

Driving to WIN, Foot & Ankle Scored Big at the Podiatric “Super Bowl”

In February, Zimmer Biomet had the perfect opportunity to showcase our Foot & Ankle portfolio at the annual American College of Foot & Ankle Surgeons Scientific Conference (ACFAS 2020) in San Antonio, Texas. The team provided unique hands-on experiences for surgeons and engaged customers in "innovation suites."

A strong showing

ACFAS 2020 — one of the biggest annual Foot & Ankle conferences, with more 2,000 potential ZB customers in attendance — was held at just the right time to share our new and growing portfolio of Foot & Ankle products.

The conference enabled us to demonstrate our Best in Class medical education, a primary marketing strategy for Foot & Ankle. For the first time, more than 30 physicians were able to get hands-on experience on TM Ankle, InCore Lapidus and Stratum in a mobile cadaver lab.

In addition, attendees had their first opportunity to take part in ZB innovation suites: customer engagements that utilize the concepts of design-thinking to solve problems through collaboration. These meetings provided an environment for various team members to interact directly with ZB physician customers.

Why innovation suites?

Innovation suites encourage participants to adopt a beginner's mindset, remaining open and curious as a means to arrive at optimal solutions. This approach helps the ZB team and physicians co-create the future of Foot & Ankle solutions, and answer questions being asked by our organization, such as "How do we..."

- uncover the greatest unmet needs in orthopedics?"
- navigate the disruptive forces in healthcare?"
- improve the patient experience?"

Discussions in the meetings included robotic integration for complex procedures like Total Ankle Replacement, and myMobility as a care-management tool for patients who suffer from various Foot & Ankle conditions.

"This is the first time we've utilized the suites, which are private settings for ZB team members and customers to discuss the pipeline and critical unmet needs," said Caroline Irungu, Director of Product Management.

"The suites were a hit," added Matt Vanderpool, Product Management Associate Director. "I hope to see us do more of them."