

Biomet Inc.
Anatomical Models Developed
by GPI are the Best on the Market



Type of Company:

Manufacturer of joint implants

Concerns:

Hands on tool for reps and physicians to explain the procedure

Accurate reproduction of joint implant models offer a better patient understanding than posters or videos

Overcome patient anxiety about operation with hands-on visualization

"The finished product is excellent. It's the best on the market." Stacey Jones is a Health Care Initiative's marketing manager at Biomet Inc., a manufacturer of orthopedic implants. The company has developed seven models with GPI Anatomicals to demonstrate clearly how their implants resurface damaged joints: Total Hip, Total Knee, Total Shoulder, Uni-Knee, Oxford Knee, Vanguard Knee and Discovery Elbow.

The best anatomical model for your product

"We work with GPI to create anatomical models for patient education. We want to get the models into the physicians' hands in the exam room so that they can explain to the patient how the implant works. These models show the patient what the anatomy is like, what the condition is like, and what the impact of the implants would be on their body."

"For instance, a Total Knee model with implant shows the patient a replica of our implant, what the actual prosthesis looks like and what their knee will look like with the implant, how it fits in the knee. The patients are sometimes worried that they're going to lose their whole knee, that it will be clipped or cut off. With the anatomical model, the physician can easily explain what will happen during the operation. It's a great tool for patient education in the exam room and for alleviating a patient's anxiety."

"The models allow a more hands-on approach than posters and videos, because the patient can learn by touching and feeling the models. They're extremely easy to use. There's no better way to show a patient what is happening than placing a model into their hands. As soon as we let our sales representatives and distributors know that we have a model available, they order them."

Assurance of accuracy and quality

"The models are very accurate. They're anatomically correct. Really the only difference between the implants and the model is that the replica is lighter than the actual implant."

"The finished product is excellent. It's the best on the market."

Quick turnaround for samples and prototypes

"All of our models are custom designs. When we need a new model, we get GPI involved right off the bat. Because of our experience with GPI, I can describe what I'm looking for. I call for a quote and a few days later they get it back to me. After I get our internal approval for the price, we issue a purchase order and send GPI the implant. When they make the first prototype, they send it to me for approval, which usually takes about six weeks."

Great experience with GPI

"We're on our third reorder from GPI. They are very easy to work with; they're very accommodating. The anatomical models are great tools for our sales representatives to communicate the value of our procedures to doctors and for doctors to explain the procedures to their patients."

Client Reorders

All replicas have been reordered in varying quantities, especially the knee.

