

mymobility[®] Care Management Platform

Patient Education and Promotional Materials - Clinic Support Guide



Thank you...

for choosing mymobility

This clinic support guide forms part of the mymobility Patient Education and Promotional Materials Offering available to you as part of your mymobility agreement.

The objective is to support you with distributing content that helps signpost the availability of the mymobility care management platform at your clinic, and its benefits, to prospective patients.

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A woman with white hair, wearing a light pink button-down shirt, is pointing at a laptop screen. She is looking towards a man with glasses and a beard, wearing a teal shirt, who is also looking at the screen. They are in a clinical or office setting with other people blurred in the background. A blue banner is overlaid on the left side of the image.

Patient Insights

Patient Insights

The mymobility patient education and promotional materials have been developed from key patient insights based on relevant clinical publications, patient research and our own experience with mymobility patients. These encompass three key themes:

- Patient Support
- Recovery
- Effectiveness and User Experience

These themes guide the patient messaging and key claims in the next section, combinations of which have been used to create the patient education and promotional materials.



Patient Insights

Patient Support

Support throughout the surgical experience can be a critical factor in provider choice.¹

Digital care management platforms, like mymobility, can provide greater support for patients by augmenting the traditional care experience with information and tools to help them throughout their pre- and post-operative care pathway.^{2,3}

Digital care management platforms, like mymobility, can help patients feel connected and cared for, help them to not feel alone after surgery⁴ and improve their experience and satisfaction.⁵

mymobility has been shown to reduce anxiety before surgery by up to 63% compared to other prior medical and surgical experiences.⁶

References

1. Advisory Board. (2020). 2021 Orthopedics & Spine Market Trends. <https://www.advisory.com/en/topics/orthopedics/2017/05/orthopedic-and-spine-market-trends>
2. McDonall J, de Steiger R, Reynolds J, et al. Patient activation intervention to facilitate participation in recovery after total knee replacement (MIME): a cluster randomised crossover trial. *BMJ Qual Saf*. 2019;28:782–792. mymobility not part of study.
3. Amin T, Mobbs RJ, Mostafa N, Sy LW, Cho WJ. Wearable devices for patient monitoring in the early postoperative period: a literature review. *Mhealth*. 2021;7:50. mymobility not part of study.
4. Jaensson M, Dahlberg K and Nilsson U. Factors influencing day surgery patients' quality of postoperative recovery and satisfaction with recovery: a narrative review. *Perioper Med*. 2019;8:3. mymobility not part of study.
5. Campbell K, Louie P, Levine B, Gililland J. Using Patient Engagement Platforms in the Postoperative Management of Patients. *Current Reviews in Musculoskeletal Medicine* (2020) 13:479–484. mymobility not part of study.
6. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data - mymobility patients completing survey through 4th August 2020. 774 patients surveyed. Questions answered between 14 and 44 days post op. Study ongoing.



Patient Insights

Recovery

Recovery time is a concern for orthopaedic patients approaching joint surgery.¹

In a recent survey 33% of patients named recovery time as the most important factor to them when considering a joint Replacement Surgery.¹

Digital care management platforms, like mymobility, can help support recovery by offering useful, objective tools for monitoring patient's postoperative recovery, reliably and remotely. Such monitoring of patient recovery supports earlier detection of accidents, complications, and slow recovery trajectories, allowing for earlier interventions.²

Digital care management platforms, like mymobility, can also help improve outcomes by facilitating greater patient engagement in their care.^{2,3} Pre-operative monitoring can motivate patients to improve or maintain their function and so maximise their postoperative level of function.² While quantitative and graphical evidence of their improvement or alerts after prolonged periods of inactivity can also motivate patients and improve mobilisation.²

References

1. Data on File. Zimmer Biomet. ROSA Audience Profiling. 2021. Online survey conducted in 2021. Included 1,994 respondents UK wide, aged 55+ who either personally had or lived with someone who suffered from knee pain.
2. Amin T, Mobbs RJ, Mostafa N, Sy LW, Cho WJ. Wearable devices for patient monitoring in the early postoperative period: a literature review. *Mhealth*. 2021;7:50. mymobility not part of study.
3. McDonall J, de Steiger R, Reynolds J, et al. Patient activation intervention to facilitate participation in recovery after total knee replacement (MIME): a cluster randomised crossover trial. *BMJ Qual Saf*. 2019;28:782–792. mymobility not part of study.

Most Responses

Recovery time	33%
Surgeon clinical experience	30%
Surgical accuracy	29%
Patient safety	29%
Location of hospital	18%
Latest intraoperative technology	16%
Cost	15%

Online survey conducted in 2021. Included 1,994 respondents UK wide, aged 55+ who either personally had or lived with someone who suffered from knee pain.

