Patients who meet the criteria for the use of this technology may receive treatment for debridement for cartilage repair procedures; or foot and ankle arthritis; debridement of Achilles, peroneal and posterior tibial tendons; and biologic augmentation of joints and tendons.

“[Health Care System] has long been a leader in using innovative techniques to deliver the most advanced care to our patients to improve their experience and outcomes,” said xx. “This technology allows us to continue to treat our patients better.”

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

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

About Arthrex

Arthrex, Inc., headquartered in Naples, Florida, is a global leader in orthopedic surgical device design, research, manufacturing and medical education. Arthrex develops and releases more than 2,000 new products and procedures every year to advance minimally invasive orthopedics worldwide. For more information, visit Arthrex.com.

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EXAMPLE NANOSCOPE™ SOCIAL MEDIA POSTS PROVIDED BELOW

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



EXAMPLE NANOSCOPE SOCIAL MEDIA POSTS PROVIDED HERE

We've invested in new arthroscopic technology that will allow our patients to have same-day diagnosis and surgery. Learn more about our NanoScope™ system: [LINK to press release](#)



EXAMPLE NANOSCOPE SOCIAL MEDIA POSTS PROVIDED HERE

Dr. XX performed the first procedure at [insert facility name] with our latest investment in arthroscopic technology to help treat you better. Learn more about the NanoScope™ system: [LINK to press release](#)



EXAMPLE NANOSCOPE SOCIAL MEDIA POSTS PROVIDED HERE

We're enhancing the patient experience, investing in the latest arthroscopic technology that will allow you to have same-day diagnosis and surgery. Learn more about the NanoScope™ system: [LINK to press release](#)



NANOSCOPE RESOURCES

PHOTOS

The following photos may be used for educational purposes.

Download here: <https://arthrex.info/NanoScopeimages> and enter password: **Nano2019**

