

Positioning Process

The space and perception we want to own and occupy in our customer's minds

Is...

DEFINITION

That...

UNIQUE SELLING PROPOSITION

Because...

KEY MESSAGES

So...

ASPIRATIONAL BENEFIT STATEMENT

Positioning Example: REDAPT Revision Hip System

Is...

an advanced revision hip system made of an OXINIUM™ femoral head on a XLPE liner, with multiple size options

That...

eliminates the concerns of other revision systems

Because...

- there is no risk of fracture, chipping or squeaking
- metal sensitive patients are provided a hypoallergenic metal solution
- less polyethylene debris is produced compared to standard systems

So...

Surgeons can provide their patients with a revision hip system that delivers peak performance without compromise