Patient Insights

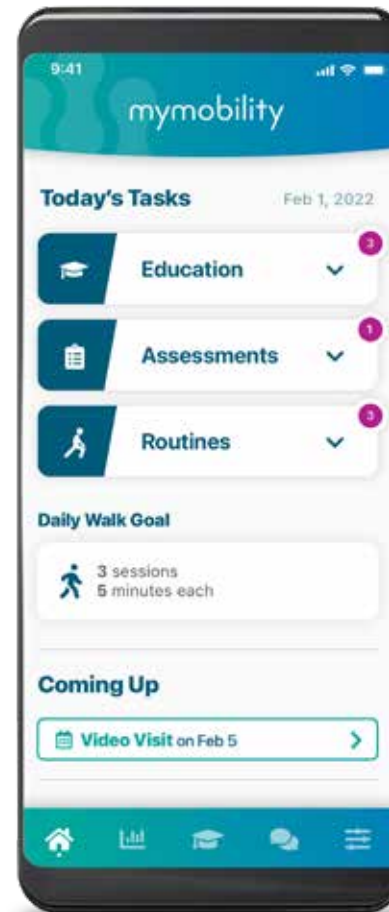
Effectiveness and User Experience

Perceived usefulness and ease of use are important factors affecting adoption of digital care management platforms by patients.¹

mymobility has been shown to be as effective as in-person care² when comparing factors such as post-operative knee ROM, clinically significant patient reported outcomes, post-acute care requirements for hospital visits, or urgent care visits.

mymobility has also been shown to help reduce adverse outcomes such as readmission rates after surgery (2.5% vs 6.7% for mymobility vs traditional care).²

80% of mymobility patients also reported a better or much better experience compared to other prior medical and surgical experiences.³



References

1. Kavandi H and Jaana M. Factors that affect health information technology adoption by seniors: A systematic review. *Health Soc Care Community*. 2020;28:1827–1842.
2. Crawford et al. 2021 Mark Coventry Award: Use of a smartphone-based care platform after primary partial and total knee arthroplasty: a prospective randomized controlled trial. *Bone Joint J*. 2021; 103-B (6 SuppleA):3-12.
3. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data - mymobility patients completing survey through 4th August 2020. 569 patients surveyed. Questions answered between 14 and 44 days post op. Study ongoing.



Patient Messaging and Key Claims

Patient Messaging and Key Claims

What is mymobility?

Key Claims and Patient Language:

mymobility is a patient care management platform that provides a personalised way to keep you moving and keep you connected like never before, wherever you are on your orthopaedic journey.

- Preparing for and recovering from joint surgery can seem overwhelming, but knowing what to expect and receiving support from your surgeon and care team throughout the journey can help ease the process
- mymobility complements the care provided by your surgeon and care team by keeping you connected before and after surgery from the comfort of your own home, or remotely.



Patient Messaging and Key Claims

How does mymobility work?

Key Claims and Patient Language:

mymobility delivers tailored information and guidance from your care team through a mobile* or web application that can also be linked to your smartwatch* (if you have one).

- mymobility provides communication through the mobile* or web application, and collects measurements via your smartwatch* (if you have one), to help you successfully prepare for and recover from surgery
- mymobility gives you constant connection to your care team, so you'll receive helpful reminders, progress reports and support that's unique to you
- mymobility provides your surgeon and care team with data about your mobility remotely, so they are able to tailor and adapt your activity plan to optimise results during your recovery

*mymobility can only be used with certain smartphone models and smartwatches.

