

mi-eye 2™

PRESS KIT

TRICE MEDICAL

About Trice Medical

Trice Medical was founded to fundamentally improve orthopedic diagnostics for the patient, physician, and payor by providing instant answers. Trice Medical has pioneered fully integrated camera-enabled technology, the **mi-eye 2**, that provides a clinical solution optimized for the physician's office. Trice Medical's mission is to provide more immediate and definitive patient care, eliminating the false reads associated with current indirect modalities and significantly reduce the overall cost to the healthcare system.

Trice Medical is a venture capital backed company; Safeguard Scientifics (NYSE:SFE), BioStar Ventures and HealthQuest Capital are its major investors; smaller firms and angel investors have completed the rounds.

For more information, visit tricemedical.com or call 844.643.9300.

Contact

1000 Continental Dr.
Suite 240
King of Prussia, PA 19406
844.643.9300
tricemedical.com

Social Media



facebook.com/tricemedical



twitter.com/tricemedical



linkedin.com/company/trice-medical

Intro to mi-eye 2™

Meet mi-eye 2, a revolutionary device brought to you by the innovative minds at Trice Medical. mi-eye 2 is a handheld 2.2mm arthroscope, consisting of a minimally invasive integrated camera and a light source designed for in-office use. Now, physicians can provide real-time analysis, effect faster treatment, and schedule surgery or physical therapy immediately – resulting in quicker outcomes for patients and a more efficient process for doctors. Welcome to the next generation of visualization.

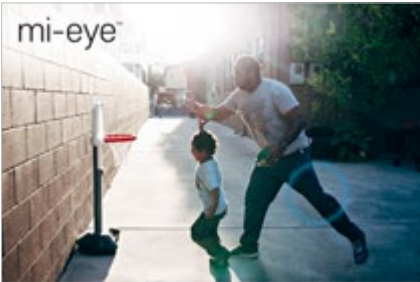
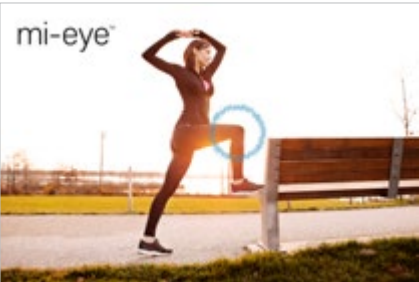
More about mi-eye 2™

- An injured knee or shoulder can take weeks to visualize and diagnose with an MRI. mi-eye 2 is faster, providing real-time, vivid imaging that benefits both patient and doctor with the answers necessary to determine the best treatment – in just one visit.
- mi-eye 2 empowers physicians with answers in just one consultation. The result is that patients can be scheduled for surgery immediately.
- mi-eye 2 helps doctors eliminate the fine line between physical therapy and surgery with an immediate visualization. Instant results help patients recover up to two weeks faster than when choosing an MRI.*

*Based on estimated time-frame from radiology testing and results, including follow-up consultation.

- A wide, 120° viewing angle empowers doctors with the expanded perspective they need to visualize and confirm joint injuries.
- mi-eye 2 presents a vivid picture on a large, HD Microsoft tablet – with striking resolution for an accurate diagnosis.
- Doctors and patients can watch mi-eye 2's impressive visualization in real-time on an HD screen. There is no better way to demonstrate the nature of an injury – or to put a patient at ease.
- mi-eye 2 provides surgeons and patients with immediate, eyes-on, answers to the condition of the intra-articular joint space. mi-eye 2 is a fully disposable, single-use device that is delivered in sterile packaging and ready for immediate application.
- Optimized for use in the orthopedic office setting, mi-eye 2 delivers immediate visualization, practice friendly ease of use, and a simple streamlined procedure.

IMAGES



LOGOS



mi-eye 2[™]



mi-eye 2[™]

TESTIMONIALS VIDEO




PATIENT BROCHURE



To order brochures, contact:

customerservice@tricemedical.com

OFFICE POSTERS



mi-eye™

instant answers
for joint injuries

tricemedical.com

+
Covered by most
major insurance
carriers

By choosing mi-eye, the average patient is back
to his or her active life at least 2 weeks sooner*
than when choosing an MRI.

*Based on estimated time frame from radiology testing and results, including follow-up consultation.



mi-eye™

why wait until
Monday?

Ask your doctor about mi-eye, and learn more at
tricemedical.com

+
Covered by most
major insurance
carriers

With an immediate answer from mi-eye, you can get your
diagnosis today – without scheduling a separate appointment.
In fact, thanks to mi-eye, most patients are back on the field
up to two weeks faster than when choosing an MRI.*

*Based on estimated time frame from radiology testing and results, including follow-up consultation.

To order posters, contact:

customerservice@tricemedical.com

RADIO

"Don't Waste Time" - 15 seconds

Time. You can use it, spend it or waste it, but you can never get it back. So when it comes to shoulder and knee injuries, don't waste any time starting the road to recovery. Introducing mi-eye, a handheld diagnostic device that can help your doctor visualize your injury right in their office.

Call **(Doctor's practice)** at **(Doctor's number)** for more information.

