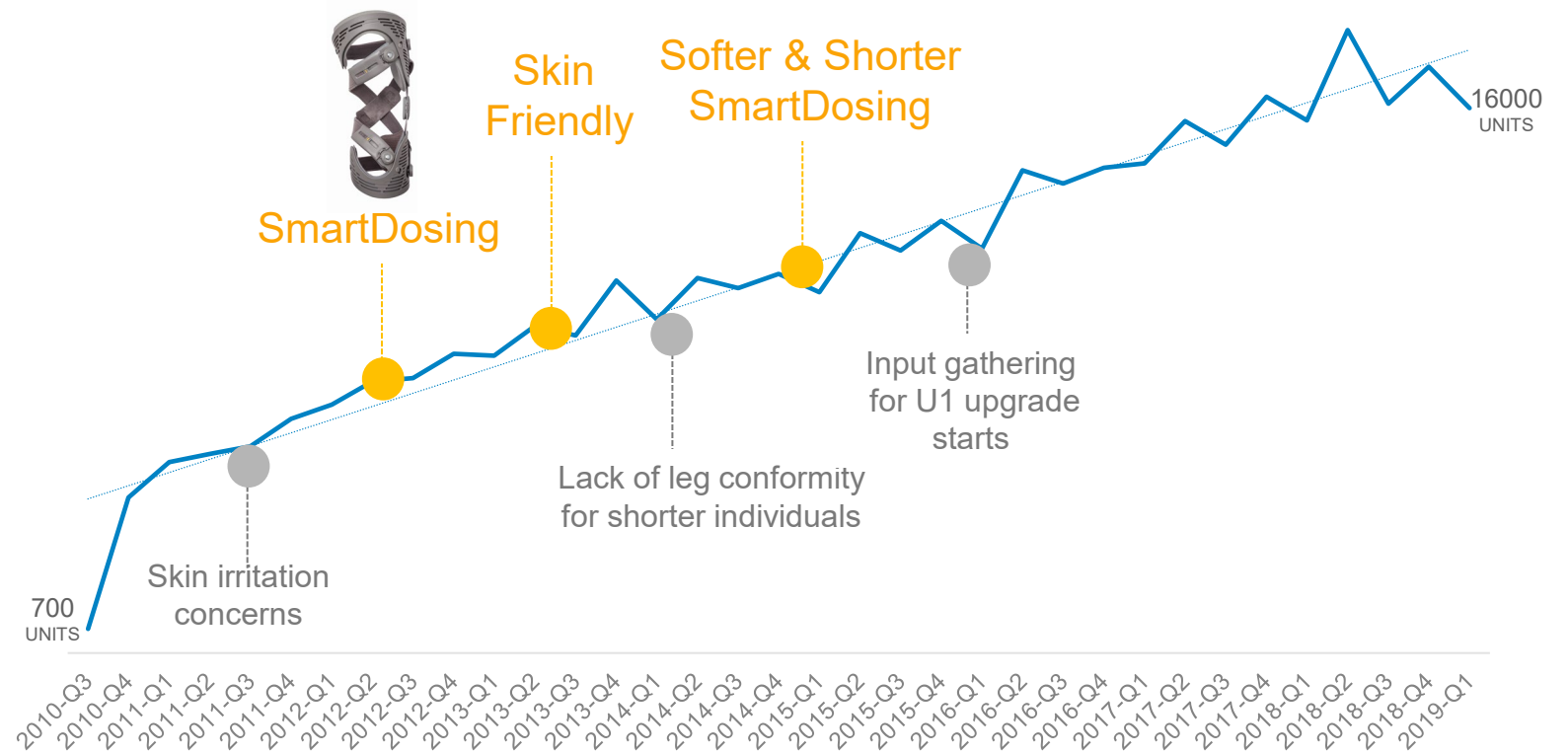




## Unloader One X Then, Now and Near Future

Hanna Smáradóttir

# Unloader One History



# Unloader One 2015-2019

- Product compliance dependent on high pain levels and correct brace configuration and donning
- Outdated medical device look

- => Survey to 170 participants
- 100+ responses
  - S&M, PM, customers, patients
  - Workshops with knee OA sufferers



## Recurrent themes:

COMFORT – AESTHETICS – EASE OF USE  
Request to increase applicability for  
*women, elderly, hi-BMI and younger+active people*

## Unloader One 2015-2019 – glimpse from feedback

“Some elderly are discouraged due to strap complexity and some female patients see it as too bulky”

Brace Fitters often pull 3 braces for patient to try and choose. Patient rarely will default to the U1 as the strap mechanism looks confusing to them. U1 is currently a product that patients need to be coached into by the brace fitter, and therefore the brace fitter must "sell" this brace

VOC

“If we made the Unloader One more aesthetically pleasing, we can capture the female population .....Ossur does functionality and clinical efficacy well, but not so much on the design aspect

Due to the aesthetics, males are more apt to purchase the Unloader One. The sweet range is the Baby Boomers who want to stay active and put off surgery for as long as possible. These patients need to be ready to wear a brace. It's difficult to convince someone they need to wear it.