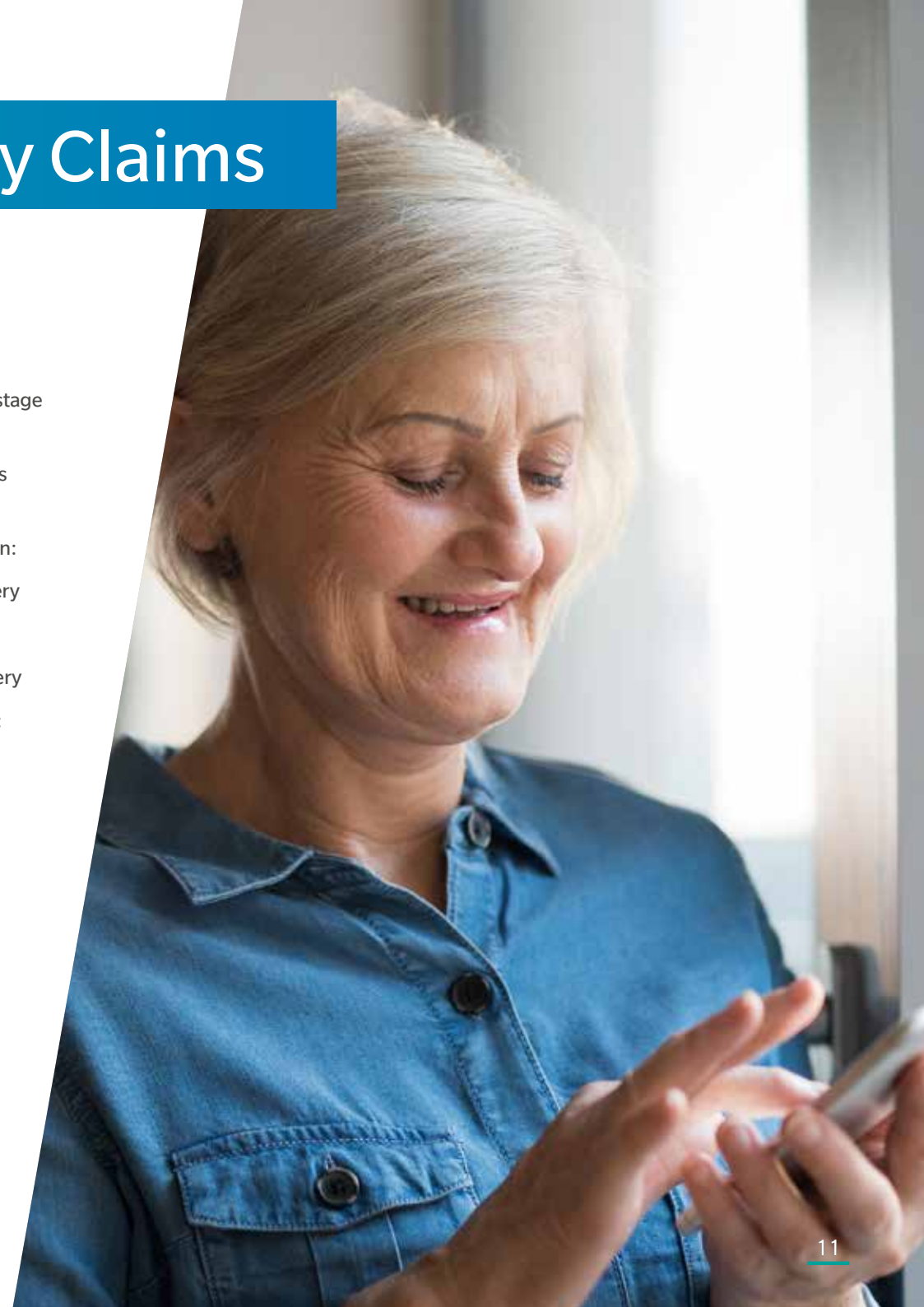


Patient Messaging and Key Claims

Patient Support

Key Claims and Patient Language:

- mymobility keeps you connected to your surgeon and care team throughout every stage of your orthopaedic journey, from before your surgery, up to 365 days after surgery
- mymobility helps you know what to expect as you prepare for surgery and supports you with information throughout your recovery
- Before surgery, mymobility helps connect you with your care team to support you in:
 - Understanding your condition and how to optimise your health prior to surgery
 - Learning what to expect on the day of surgery
 - Knowing which steps you can take to help minimise complications after surgery
- After surgery, mymobility helps connect you with your care team to support you in:
 - Understanding your surgery and how to optimise your recovery
 - Knowing which steps you can take to help minimise the risk of complications
 - Monitoring your progress through your recovery pathway in real-time



Patient Messaging and Key Claims

Patient Support

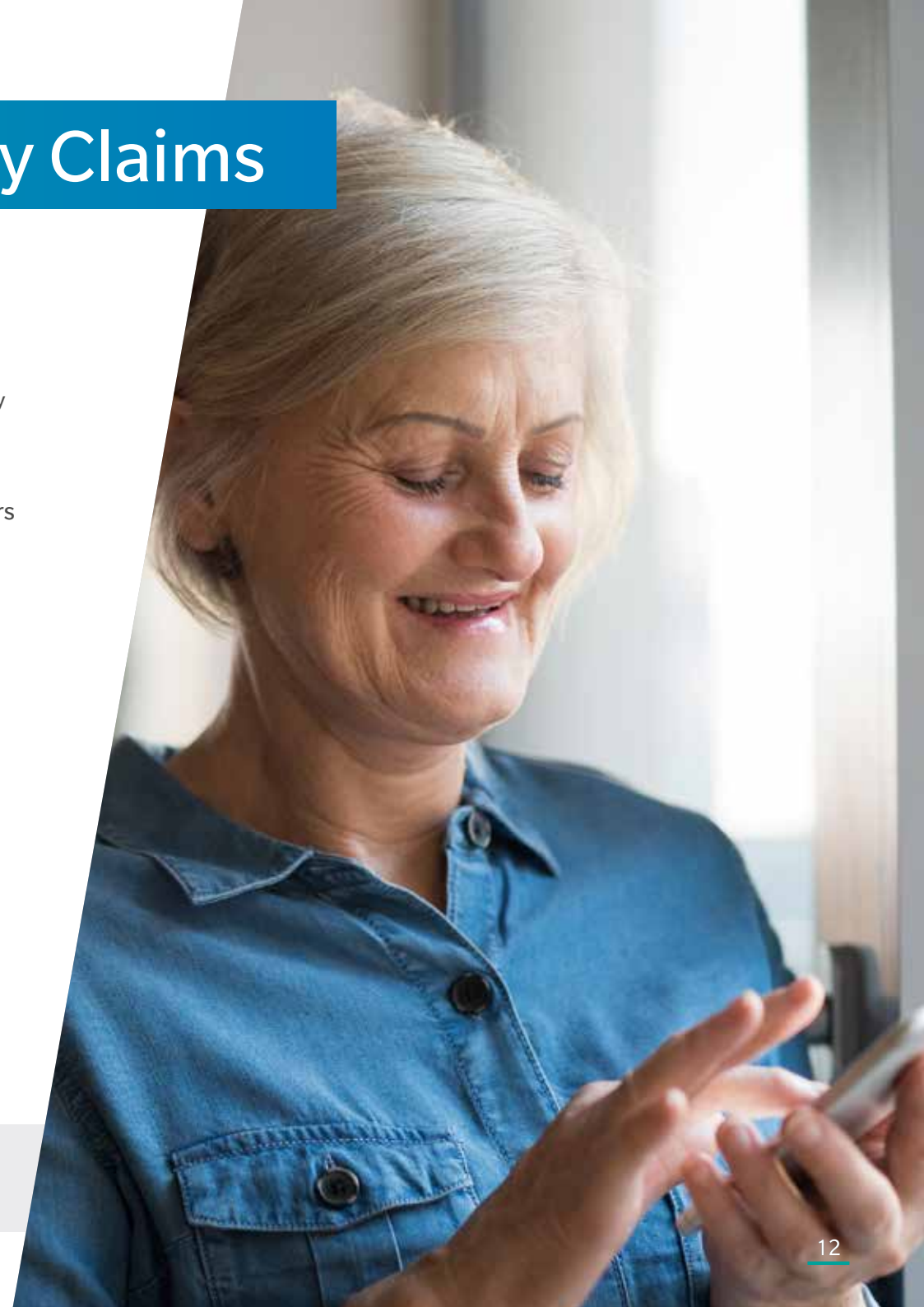
Key Claims and Patient Language (cont.):