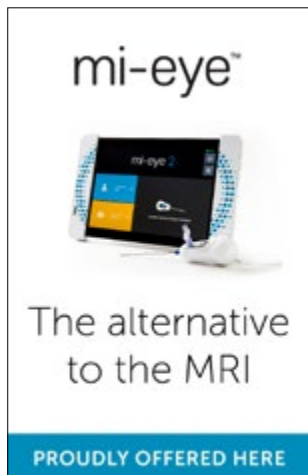
"Get Your Time Back" - 30 seconds

Imagine getting minutes, hours, or even days back. What would you do? Work out more? Learn to hang glide? Or maybe just spend more time with your family. Well, now you can with the mi-eye, a handheld diagnostic device that can help your doctor visualize your injury quickly right in their office, saving you multiple visits to MRI specialists. Get your days, and life, back.

Call **(Doctor's practice)** at **(Doctor's number)** for more information.

WEBSITE ASSETS

For use on a physician's website to let patients and potential patients know that the mi-eye procedure is offered.



SOCIAL MEDIA

Facebook

There is an alternative to the MRI. mi-eye is transforming orthopedic diagnostics forever. Find it @**(Doctor Facebook or Name/Phone)**

Instagram

This is the power of innovation in orthopedic diagnostics. This is **#mieye**. Talk with a mi-eye physician at **(phone number)**

Twitter

Don't let joint injuries slow you down. Find out how with **#mieye**. Schedule an appointment at **(Doc name and phone)**

Hashtags

#mieye

#SeeTheAnswer

#GoodByeMRI

#Knee

#Shoulder

#Injury

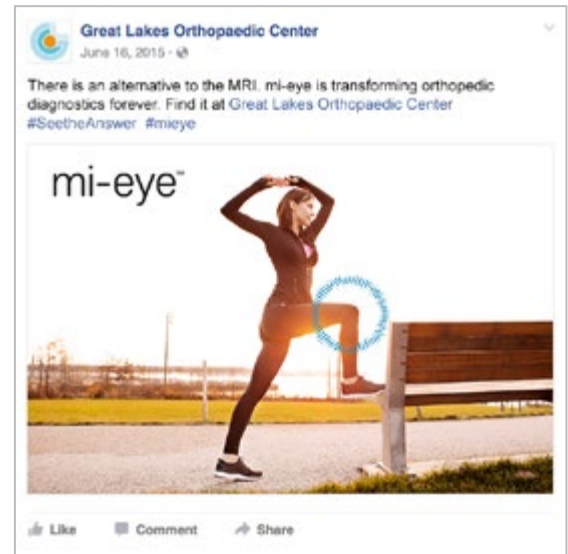
#MCL

#MRI

#Ortho

#Surgery

#JointInjury



NEWS COVERAGE

Tiny HD Cameras Have Revolutionized Knee Surgery, Doctors Claim

CBS New York | December 9, 2016

Montco Medical Device Firm Gets FDA OK For mi-eye 2

Philadelphia Business Journal | October 6, 2016

Listen: mi-eye On WDAE Tampa Bay's Sports Radio

WDAE 620 Sports Radio | September 26, 2016

(mi-eye discussion begins at 3:20 mark)

In-Office \$450 MRI Alternative

Orthopedics This Week | December 21, 2016

FAQs

The following are commonly asked questions from patients and optimal answers.

How long does the typical mi-eye procedure take to perform?

The typical mi-eye procedure takes less than five minutes to perform. In some cases, pathology is visualized immediately depending on what you are looking for specifically in the joint.

Who are the ideal mi-eye patients?

mi-eye is ideal for patients that are not candidates for an MRI such as those with claustrophobia, pacemakers, metal implants, obesity or anxiety. In addition, mi-eye is ideal for patients that want an immediate answer to what is causing their pain.

Do patients have any issues tolerating a 2.2mm-gauge needle?

Patients have tolerated the procedure very well, with most reporting little to no pain. It is important to note that every patient is different, and pain may be variable. We recommend an injection of local anesthetic prior to the mi-eye 2 procedure to help eliminate any unnecessary pain or discomfort.

Is mi-eye covered by insurance?

Yes, most major insurance carriers, including Medicaid, cover mi-eye. Prior-authorization is not required nor is it a guarantee of payment. However, validated mi-eye procedural history has indicated that prior authorization is patient and plan dependent.

PUBLIC RELATIONS TIPS

If and when a media opportunity arises regarding your practice's use of the mi-eye, feel free to review some helpful hints below. These are being provided as a courtesy to help you make the most of any interview.

Recommended Attire

Naturally, scrubs or typical office dress is fine, as long as there aren't major patterns, stripes, etc. If dressing more formally, best to wear a solid-colored tie, not one with multiple patterns. Brighter colored ties are fine. You should also wear a darker (navy or black) solid-colored suit as opposed to one with checkers or stripes.

TV Interview Responses

In your responses to questions from the reporter, or when discussing the mi-eye in general to the reporter, you should think in terms of 'bite sized' answers. A typical answer should only be 2-3 sentences at the most. As most interviews will be taped, you can also advise the reporter beforehand that you will provide a few different responses for them to edit afterwards.

Radio Interview Responses

You can be much more verbose in responding to a reporter's questions when a radio interview. If it is a phone interview for radio, you want to find a quiet space in your office and you may also find it helpful to have a colleague in the room that you can make eye contact with and 'speak to' which can help aid focus.

Using 'mi-eye' in Responses

In response to a TV or Radio reporter's questions, best to insert 'mi-eye' into each response. Example: "I've found the mi-eye to be quite effective" as opposed to "I've found it to be quite effective."