

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](http://tricemedical.com) or call 844.643.9300.

## Contact

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## Social Media



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## **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<sup>™</sup>

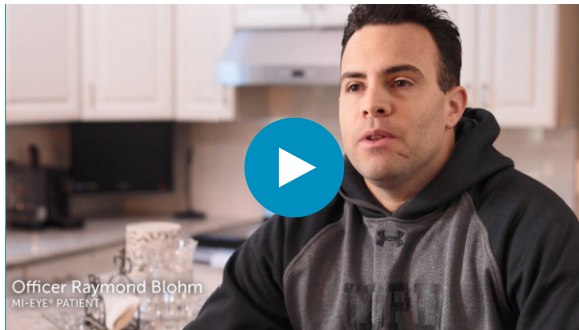


Trice Medical



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# TESTIMONIALS VIDEO



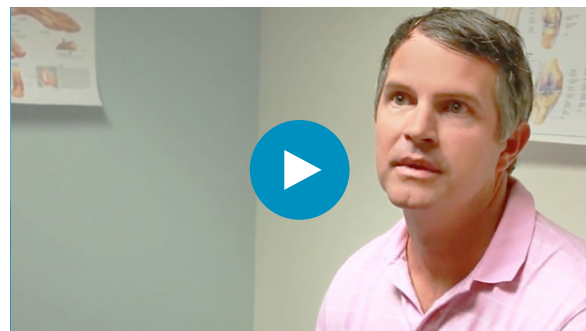
Officer Raymond Blohm – Patient Testimonial



Go in-depth with CBS and discover Trice Medical's revolutionary orthopedic solution



Heather Skeen – Patient Testimonial



Jason Schultz – Patient Testimonial



mi-eye Procedure with Dr. W. Bryan Jennings

# PATIENT BROCHURE

There is  
an alternative  
to the MRI



mi-eye 2<sup>®</sup>

A revolutionary orthopedic solution that gives your  
doctor a clear visualization of your injury, providing  
you with a diagnosis – in just one office visit.

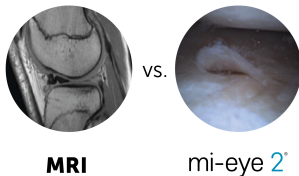
**To order brochures, contact:**

[customerservice@tricmedical.com](mailto:customerservice@tricmedical.com)

# OFFICE POSTERS

## mi-eye 2<sup>®</sup>

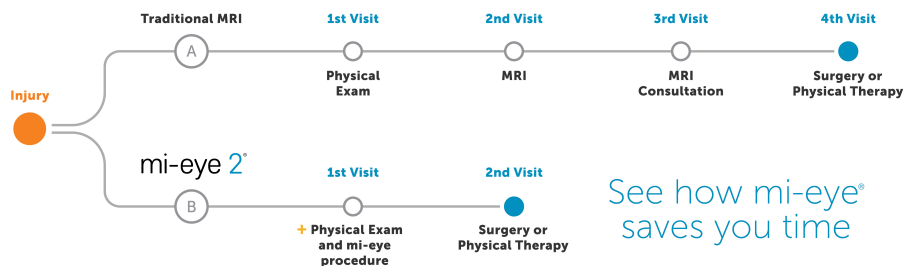
Clear. Concise.  
Comprehensive.



MRI

mi-eye 2<sup>®</sup>

By choosing mi-eye 2<sup>®</sup> over an MRI, physicians can provide in-office analysis, effect faster treatment, and schedule patients for surgery immediately – resulting in quicker outcomes for patients.\*



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

[tricemedical.com](http://tricemedical.com)

4-10-0050 Rev B

**To order posters, contact:**

[customerservice@tricemedical.com](mailto: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.

# SOCIAL MEDIA

## Facebook

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

## 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**

**#Kneepain**

**#Shoulderpain**

**#MRI**

**#Jointinjury**



# NEWS COVERAGE

## **New Technology Lets Doctors Look Inside Joints Without MRI**

Pittsburgh Magazine | February 1, 2018

## **This Needle Cam Can Diagnose Joint Injuries Without an MRI**

Bloomberg Businessweek | February 16, 2017

## **Keep your eye on Trice Medical**

OrthoStreams | December 22, 2016

## **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)

# 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 2 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 2 is ideal for patients that want an immediate answer to what is causing their pain, however, mi-eye 2 should not be used in instances where there is an active infection.

## **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."