- mymobility helps enable your surgeon and care team to provide convenient, timely reminders for tasks to complete and offer encouragement before and after surgery

A survey of patients who had used mymobility revealed that 63% of users felt the mymobility app reduced their anxiety before surgery relative to prior medical or surgical experiences.¹

Reference

1. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data - mymobility patients completing survey through 4th August 2020. 774 patients surveyed. Questions answered between 14 and 44 days post op. Study ongoing.



Patient Messaging and Key Claims

Recovery

Key Claims and Patient Language:

- mymobility helps your surgeon and care team offer guidance at every stage of your joint replacement journey and to take steps to help avoid complications after surgery
- Surgeon-assigned care plans delivered through the mymobility application* provide you with timed to-do lists and notifications aimed to keep your recovery on track
- Track and share your personal recovery targets in real time, allowing your surgeon and care team to monitor your progress remotely, changing your activity plan if needed
- In combination with a smartwatch*, mymobility can monitor your activity levels, such as steps, stand hours, floors climbed and heart rate
- mymobility empowers you with the freedom to take your recovery with you, whenever and wherever you feel most comfortable

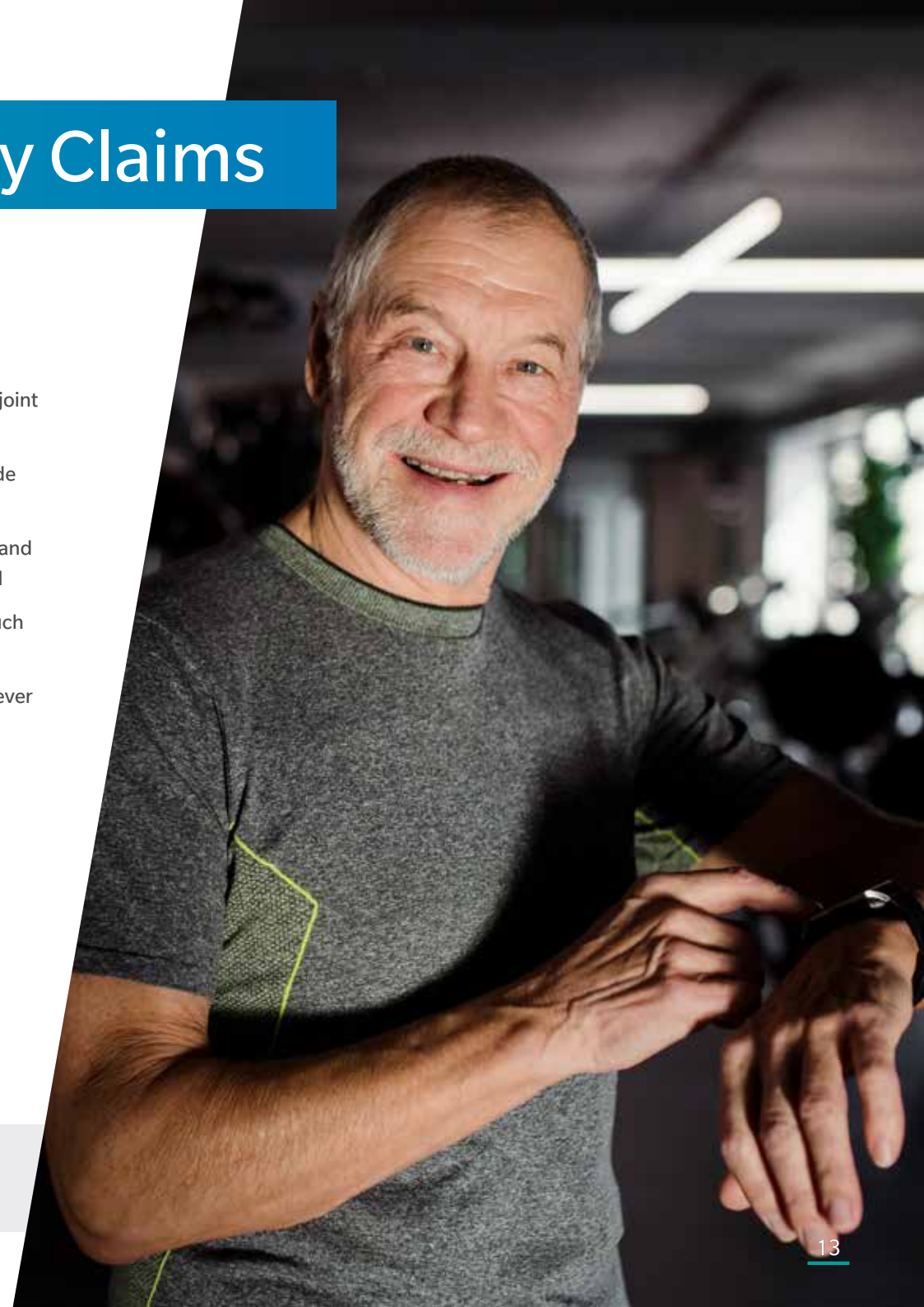
A survey conducted in patients using mymobility showed: ¹