# UNLOADER ONE<sup>®</sup> X

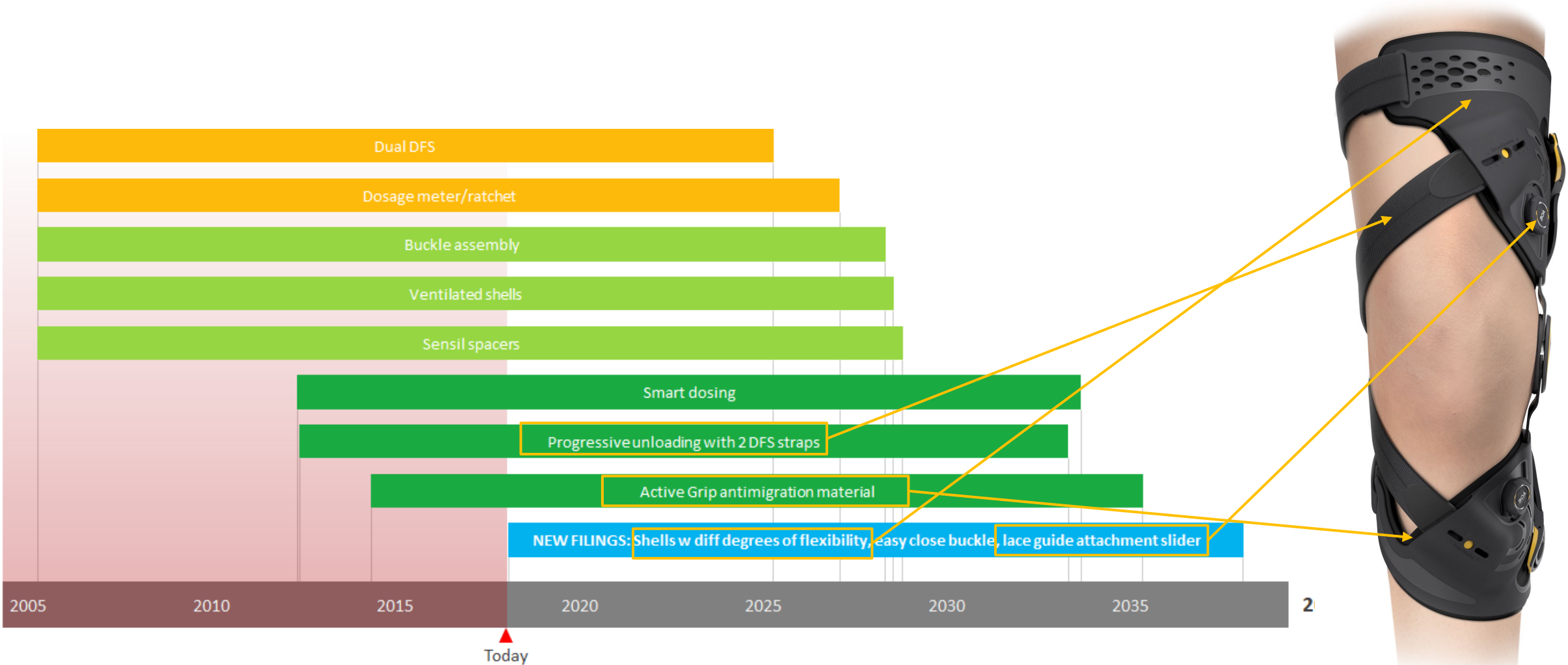
Transition is about to start

- 3 years of relentless work
- 3 prototype feedback sessions and major iterations
- Now released in all major markets with very positive response



