



2023 H&UE Annual Case Competition & Incentive Program

February 1, 2023 – December 31, 2023

Increase surgeon usage of the INnate™ Intramedullary (IM) Threaded Nail, the InFrame™ IM Threaded Micro Nail, and the Acu-Loc® 2 system to earn bonus incentives monthly and annually! This is an additional incentive program extended to Sales Reps separate from the commission plans already established.

Program Rules

1) In the 2023 Annual Case Competition & Incentive Program, your goal is to increase sales by driving surgeon **usage** of INnate, InFrame, and/or Acu-Loc 2 system in a single case at least **5 times per month**.

a. **Usage** is defined as the combination of any of the aforementioned products in a single case (no trial / free cases included)

- Dr. Lee used 1 INnate nail on a patient = 1 case
- Dr. Lee used 2 INnate nails + 1 Acu-Loc 2 system on a patient = 1 case
- Dr. Lee used 1 INnate nail + 4 InFrame micro nails + 1 Acu-Loc 2 system on a patient = 1 case

b. **5 times per month** is defined as the completion of 5 cases by the same, unique surgeon in any given month

c. Upon completion of 5 cases per unique surgeon in any given month, the Sales Rep is entitled to a \$500 incentive per unique surgeon with an additional \$100 incentive for every incremental case completed by each unique surgeon in the same given month

- Rep A had Dr. Lee complete 7 cases in the month of January = \$500 (5th case) + \$100 (6th case) + \$100 (7th case) = \$700 Total
- Rep A had Dr. Lee complete 5 cases + Dr. Jones complete 5 cases in the month of February = \$500 (Dr. Lee) + \$500 (Dr. Jones) = \$1000 Total
- Rep A had Dr. Smith complete 7 cases + Dr. Jones complete 6 cases in the month of March = \$700 (Dr. Lee) + \$600 (Dr. Jones) = \$1300 Total

d. Case counts will reset at the beginning of every month, regardless if a unique surgeon has achieved applicable product usage of 5+ times the previous month.

2) In addition to the monthly incentives of this sales program, there will be 4 unique winners announced at the end of 2023 for the following criteria:

- a. Most cases of any combination of INnate, InFrame, and Acu-Loc 2 during the program period for a grand prize of \$7,500
- b. Most cases of INnate during the program period for a prize of \$5,000
- c. Most cases of InFrame during the program period for a prize of \$5,000
- d. Most cases of Acu-Loc 2 during the program period for a prize of \$5,000

Important Details

- All cases must be completed between February 1, 2023 – December 31, 2023.
- Each case will be defined with a unique and valid Purchase Order. This program is based on cases, not units. A surgeon can use 3 INnate units in a single case, however, please note that this is still only 1 completed case, not 3 completed cases.
- Each case must be associated with a specific sales rep (i.e. name substitutions are not allowed as the award will be based on a single rep's efforts vs a group of reps).
- PLEASE NOTE THAT CREDIT WILL BE GIVEN TO THE NAME OF THE SALES REP ON THE DELIVERED ORDER FORM (DOF). NO TRANSFER OF NAMES ALLOWED.
- Payouts will be made on a quarterly basis.
- Recognized distributor reps must be actively selling Acumed products via contract through February 15, 2024 to be eligible for annual payouts. Monthly payouts will not be affected.
- The following information MUST be included on the Delivered Goods Form (DGF) for credit: 1) the surgeon's full name (First Name, Last Name), 2) the Rep's full name, 3) Rep/Agent ID number and/or Team (if applicable), 4) the product(s) used in the case, and 5) the date of the case. Additionally, the inclusion of the surgeon's NPI number will help expedite tracking.
- POs MUST be submitted no later than 12 pm (PST) on the last working day of the month and by 12/31/2023 to qualify for the program. POs must be invoiced by the last day of the quarter to be eligible.
- Returns/refunds on POs will be deducted from evaluation categories.
- In the event of a tie for any of the year-end awards, growth rate from February to December 2023 will be considered as a tie-breaker and under the discretion of executive leadership.
- Acumed reserves the right, at its discretion, to change, modify, add, or remove portions of this sales program. Ultimately, Acumed reserves the right to terminate this sales program, or make such other decisions regarding the outcome as it deems appropriate. All decisions will be made by Acumed and such decisions are final.

For additional product information and program questions, please contact either Allen.Kim@acumed.net or Tara.VandenBerg@acumed.net