- Reduced re-admission rates after surgery (2.5% vs 6.7% for mymobility vs traditional care)
- Reduced emergency department visits after surgery (2.5% vs 8.2% for mymobility vs traditional care)

*mymobility can only be used with certain smartphone models and smartwatches.

Reference

1. Crawford et al. 2021 Mark Coventry Award: Use of a smartphone-based care platform after primary partial and total knee arthroplasty: a prospective randomized controlled trial. *Bone Joint J.* 2021; 103-B (6 Supple A):3-12.



Patient Messaging and Key Claims

Effectiveness and User Experience

Key Claims and Patient Language:

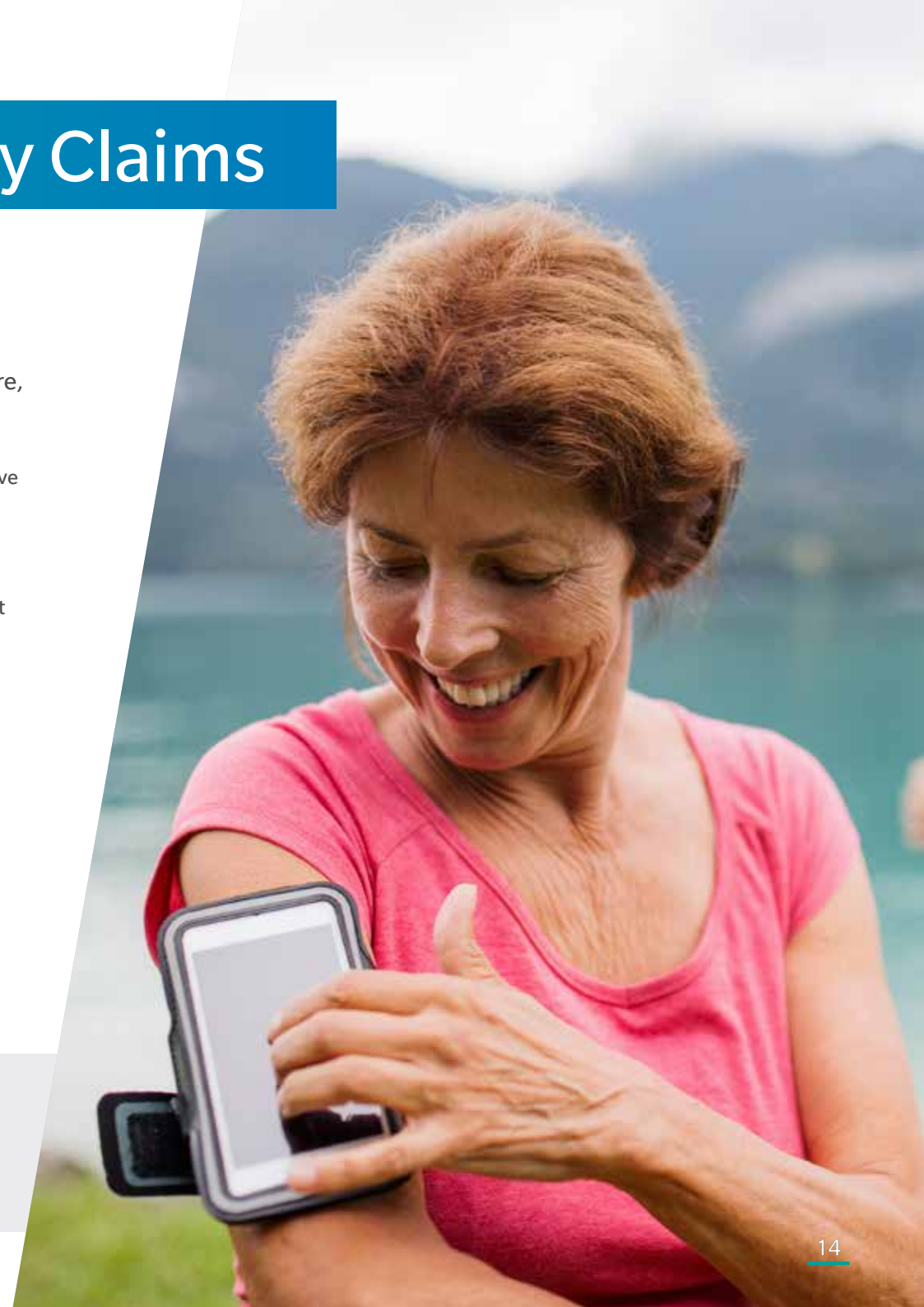
Research has shown that mymobility can be as effective as in-person care, and can provide benefits over traditional treatment pathways.¹

