

Executive Summary

Quarterly & Monthly Trends

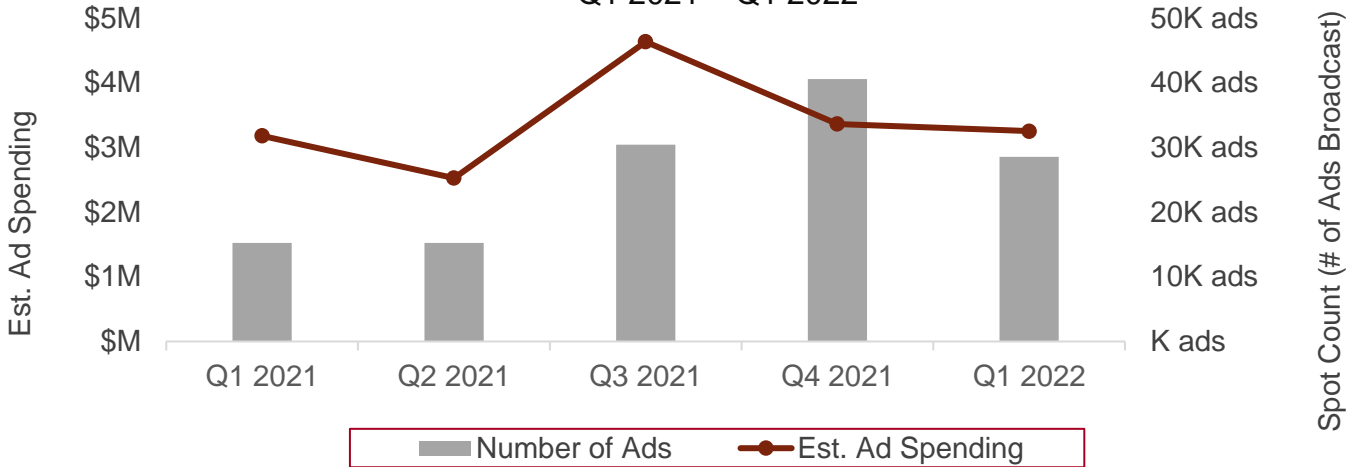
- Approximately \$3.3 million was spent on 29,000 television advertisements soliciting lawsuits alleging injuries caused by medical devices in the first quarter of the year.
- This was largely consistent with the \$3.4 million spent on these ads in the prior quarter even though 30% or 12,000 fewer ads aired as the advertising shifted to more expensive national broadcasts of the advertisements.
- The \$1.2 million spent on medical device litigation ads in February was the most spent in a month since August 2021.
- In the fourth and first quarters combined, more than 69,000 mass tort ads aired targeting medical devices. This is more than double the number of ads that aired during the same period a year ago.

Top Targets

- Following the announcement by **Exactech** of a recall of knee and ankle replacement inserts in February, the first television ads soliciting **knee implant** claims aired in over two and a half years. Over 300 knee implant ads — many mentioning the Exactech recall explicitly — have aired since the announcement.
- Similarly, the October 2021 FDA recall of **Medtronic's Minimed Insulin Pump** spurred a spike in TV ads soliciting related claims. The nearly \$300,000 spent on these ads in the first quarter was more than 20 times the amount spent in the prior quarter, and this established **insulin pumps** as the third-most targeted medical device by ad spending.
- **CPAP machines** remained the second-most targeted medical device in mass tort TV advertising last quarter with about \$933,000 spent on nearly 7,000 ads. Since the June 2021 FDA recall announcement of some of **Philips Respironics** devices, over \$3.4 million has been spent to air more than 32,000 litigation ads targeting CPAP machines.
- The number of ads soliciting **3M military earplug** lawsuits more than doubled in the first quarter of the year, and more ads aired in February than in any month in almost a year.
- **Hernia mesh** continued to be the most targeted medical device. From January through March, about one and a half million dollars was spent to air over 16,000 ads targeting hernia mesh.
- There was also a resurgence in **hip implant** litigation advertisements, many of which referenced the **Wright Profemur** product. The over \$140,000 spent on these ads in March was the highest monthly total in over three years.

1.1 Quarterly TV Advertising Volume

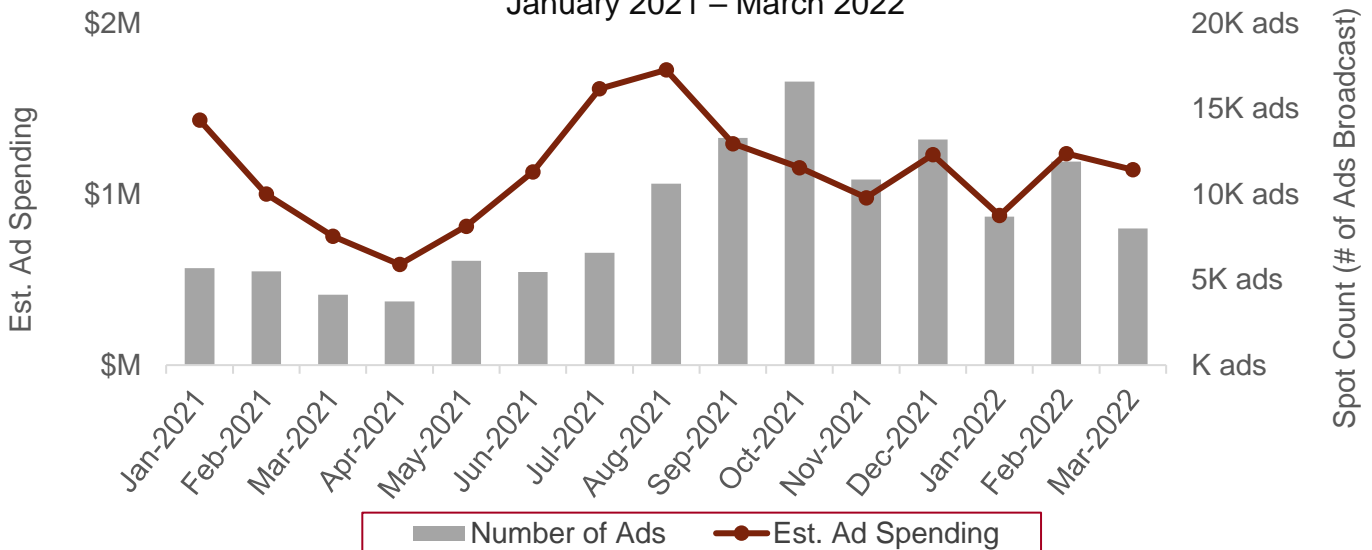
Quarterly Medical Device Mass Tort TV Advertising
Q1 2021 – Q1 2022



