

# Competitive Comparison

*December 2024*

# Key Players Overview

**ARTHREX:** Leading in arthroscopy innovation, privately held, over 1,000 products yearly

**DEPUY SYNTHES:** Comprehensive orthopedics portfolio, merging innovation with Johnson & Johnson MedTech

**ENOVIS:** Focus on active lifestyle support, known for MotionMD and ARVIS technologies

**SMITH+NEPHEW:** Specializes in repair, regeneration, replacement with cutting-edge tech

**STRKYER:** Robust robotic and surgical tech portfolio, advancing patient care with Mako SmartRobotics™

**ZIMMER BIOMET:** Pioneer in robotics (ROSA® systems), mymobility® app integration with Apple Watch



# General Overview

Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Slogan/Mission</b>	"Helping Surgeons Treat Their Patients Better"	"We Keep People Moving" (Transitioning to Johnson & Johnson MedTech)	"Creating Better Together™"	"Life Unlimited"	"Together with our customers, we are driven to make healthcare better."	"Moving You Forward"
<b>Corporate Culture</b>	Privately held with a family business culture	Part of Johnson & Johnson; emphasis on innovation, quality, and restoring movement	Continuous improvement, innovation, and partnerships with healthcare professionals	Emphasizes innovation in orthopedics, sports medicine, and wound management	Focuses on medical technologies to improve patient and healthcare outcomes	Global medical technology leader focusing on alleviating pain and improving quality of life
<b>Products</b>	Over 1,000 products yearly, specializing in arthroscopy and orthopedic procedures	Comprehensive orthopedics portfolio including knee, hip, spine, and sports medicine products	Extensive range of orthopedic products for knee, hip, shoulder, and innovative technologies	Products in orthopedics, sports medicine, advanced wound management, and ENT	Broad range of products including medical, surgical, neuro, and orthopedic technologies	Offers advanced technologies in knee, hip, shoulder, robotics, and personalized surgical solutions



# Knee Products

Product Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Key Systems</b>	ACL TightRope II, FiberTak Anchor	ATTUNE™, LPS™ Limb Preservation	EMPOWR™ Knee Systems, EXPRT™	JOURNEY II™, LEGION™ Cementless	Triathlon™ Total Knee, X3	Persona® Total Knee, NexGen®
<b>Partial Knee Options</b>	Meniscus Fixation Systems	SIGMA™ Partial Knee	EMPOWR™ Partial Knee	JOURNEY II™ UK Unicompartmental	Restoris™ MCK	Oxford® Partial Knee
<b>Revision Systems</b>	Nano Arthroscopy	ATTUNE™ Revision Knee	EXPRT™ Revision Knee	LEGION™ HK Revision Knee	Triathlon™ Revision Knee	Vanguard® Revision Knee
<b>Special Technology</b>	ACL Backup Fixation Systems	AOX™ Antioxidant Polyethylene	ArmorCoat™, ARVIS®	OXINIUM™ Oxidized Zirconium	Mako SmartRobotics™	ROSA® Robotics



# Hip Products

Product Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Key Systems</b>	Knotless FiberTak, AVN Expandable	ACTIS™, BI-MENTUM™ Dual Mobility	EMPOWR™ Dual Mobility, Revelation®	POLAR3™ Total Hip, BIRMINGHAM™ Hip	Accolade™ II, Trident™ II	Taperloc™ Complete Hip, G7™ Acetabular
<b>Revision Systems</b>		RECLAIM™ Revision Hip	EXPRT® Revision Hip	REDAPT™ Revision Acetabular	Exeter™, Restoration™ Modular	Arcos™ Modular Revision System
<b>Total Hip Arthroplasty</b>		EMPHASYS™ Acetabular Solutions	Foundation® Hip System	CATALYST™ Hip System, OR30™	Secur-Fit™ Advanced	Avenir™ Complete Hip, Echo™ Hip
<b>Special Technology</b>		KINCISE™ Automated System	ARVIS® Augmented Reality	RI.HIP NAVIGATION™	HipMap™ 3D Preoperative Planning	ROSA® Hip System



# Shoulder Products

Product Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Key Systems</b>	Knotless FiberTak™ Anchors	INHANCE™ Shoulder, TRUMATCH™	AltiVate® Reverse, ADAPTABLE®	AETOS™, TITAN™ Modular Shoulder	Tornier™ Flex, ReUnion™ TSA	Sidus® Stem-Free Shoulder, Identity™
<b>Reverse Shoulder Systems</b>	---	---	AltiVate® Reverse Shoulder	Comprehensive® Reverse Shoulder	Aequalis™ Reversed FX, G2™	Comprehensive® Reverse Shoulder
<b>Personalized Solutions</b>	---	TRUMATCH™ Shoulder	ADAPTABLE® Shoulder	---	Blueprint™ 3D, ReUnion RFX™	Signature ONE™ Planning
<b>Special Technology</b>	---	SMARTSET™ Bone Cement	---	RI.INSIGHTS™ Data Visualization	Blueprint™ Pre-op Planning	ROSA® Shoulder System