- mymobility offers the constant connection with your surgeon and care team to move efficiently through your personal care journey
- Secure video, picture and text messaging between you and your surgeon and care team allows your caregivers to support you closely throughout the whole process
- mymobility enables you to receive helpful reminders, progress reports and support that is personalised to you
- Throughout your journey, your surgeon can assign easy to follow, video-guided exercises to prepare you for surgery or progress your recovery
- mymobility enables you to perform the exercises wherever you choose, and your surgeon and care team to track your progress remotely, wherever you are
- mymobility enables you to access tailored educational materials to find out what exercises and information are scheduled for you

A survey of patients who had used mymobility also revealed that **80% of users reported a better or much better experience than previous surgical experiences.**²

References

1. Crawford et al. 2021 Mark Coventry Award: Use of a smartphone-based care platform after primary partial and total knee arthroplasty: a prospective randomized controlled trial. *Bone Joint J.* 2021; 103-B (6 Supple A):3-12.
2. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data - mymobility patients completing survey through 4th August 2020. 568 patients surveyed. Questions answered between 14 and 44 days post op. Study ongoing.





mymobility Promotional Materials

mymobility Marketing Templates

Press Release

CLINIC LOGO

[Date]
[Location]

mymobility® Care Management Platform at [clinic name] – supporting patients throughout every step of their joint replacement journey

At [clinic name], patients can now benefit from mymobility, a care management platform that keeps them connected to their surgeon and care team like never before.

Preparing for every step

Preparing for and recovering from joint replacement surgery can seem overwhelming for some patients. Knowing what to expect and receiving support from their surgeon and care team throughout the surgical journey, can help ease the process.

The mymobility Care Management Platform complements the traditional care provided by surgeons and care teams, allowing them to deliver tailored information and guidance remotely, through a mobile or web application*.

Before surgery, mymobility helps care teams support patients in understanding their condition, how to optimise their health prior to surgery, what to expect on the day of surgery, and how to prepare for their recovery.

A survey of patients who had used mymobility revealed that 63% of users felt the mymobility app reduced their anxiety before surgery relative to prior medical or surgical experiences.¹

Keeping recovery on track

Recovery time can be a concern for orthopaedic patients approaching joint replacement surgery.² mymobility helps care teams support patients throughout their recovery, delivering surgeon-assigned care plans, including scheduled exercises, helpful reminders and progress reports.

Personal recovery targets can be tracked in real time, allowing surgeons and care teams to monitor progress remotely, and change the activity plan if needed. Smartwatch compatibility* means that mymobility can also monitor additional metrics, including activity levels, steps, stand hours, floors climbed and heart rate.

A study conducted in patients using mymobility showed reduced re-admission rates following surgery vs traditional care (2.5% vs 6.7%, respectively), and reduced emergency department visits (2.5% vs 8.2%, respectively).³



1

Complementing traditional care pathways

Perceived usefulness and ease of use are important factors in patient adoption of digital care management platforms.⁴ mymobility complements the traditional care provided by the surgeon and care team, while offering remote support and care management.

Research has shown that mymobility can be as effective as in-person care when comparing functional and patient reported outcomes⁵. A survey of patients who had used mymobility also revealed that 80% of users reported a better or much better experience than previous surgical experiences.⁵

[Add Hospital Quote]

In summary, mymobility provides a personalised way to keep patients moving and connected like never before, wherever they are on their orthopaedic journey.

For all enquiries contact

[Insert clinic contact details here]
[Surgeon/hospital profile – number of surgeries etc.]

For further information, visit our website [here](#).
[Link to clinic mymobility landing page]



*The mymobility app is for use with compatible smartphone models and smartwatches, or patients must have internet access and a text-capable mobile device to use mymobility; mymobility is available for certain patients undergoing shoulder, hip or knee replacement surgery and certain procedures for injuries affecting joint function; not all patients are candidates. All names used in the mymobility app examples are fictitious. No identification with actual patients or health care professionals is intended or should be inferred.

References:

1. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data – mymobility patients completing survey through 4th August 2020. 774 patients surveyed. Questions answered between 14 and 44 days post op. Study ongoing.
2. Zimmer Biomet Data on File. ROSA online survey conducted in 2021. Included 1,994 respondents UK wide, aged 55+ who either personally had or lived with someone who suffered from knee pain. Veeva Ref – 03853.
3. Crawford DA et al. 2021 Mark Coventry Award: Use of a smartphone-based care platform after primary partial and total knee arthroplasty: a prospective randomized controlled trial. *Bone Joint J* 2021;103-B (6 Supple A):3–12.
4. Kavandi H and Jaana M. Factors that affect health information technology adoption by seniors: A systematic review. *Health Soc Care Community*. 2020;28:1827–1842. mymobility not part of the study.
5. Zimmer Biomet Data on File. mymobility Clinical Study Preliminary Data - mymobility patients completing survey through 4th August 2020. 569 Patients Surveyed. Questions answered between 14 and 44 days post op. Study ongoing.