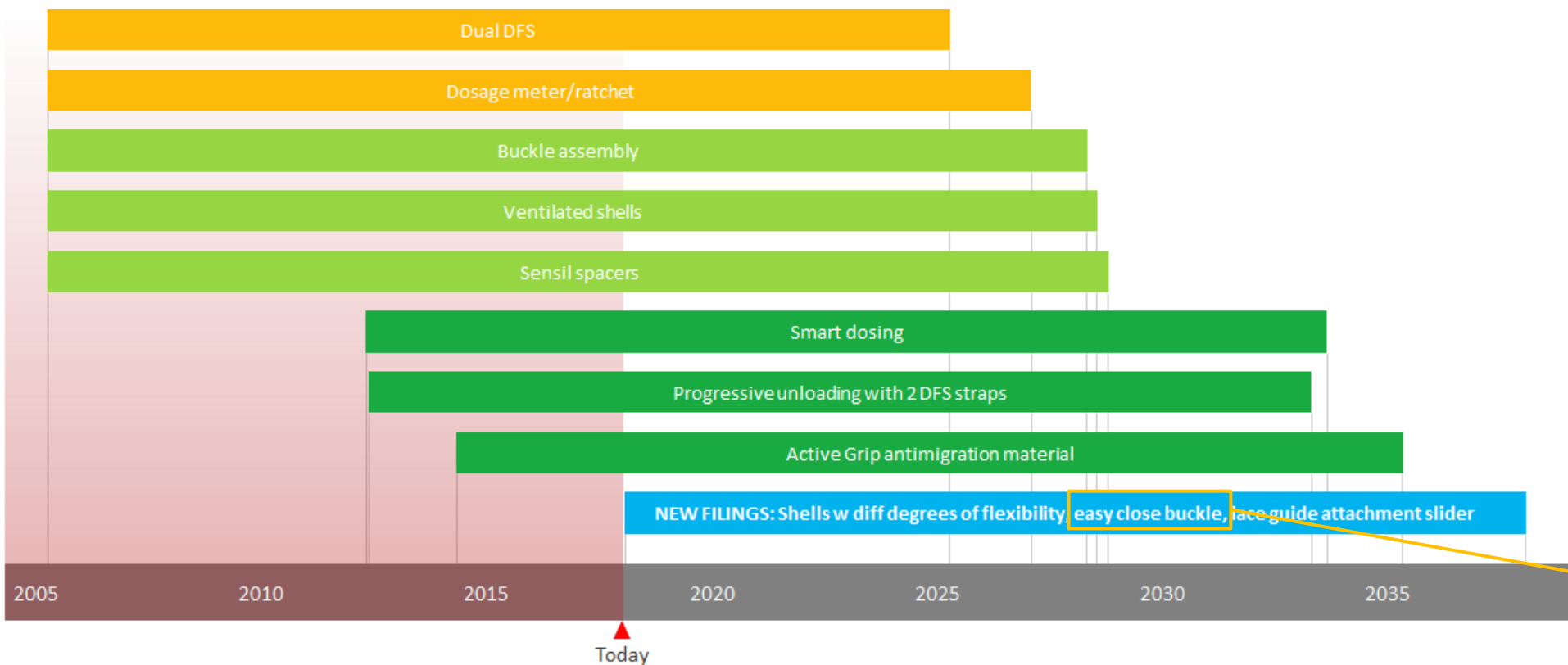
# UNLOADER ONE® X

IP



Unloader One is a registered trademark in Australia, Canada, China, European Community, India, Japan, and USA  
Product name should always be written Unloader One®X

# UNLOADER ONE<sup>®</sup> X IP



# UNLOADER ONE<sup>®</sup> X

## AESTHETICS & BRANDING

Subtle Unloader Logos  
on thigh shell and buckles

Brushed aluminum  
hinge cap gives  
perception of quality

Discreet but readable  
Össur Logo

Uniform charcoal gray  
color scheme for a  
holistic and sleek look



Yellow touchpoints  
give usability cues





# UNLOADER ONE<sup>®</sup> X

## EASE OF USE FEATURES



**Service Friendly**  
 Replaceable BOA base unit  
 Replaceable Alligator attachment

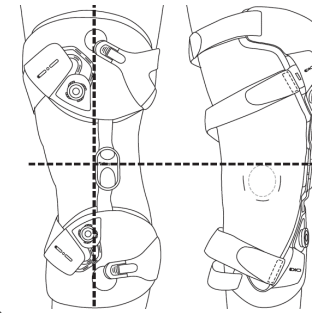
**Buckle Use Cue**  
 Color Match blue-to-blue and  
 yellow-to-yellow