	Q3: Jul - Sep 2021	Q4: Oct - Dec 2021	Q1: Jan - Mar 2022	Percentage Change
Estimated Ad Spending	\$4,639,790	\$3,365,620	\$3,255,510	-3%
Number of Ads	30,472	40,623	28,583	-30%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
January 2021 – March 2022



	January-22	February-22	March-22	Percentage Change
Estimated Ad Spending	\$875,270	\$1,237,180	\$1,143,060	-8%
Number of Ads	8,686	11,912	7,985	-33%

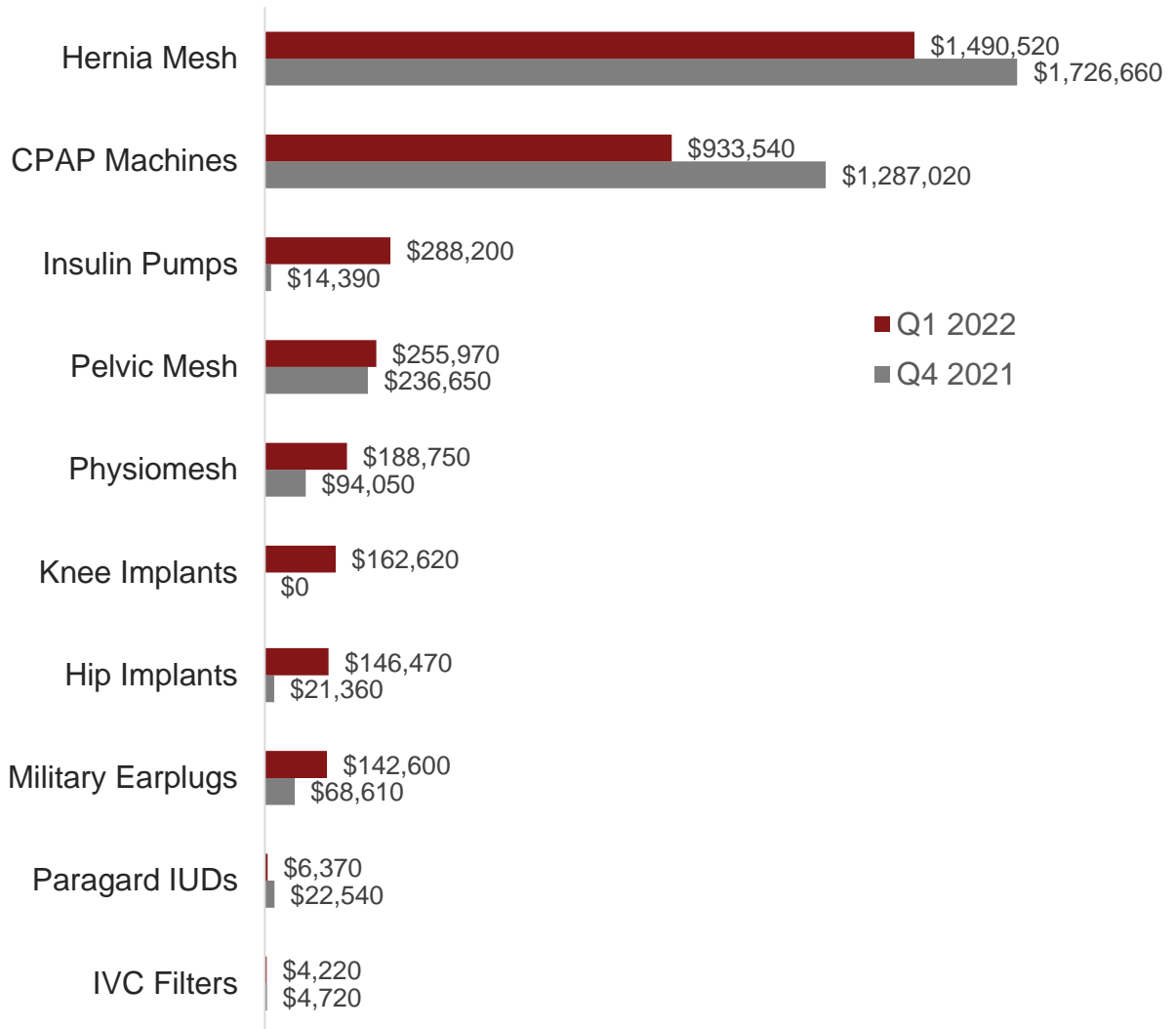
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

Source: X Ante utilizing data provided by Kantar Media CMAG



2.2 Top Medical Device TV Advertising Targets Estimated Ad Spending

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q4 2021 vs. Q1 2022



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q4 2021 vs. Q1 2022

