

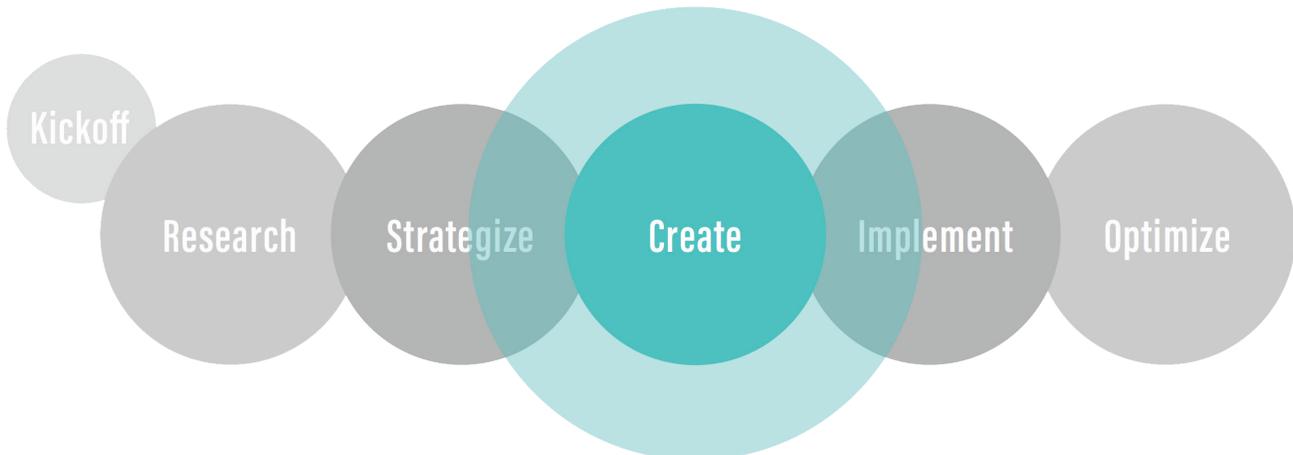
PIEZOSURGERY INC. CASE STUDY

About Piezosurgery Inc.

For the last 11 years, Piezosurgery Inc., a division of Mectron, has been an industry leader in the creation of piezoelectric surgical systems, offering an extensive array of offerings from surgical devices and instruments, to cleaning products and more. Piezosurgery Inc. sought out Big Buzz to collaborate on how to improve the medical device company's marketing efforts.



Big Buzz's Approach

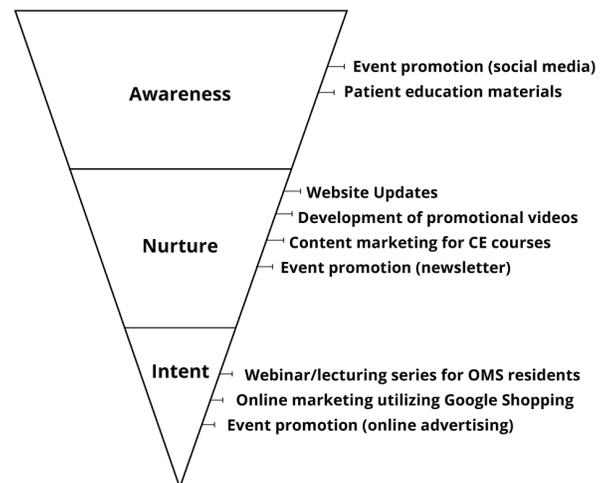


R Research

Big Buzz's strategic marketing process started with research by surveying the company's target audience to uncover how they learned of the company, what they valued most about the company's device, why they chose to purchase a Piezosurgery Inc. product, among other insights.

S Strategy

From that data, Big Buzz created a custom marketing plan detailing how each marketing strategy and tactic would impact the company's sales funnel. For example, the survey data showed that educational materials were needed at the top of the funnel as an awareness marketing tactic. Additional tactics such as event promotion, webinars and online marketing were also recommended to boost all areas of the sales funnel.



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C Create, Implement and Optimize

I In implementing parts of the company's marketing plan, Big Buzz developed a series of educational materials that were to be provided to doctors and designed to encourage patients to accept treatment which employed the use of Piezosurgery Incorporated devices. The materials educated patients about the advantages of these devices and related treatment options, which helped boost brand awareness among the general public in order to boost acceptance rates and increase word-of-mouth promotion of Piezosurgery Inc. products.

Big Buzz also worked with the company to produce a variety of videos. The first video focused on testimonial footage of current clients who had been using the device in their practices. The testimonial video spoke directly to potential customers, detailing how the device made a difference for doctors in their daily lives.

The second video was created as an in-depth training on how assemble and use the device once delivered. The video essentially took the place of an individual representative flying across the country each time a new order was placed, saving the company thousands in travel costs as well as employee time. The instructional video was also spliced into a series of instructional videos which could be sent to customers with questions on specific parts of the setup process for enhanced tech support and customer services.

Understanding My Tooth Extraction Procedure

- 1 I understand why I need to have my tooth extracted.** ✓ YES NO
Tooth extraction is a very common procedure that helps with a variety of dental problems, such as:
 - Overcrowded teeth
 - Wisdom teeth removal
 - Severe infection of the tooth's pulp
 - Risk of infection due to a compromised immune system
 - Periodontal (gum) disease
 - Trauma
- 2 I understand why it is beneficial for me to do this procedure with my current dentist.** ✓ YES NO
For surgical extractions, your dentist utilizes a unique device called Piezosurgery®, which makes procedures easier and more comfortable for patients:
 - Increased comfort due to a more gentle, minimally invasive procedure
 - More predictable procedures
 - Better treatment outcomes
 - Soft tissue is preserved
 - Quicker recovery time
 - Reduced inflammation
 - Minimal blood loss
- 3 I understand that Piezosurgery® will make my tooth extraction procedure more comfortable.** ✓ YES NO
 - 65% of patients find extractions with Piezosurgery® more comfortable than extractions with a Bur
 - Experience significantly less pain and facial swelling with Piezosurgery®
- 4 I understand how this procedure will impact my personal life.** ✓ YES NO
Here are a few things you can expect before, during and after this procedure:
 - Sedation may be an option for this procedure. If so, it will be discussed in detail prior to your procedure.
 - You may need to have someone drive you to and from the office.
 - Due to the gentle nature of Piezosurgery® technology, you will likely not have to take time off of work or school.
 - You will have minimal pain, if any, because of the Piezosurgery® device.
 - Follow up appointments will be scheduled by the receptionist upon your departure.
- 5 I understand my payment options.** ✓ YES NO
We offer several payment options to ensure you get the care you need, such as:
 - Cash or check
 - Credit card
 - CardCredit
 - Ask if we are in network with your insurance plan

For more information please visit www.piezosurgery.us/patients



Piezosurgery Inc. Technology Guide



Piezosurgery Inc. Testimonials

The Results

The goal of Piezosurgery Inc. in working with Big Buzz was to identify which parts of the sales funnel lacked the appropriate marketing strategy and support, and which aspects could be stopped in order to reallocate resources. The focus was put on cultivating the top and middle of the funnel, which was accomplished with the development of the educational materials and marketing videos.