**Injection Molded Hooks**  
 Simple and safe liner attachment



**Machine washable**  
 Whole brace in a washbag  
 Gentle wash cycle



**Positioning Guide**  
 Offset Össur Logo on hinge cap to  
 align & assist in correct placement of brace



**Strap Seam**  
 Easily distinguish inside  
 from outside

**Buckle system**  
 Improved usability, press anywhere to lock

Integrated Features  
 Optional Features

**Sundial**  
 For easy grip on boa dial  
 Since friction on dial  
 reduced to avoid catching  
 onto pants



**Finger Loops**  
 Effortless opening of buckles



# UNLOADER ONE<sup>®</sup> X

## COMFORT FEATURES



Integrated Features  
Optional Features

- Extension Liner for bigger thighs
- Activegrip calf liner
- Doeskin calf liner
- Comfort Pads
- Comfort knee sleeve

## Claims and messages

Main Claims	Data
1. Pain relief	Literature review
2. Functional improvements	Literature review
3. Improved QoL	Literature review
4. Increased user compliance	Qualitative study
<b><u>Provider/practitioner/prescriber message</u></b>	<b><u>Perceived benefit</u></b>
<p><i><b>Pain relief</b> from a proven medical device that is <b>non invasive</b> has <b>no systemic side effects</b> and is <b>simple</b> to don, wear and care for</i></p>	<p>-&gt; positive patient outcome due to less pain and improved mobility                      -&gt; complication free (compared to TKR and resurfacing)                      -&gt; low-risk (compared to NSAIDS and analgesics)                      -&gt; does not require unnecessary calls or follow-up hence cost effective  <b>=&gt; Compliant and satisfied patient with low risk investment</b></p>
<b><u>End-user/caregiver message</u></b>	<b><u>Perceived benefit</u></b>
<p><i><b>Pain relief</b> from a <b>discreet comfortable</b> and <b>easy-to-use lifestyle brace</b></i></p>	<p>-&gt; Improved mobility and less suffering                      -&gt; aesthetically pleasing and low profile                      -&gt; minimized distracting events (pressure points, migration etc)                      -&gt; no fuss while donning, using or washing                      -&gt; low medical device stigma  <b>=&gt; Effortless recuperation of daily life activities</b></p>



There are endless options but what are the **problems to solve** and **needs to fulfil**?

To be determined with voice of customer

V O C

Flagship plan  
Incremental improvements

Legacy plan  
Logical product selection

## Fitting Tips ctd.

### Selection

- If in doubt between sizes, downsize
- Don't hesitate to try short version on normal height women and men of slender figure, it may give a more snug fit
- For bigger patients, consider a combination of extension liner and strap pads to stabilize soft tissue

### Positioning

- Make sure hinge is pushed back and aligned at logo vs knee cap top
- Start with closing calf buckle and make sure that calf strap is positioned over thickest part of gastroc

### Adjustments

- Start with leg straight and smartdosing scale at zero and fold straps inwards (if not too long) and secure within alligator clip
- Then bend leg and adjust straps until tension is noticeable but comfortable with indicator at mid setting. Note that every user has different perception and some days may require more or less tensioning



## Fitting Tips ctd.

### Final touch

- Check if calf and thigh straps should be tighter before cutting, this ensures the perfect fit

### Other hints

- Define pain level at beginning and by the end of the fitting so that the patient and practitioners have a way of quantifying the efficacy of the brace
- Straps are thinner than with Unloader One SmartDosing so they will need to be tightened more
- Thigh strap may need to be shortened after first hour in use to get a final optimal fit around thigh. Allow a bit of slack since there is movement in that area of the brace when the leg is flexed
- Consider giving your frequent fitters a Sundial since he/she will be the one doing most of the SmartDosing adjustments, rather than the end-user
- Some patients may need to go up and down stairs to feel the brace function since there is no longer the abrupt kicking in of the unloading function due to the overmold's elastic function (CPS)
- Never undo the popliteal pad, just put your fingers into the lateral loops and slide up or down
- Setting SmartDosing indicator at ,2' at initial fitting can give some extra room for adjustments
- People who are in contact with ocean water: Keep a bucket of fresh water handy, rinse the brace after use and employ airspray to get water out of the hinge, then air dry
- For people who have trouble keeping brace in place while donning, engage buckles into button holes, then position brace and then close buckles and secure straps

Most important!

# Too low?

No go! 



When positioning brace with a slightly bent knee, patella top should be aligned with the Össur logo on the hinge and calf strap securely over the widest part of the calf. The brace will then be in the correct positioning once the individual stands up.

WE IMPROVE PEOPLE'S MOBILITY