# Foot And Ankle Products

Product Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Key Systems</b>	Nano Arthroscopy, Bio-Screws	FIBULINK™ Syndesmosis Repair	Foundation® Ankle System	SALTO TALARIS™ Ankle Prosthesis	Infinity™, Inbone™ Total Ankle	Trabecular Metal™ Total Ankle System
<b>Achilles Repair Systems</b>	PARS Achilles Repair System	---	---	---	---	---
<b>Nailing Systems</b>	---	TN-Advanced Tibial Nailing	---	---	---	Phoenix™ Ankle Arthrodesis Nail
<b>Special Technology</b>	---	MAXFRAME™ Multi-Axial Correction	ARVIS® for Foot & Ankle Procedures	---	---	---



# Robotics And Technology Products

Product Feature	Arthrex	DePuy Synthes	Enovis	Smith + Nephew	Stryker	Zimmer Biomet
<b>Imaging and Visualization Systems</b>	NanoScope™, Synergy UHD4™	VELYS™ Robotic-Assisted Solution	ARVIS® Augmented Reality	RI.INSIGHTS™ Data Visualization	Mako SmartRobotics™	ROSA® Robotics
<b>Robotic-Assisted Surgery</b>	---	KINCISE™ Surgical Automated System	ARVIS® Augmented Reality System	RI.HIP NAVIGATION™, RI.KNEE NAVIGATION™	Mako™ Robotic Systems	ROSA® Knee, Hip, Shoulder Systems
<b>Data-Driven Technologies</b>	---	VELYS™ Insights	MotionMD™ Platform	---	Connected OR Hub, Smart Equipment	mymobility™ with Apple Watch
<b>Special Technology</b>	---	---	Motion iQ™ App for Patient Recovery	---	Blueprint™ Planning & HipMap™ 3D	OrthoIntel™ Data Insights



# AI Integration

## **ARTHREX:**

- AI-driven Synergy surgical imaging platform for 4K clarity and real-time engagement
- AI-powered digital portal enhances post-surgery communication and recovery tracking
- Focus on improving outcomes and efficiency through cloud-based solutions

## **DEPUY SYNTHES:**

- VELYS Robotic-Assisted Solution: AI-enhanced precision in knee surgeries
- KINCISE Surgical System: AI control for improved joint replacement procedures
- Leader in integrating AI for patient-specific solutions and surgical accuracy



# AI Integration

## **ENOVIS:**

- Motion iQ Platform: Tracks patient recovery via AI-integrate braces and wearables
- Provides real-time feedback for personalized care
- Enhances rehabilitation compliance and outcomes with remote monitoring

## **SMITH+NEPHEW:**

- CORI Surgical System: AI-enabled guidance for precise knee and hip arthroplasty
- Intraoperative data visualization for implant positioning and surgical accuracy
- Focus on reducing revision surgeries through AI innovation.



# AI Integration

## **STRYKER:**

- Mako SmartRobotics™: AI-driven 3D CT-based planning for hip and knee replacements
- Combines AI and robotics in the 1688 AIM 4K system for enhanced surgical imaging and navigation
- Personalized treatment plans improve implant alignment and patient outcomes

## **ZIMMER BIOMET:**

- ROSA Robotics Systems: AI assists in preoperative planning and intraoperative decision-making
- myMobility Platform: AI-powered remote monitoring via Apple technology for better recovery outcomes
- Integrates wearable tech with AI for patient-specific care.



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# Competitor Ad Analysis

## **ARTHREX:**

- Slogan: "Helping Surgeons Treat Their Patients Better"
- Focus: Orthopedic innovation, advanced medical education resources, and procedural videos
- Target Audience: Surgeons and medical professionals
- Positioning: Global orthopedic leader with a personal, family-business culture

## **DEPUY SYNTHES:**

- Slogan: "We Keep People Moving"
- Focus: Mobility restoration through comprehensive product lines and innovation in joint health
- Target Audience: Medical professionals and patients
- Positioning: Legacy brand emphasizing quality, mobility, and surgical precision



# Competitor Ad Analysis

## **ENOVIS:**

- Slogan: "Creating Better Together"
- Focus: Collaboration with healthcare professionals to enhance recovery through advanced technologies
- Target Audience: Surgeons and mobility-focused patients
- Positioning: Forward-thinking innovator in patient recovery solutions

## **SMITH+NEPHEW:**

- Slogan: "Life Unlimited"
- Focus: Recovery solutions through orthopedics, sports medicine, and wound care
- Target Audience: Patients and healthcare providers
- Positioning: Technology-driven company improving patient recovery and mobility



# Competitor Ad Analysis

## **STRYKER:**

- Slogan: "Together with our customers, we are driven to make healthcare better"
- Focus: Collaboration with professionals and advancements in neurotechnology, orthopedics, and robotics
- Target Audience: Medical professionals and patients
- Positioning: Global leader in medical innovation and healthcare technology

## **ZIMMER BIOMET:**

- Slogan: "Moving You Forward"
- Focus: Alleviating pain and improving mobility via robotic and joint replacement technologies
- Target Audience: Orthopedic surgeons and patients
- Positioning: Pioneer in surgical robotics and patient-specific care solutions



# Thank You!

*December 2024*