Literature Number - 3813.1-EMEA-en Date of preparation: March 2022

2

mymobility Marketing Templates


Social Media Content

Clinic Name @TheClinicName

Preparing for joint surgery can seem overwhelming – that's why we now offer our patients mymobility®.

mymobility is a care management platform that complements the care your surgeon provides, keeping you connected via a mobile or web application.

Click to find out more. [Link to clinic mymobility landing page – or to clinic mymobility press release]



Learn More
[Link to clinicname.com]

Clinic Name
January 1, 2022

Is recovery time after joint surgery a concern for you?

At [clinic name] we now offer our patients mymobility® to help keep their recovery on track. mymobility is a care management platform that delivers surgeon-assigned care plans through a mobile or web application*. It complements the care your surgeon and care team provide, allowing personal recovery targets to be tracked and shared in real time and progress to be monitored remotely, so your activity plan can be changed if needed.


A study of patients using mymobility showed it helped reduce adverse outcomes such as hospital re-admission and emergency department visits compared to traditional care alone.¹

To find out more, visit [clinic name] website now. [Link to clinic mymobility landing page – or to clinic mymobility press release]

#[clinic name]

*The mymobility app is for use with compatible smartphone models and smartwatches or patients must have internet access and a text-capable mobile device to use mymobility; not all smartphone app features are available with the web-based version.

1. Crawford DA et al. *Bone Joint J.* 2021;103-B (6 Supple A):3–12.



Get in touch [Learn More](#)

Like Comment Share

Clinic Name
January 1, 2022

Did you know, at [clinic name] we now offer mymobility® for our joint surgery patients?

mymobility is a care management platform that complements the care of your surgeon and care team to help you move efficiently through your joint replacement journey. mymobility allows your care team to provide personalised support, such as easy-to-follow, video-guided exercises and progress reports.

A survey conducted in patients using mymobility found that 80% reported a better or much better experience than previous surgical experiences.¹

To find out more, visit [clinic name] website now. [Link to clinic mymobility landing page – or to clinic mymobility press release]

#[clinic name]

*The mymobility app is for use with compatible smartphone models and smartwatches or patients must have internet access and a text-capable mobile device to use mymobility; not all smartphone app features are available with the web-based version.

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Get in touch [Learn More](#)

Like Comment Share



mymobility Patient Education

mymobility Patient Education

Patient Leaflet

Front

Stay connected to your care team at [hospital name] with mymobility®

mymobility is designed to:

- Provide support throughout your surgical journey
- Improve your surgical experience
- Reduce your anxiety
- Keep you connected to your care team

Turn over to find out more.

Clinic/Hospital Logo

Back

How to get started?

- 1 SMS & Download**

 - Your care team will enroll you in mymobility and you will receive an SMS with a link to download the application.
- 2 Activation**

 - When opening the application for the first time you will need to click on 'activate account'.
 - Enter your country and phone number to receive the activation code by SMS.
- 3 Ready to go**

 - Once you have activated your account, you are ready to start using mymobility.
 - Login to the app by using the username and access code you created during activation.

“ It really felt like having a companion in my pocket, everyday, everywhere, and it made me feel safe all the time. ”

mymobility patient

Scan to hear a patient's experience of using mymobility.

Need help to get started?
Speak to a member of our care team today.
[Clinic/Hospital to include telephone number]

Clinic/Hospital Logo

This material is intended for patients and general consumers interested in learning about the mymobility Care Management Platform. Patients must have internet access and a text-capable mobile device or a compatible smartphone to use mymobility; not all smartphone app features are available with web-based version. Results are not necessarily typical, indicative or representative of all patients. Results will vary due to health, weight activity and other variables. Not all patients are candidates for mymobility and only your medical professional can determine as appropriate candidate for therapy at home. Not for distribution in France.

mymobility Patient Education

Patient Poster



The poster features a teal header with the mymobility logo (three stylized human figures) and the brand name. A large teal circle on the left contains the main headline and sub-headline. To the right, a photograph shows an elderly woman with short grey hair, wearing a blue denim shirt, looking down at a smartphone she is holding. The phone screen displays the mymobility app interface. Below the photo, a quote from a patient is presented in a clean, sans-serif font. A QR code is positioned to the left of the quote, with a small text box next to it. At the bottom left, there is a section for contact information, including a 'Need help to get started?' heading and a placeholder for a telephone number. At the bottom right, there is a placeholder for a 'Clinic/Hospital Logo'. A small, fine-print disclaimer is located at the very bottom of the poster.

Are you having joint replacement surgery?

Receive personalized support with the mymobility® app throughout your orthopedic journey here at [hospital name]

Ask about mymobility today!

