

2017 SALES TRAINING



AMENDIA
creating balanced solutions

 **SPINAL**
ELEMENTS

COURSE DESCRIPTION

Our training efforts are strategically designed to develop and strengthen a world-class sales force that is an essential asset to each individual surgeon customer. This goal is accomplished through formal hands-on training courses, field training programs and field visits. Central to these activities is the ongoing development of a training curriculum and associated materials. A structured training course consists of three main areas of focus: sales skills, product knowledge (system specifications, surgical techniques, competitive systems), and clinical knowledge (anatomy, pathology, treatment options, etc). Through training, a representative will gain the knowledge of effective selling approaches and the understanding of a surgeon's needs and how to customize each relationship.

Products to be highlighted include Biologics, iO-Flex, MIS TLIF, OmegaLIF, Piranha, and Savannah.

2017 SALES EDUCATION OPPORTUNITIES

Upcoming Dates:

August 7-11

November 6-10

Lead Instructor:

Cindy Griffin

Location:

1755 West Oak Pkwy
Marietta, GA 30062

WEBSITE & APP INFO

Please visit our website or app for additional training resources.



KEY PRESENTERS

Cindy Griffin - Director Professional Education

With a total of 36 years' healthcare experience, Cindy has spent 12 of those years in the Medical Device Industry. She currently holds the position of Director of Professional Education here at Amendia and is very proud of the world class training program the Marketing team has created. Previously, Ms. Griffin was a top award winning Midwest Team Member for Baxano, INC. in the position of Field Sales Specialist. She was then promoted to Sales Training Manager at Baxano Surgical. Cindy received her initial spine experience with Medtronic Spine and Biologics and was involved in trauma and new technology, as well as NIM Eclipse neuromonitoring of MIS cases. She began her medical device career with Wright Medical, where she had the opportunity to develop her own Distributorship. Distributing Large Joints and the Evolve Radial Head implant system as well as Biologics in the Midwest Region.

Ken Barra - VP of Field Engineering

Ken Barra graduated from Southern Polytechnic State University with a bachelor of science degree in Mechanical Engineering Technology. While a student, he was honored with GSGA Yates Scholarship, the Student of the Year award from the Georgia Engineering Alliance and the Society of Manufacturing Engineers Chairman award. Ken was a founding employee of Amendia in October 2008. Ken currently leads the Field Engineering department which is responsible for clinical support of Amendia's surgical implant systems, training of surgeons and sales representatives, creating special request instruments for surgeons, and the Field Engineering team works with the product development engineering team to continuously improve the Amendia product line by sharing clinical and surgical perspective.

Matt Burns - Sr. Product Manager, Thoracolumbar

Matt joined Amendia in October 2016 following five years at Smith & Nephew orthopedics as Sr. Global Marketing Manager. There Matt held numerous roles of increasing responsibility, focusing on hand and foot/ankle fixation devices. Prior to Smith & Nephew, Matt managed several product lines for Medtronic Sofamor Danek. Currently, Mr. Burns directs key product and capability initiatives that comprise Amendia's compelling Thoracolumbar portfolio. Matt received a BBA in Marketing from Mississippi State University and has recently relocated from Memphis, TN to Atlanta, GA, with his wife and three children.

Richelle Bussard - Product Manager, Cervical Spine

Richele Bussard joined Amendia in October 2016 as the Product Manager for Cervical Spine. She grew up in metro Atlanta, completed an internship at the CDC, and then graduated from The University of Georgia in 2010. Following graduation, Richele joined a start-up medical device distributor as a Sales Territory Manager. Ms. Bussard mainly focused on serving the needs of interventional radiologists around Georgia with kyphoplasty, tumor ablation, and vascular access solutions. Prior to Amendia, Richele was Sr. Product Marketing Manager for Mizuho America's neurosurgical products in San Francisco.

Julie O'Connell - Senior Director, Biologics

Dr. Julie O'Connell joined Amendia in April 2017 as Senior Director Biologics and brings more than 15 years of experience in a variety of orthopedic medical device and biologic sectors including spine, trauma, lower extremity reconstruction, sports medicine and chronic wound care. She was formally Senior Director of Research and Development for Amniox Medical Inc., where she managed new product development efforts, and led all aspects of pre-clinical and clinical research to support existing and pipeline human tissue product technologies. Prior to joining Amniox, she served as Senior Scientist for Zimmer® Biologics where she was responsible for the development and commercialization of novel materials for stimulating biologically induced bone and soft tissue repair. She is widely published, and speaks regularly on the advances in biologics for orthopedic applications. Dr. O'Connell holds Bachelors and Doctorate degrees in the Department of Microbiology and Pathology from the University of Washington in Seattle, WA.



