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PLAINTIFF'S  
EXHIBIT  
CASE  
NO. 08CV 01512  
EXHIBIT  
NO. PX1056

MNUV0188194 1

PX1056-0001

## Outline

- I. Executive Summary
- II. Current Environment
- III. Market Plan
  - Mission
  - Objectives
  - Strategies
  - Tactics
- IV. Impact for the Future

Discuss all competitors entering the arena

## Executive Summary

- The lateral market is here to stay and XLIF is negatively impacting MDT minimally invasive growth and share
- Our DLIF objectives to reverse this trend are to increase the % of territories selling DLIF to 40% (23% today) by end of FY11 and complete 30,000 DLIF levels (5,500 today) by end of FY12
- To meet these objectives, we must execute on strategies of:
  - 1) Product Pipeline, 2) Training, and 3) Messaging
    - **Product:** Execute time efficient launch of lateral plate, begin shift to innovation with launch of NEMO, unleash innovative new implant design
    - **Training:** Continue focus on effective surgeon and sales training
    - **Messaging:** Expand awareness of DLIF and entire minimally invasive platform across ALL stakeholders as a company
- DLIF is one piece of the fastest growing platform at MSB (>\$200M in CY08 for just minimally invasive fusion)

# One Page DLIF Marketing Plan

## Objectives

Drive 40% of sales force to sell Clydesdale by end of FY11

Perform 30,000 DLIF levels by the end of FY12 (30% lateral share)

## Strategies

Product

Training

Messaging

## Key Tactics

- DLIF Dilator Launch
- Time Efficient Launch of Lateral Plate
- Release of Next Gen Retractor (NEMO)
- Introduction of Next Gen Implant
- Surgeon Advisory Board to drive product development priorities

- *Surgeons*: Revamped and focused national trainings on key adoption barriers
- *Sales*: Regional & Distance DLIF Trainings, Sales Communication Plan
- *New Tech/NIM Reps*: Intensive 3 day field visits, monthly update calls

- *Surgeons*: MIS/DLIF journal ad campaign, publication plan finalization
- *Patients*: DLIF Video News Release, patient education materials, refresh of [www.lessinvasivespine.com](http://www.lessinvasivespine.com)
- *Economic Buyer*: Tools to promote DLIF/MIS economic benefit

# Current Environment

9 DLIF Marketing Plan

DLIF IS FOR EVERY SURGEON.



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