“It really felt like having a companion in my pocket, everyday, everywhere, and it made me feel safe all the time.”

mymobility patient

Scan to hear a patient's experience of using mymobility.

Need help to get started?
Speak to a member of our care team today.
[Clinic/Hospital to insert telephone number here]

Clinic/Hospital Logo

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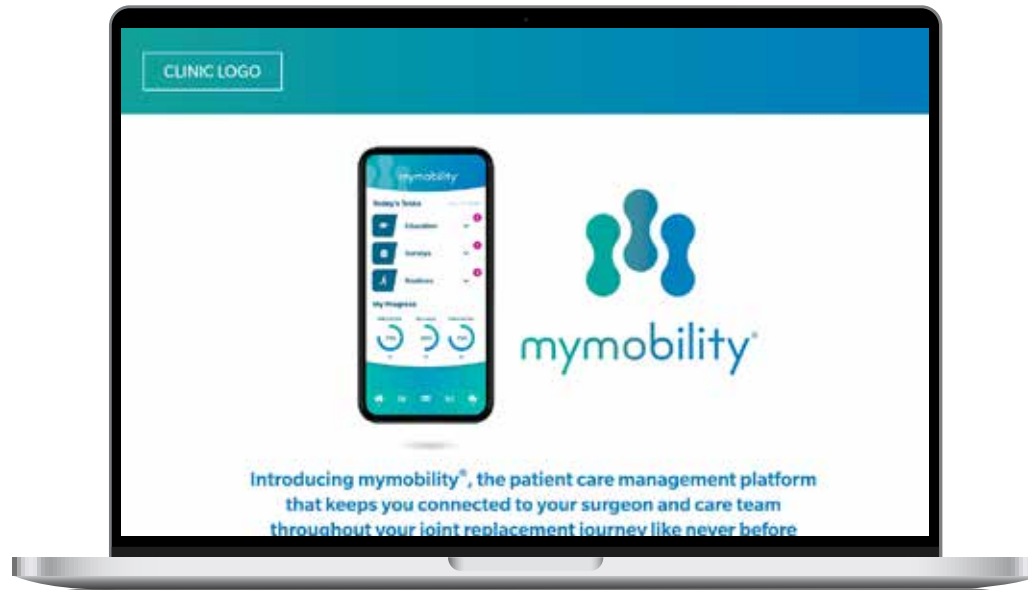
mymobility Patient Education

Patient PowerPoint Presentation



mymobility Patient Education

Clinic Landing Page





Guidance on Usage

Guidance on Use of Materials

Terms of Use

All the mymobility Marketing Templates and mymobility Patient Education Materials are available for you to use “as is” in support of your clinic as covered by the “terms of use” of your agreement.

Permitted changes:

We are permitted to add clinic names and logos (and to resize items upon request), however, we are unable to directly support changes to our existing materials or the development and distribution of additional materials. Clinics are free to create their own content, but there are a number of factors that need to be taken into consideration when doing so.

Clinic-Created Content:

Zimmer Biomet does not have any editorial rights over the content produced or released by your clinic. However, we do have rights over the usage of our company name, brand name/s, logos and other creative assets and for regulatory reasons, Zimmer Biomet must be careful of any explicit and/or inferred connotation that we endorse a particular organisation, individual, press release/post/advertising or its contents.

Care must be taken when developing content to avoid falling foul of regulatory requirements and/or negative publicity that could result in reputational damage to your clinic and/or Zimmer Biomet through the unauthorised use of our company name, brand name/s, logos and other creative assets. Particular care must be taken when making claims and/or statements relating to mymobility and its indications for use and any explicit or inferred benefits or outcomes.

Using Claims and Statements

Indications for use, contra-indications for use, cautions and warnings are legal statements that have been checked by the regulating healthcare authority. These legal statements must be respected for patient safety reasons.

Any claims/suggested benefits specific to our products should be substantiated and referenced to ensure that they are not misleading.

Care should be taken not to use explicit claims unless fully substantiate – e.g. “mymobility will provide XXXX benefit”, instead claims should be passive e.g. “may provide...” or “has been shown to...” with supporting references.

Any claims that are made should be numbered/asterisked and referenced at the bottom of the document.

Where appropriate, disclaimers should be used highlighting that results are patient specific and may not necessarily be the same for everyone.

The use of claims represents a legal and regulatory risk and as such, all claims in the mymobility Public Relations and Patient Materials have been reviewed and approved by our legal and regulatory departments in the exact language and for the purpose in which they are provided.

Zimmer Biomet Approval

We ask that any clinic-created content is provided for review prior to publishing if it is intended to mention the company name, brand name/s, use the Zimmer Biomet logo or any of our creative assets (e.g. photography, video etc). Zimmer Biomet will then be able to review and provide guidance/approval.



Thank you

for choosing mymobility®

The mymobility app is available for certain patients undergoing shoulder, hip or knee replacement surgery and certain procedures for injuries affecting joint function; not all patients are candidates. All names used in the mymobility app examples are fictitious. No identification with actual patients or health care professionals is intended or should be inferred. Patients must have internet access and a text-capable mobile device or a compatible smartphone to use mymobility: not all smartphone app features are available with web-based version.

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