PRELIMINARY AGENDA*

MONDAY, AUGUST 7, 2017

7:15 am	Depart Hotel for Amendia
7:45 am	Arrival
8:00 - 8:45 am	Introductions
8:45 - 9:30 am	Entrance Exam
9:30 - 10:00 am	Goals and Expectations/Amendia App
10:00 - 10:30 am	Break
10:30 - 11:00 am	The Amendia Story
11:00 - 11:45 am	X-ray and Imaging
11:45 am - 12:45 pm	Working Lunch Pathology
12:45 - 1:30 pm	Cervical Approaches and Fixation Offerings
1:30 - 2:30 pm	Cervical Lab Saw Bones Interbody Standalone/Plating Systems
2:30 - 3:00 pm	Break
3:00 - 4:15 pm	Biologics and Bone Healing
4:15 - 4:30 pm	Break
4:30 - 6:00 pm	Biologics Product Demo
6:00 - 6:15 pm	Review/Homework Assignment
6:15 pm	Depart for Hotel
6:30 pm	Welcome Dinner (Location TBD)

TUESDAY, AUGUST 8, 2017

7:15 am	Depart Hotel for Amendia
7:45 am	Arrival
8:00 - 9:15 am	Present Homework
9:15 - 10:00 am	R & D Amendia
10:00 - 10:15 am	Break
10:15 - 11:15 am	Anterior Lumbar Fixation
11:15 - 11:45 am	Anterior Interbody
11:45 am - 12:00 pm	Optimus Standalone
12:00 - 1:00 pm	Lunch/Pedicle Screw Targeting
1:00 - 2:00 pm	MIS Pedicle Screw System
2:00 - 3:15 pm	Pedicle Screw Lab
3:15 - 4:00 pm	Break
4:00 - 4:45 pm	TLIF
4:45 - 5:15 pm	Lateral /InCorporate
5:15 - 6:00 pm	MIS Screw TLIF Lateral Lab
6:00 - 6:15 pm	Review/Homework Assignment
6:15 pm	Depart for Hotel

**subject to modification*

WEDNESDAY, AUGUST 9, 2017

7:15 am	Depart Hotel for Amendia
7:45 am	Arrival
8:00 - 9:15 am	Present Homework
9:15 - 10:15 am	OLLIF + OmegaLIF intro
10:15 - 10:45 am	Break
10:45 am - 12:00 pm	OLLIF + OmegaLIF Lab
12:00 - 1:00 pm	Lunch/Targeting Cortical Screw
1:00 - 3:15 pm	Midline Intro/Lab Continued
3:15 - 3:30 pm	Break
3:30 - 5:00 pm	Game Show
5:00 - 6:00 pm	Quiz Check Your Knowledge
6:00 - 6:15 pm	Review/Homework Assignment
6:15 pm	Depart for Hotel

THURSDAY, AUGUST 10, 2017

7:15 am	Depart Hotel for Amendia
7:45 am	Arrival
8:00 - 9:30 am	Present Homework
9:30 - 10:15 am	Regulatory/Compliance
10:15 - 10:30 am	Break
10:30 - 11:00 am	Legal/Compliance
11:00 am - 12:00 pm	Inventory/Compliance
12:00 - 1:00 pm	Lunch/Accounts Services
1:00 - 2:00 pm	Sells Strategy
2:00 - 3:00 pm	Perc Vertebrae Augmentation
3:00 - 5:15 pm	Perc Vertebrae Augmentation Lab
5:15 - 6:00 pm	Endo Presentation/Setup Demo
6:00 - 6:15 pm	Review/Homework Assignment
6:15 pm	Depart for Hotel

FRIDAY, AUGUST 11, 2017

7:15 am	Depart Hotel for Amendia
7:45 am	Arrival
8:00 - 9:00 am	Present Homework
9:00 - 10:00 am	iO-Flex Presentation 1
10:00 - 11:30 am	iO-Flex Presentation 2
11:30 am - 12:00 am	iO-Flex Presentation 3
12:00 - 1:30 pm	iO-Flex Lab
1:30 - 2:30 pm	iO-Flex Testing (Pre-approved Reps Only)
2:30 - 3:45 pm	Final Testing
3:45 - 4:15 pm	Tour Amendia Facility
4:15 - 5:15 pm	Results/Certificate
5:15	Training is Adjourned/ Transportation to Airport