

## ✧ Welcome to our first e-newsletter.

With technology moving forward as quickly as it is, it's hard to find the time to keep up with the latest Internet innovations and the evolving list of options available for your website. We at Mudbug Media are working hard to help keep you, our valued clients, on top of your competition, and are introducing this quarterly e-newsletter to make sure you stay informed of the most up-to-date features at your disposal. We want you to know what's going on in the world of Web and to have the best tools for marketing your practice.

In each issue, we'll discuss anything from our latest patient education content to search engine optimization hints, from hot topics in orthopaedics and general healthcare to new developments to further aid your advancement to the forefront of your field. It's all about maintaining your position and staying a step ahead. Mudbug is here to help; read on and look to our quarterly installments for tips of our trade as we support you with yours.



### Topics in this Issue:

- Setting Patient Expectations
- Patient Content Highlight

### Setting Patient Expectations

It's universally known that setting reasonable expectations with patients prior to surgery is extremely important. A patient who is well-informed of their joint procedure and has an understanding of what to typically expect will likely be more satisfied with their clinical outcome. With this in mind, we've collaborated with Stryker Orthopaedics to create clear, concise articles and multimedia videos and animations that can be accessed online, through your website.

#### Available topics include:

- Anatomy of the Knee / Hip
- Treatment Options
- Who are Candidates for Surgery
- Risks and Complications of Surgery
- Preparing for Surgery
- Surgical Procedure (hip and knee animations)
- Post Surgery Care (Hospital Stay and Rehab)



The above is just a preview of our extensive library, and adding that data to your site is made simple through our easy-to-use Patient Education portal. To further simplify the inclusion of this vital information, we also encourage you to send your own pre-operative patient packets to us. If you email those forms in digital format (e.g. MS Word, Works, etc. files) to [design@mudbugmedia.com](mailto:design@mudbugmedia.com), using your practice or domain name as the subject, we'd be more than happy to place them on your site.

After all, your time is too valuable to be repeating the same information and answering the same questions time and time again. Directing these FAQs, (Frequently Asked Questions), to your site will save you time and help you achieve your ultimate goal – better, more dedicated care. [Back to Top ^](#)

### Patient Content Highlight: Partial Knee Replacement (PKR)

Patients today are searching for less-invasive procedures to get them back on their feet quickly. Partial knee resurfacing, commonly referred to as PKR, allows the patient to keep more of their healthy, original bone and joint, while removing only the worn and damaged areas. PKR, like Stryker's Triathlon PKR, has the ability to not only relieve arthritis, but also reduce the hospital stay and shorten recovery time for your patients. And Triathlon PKR is the only uni-compartmental knee with X3 technology, so it's designed to be a long lasting implant, making it an attractive option for the right candidate.



But not every candidate knows that this is an option, and Mudbug would like to help you spread the word. New interactive animations with narration and visual demonstration help to illustrate the procedure to potential patients, and professionally written content will be able to address common questions and concerns. To add these features to your website, just check off the topics on our website and submit – just like that. [Back to Top ^](#)

To help you better market your practice, Stryker has collaborated with Mudbug Media, Inc. to deliver a streamlined process for developing high-quality brochures, postcards, newsletters, and websites. To view all our Practice Marketing Services please visit <http://stryker.mudbugmedia.com>.

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