

Executive Summary

Quarterly & Monthly Trends

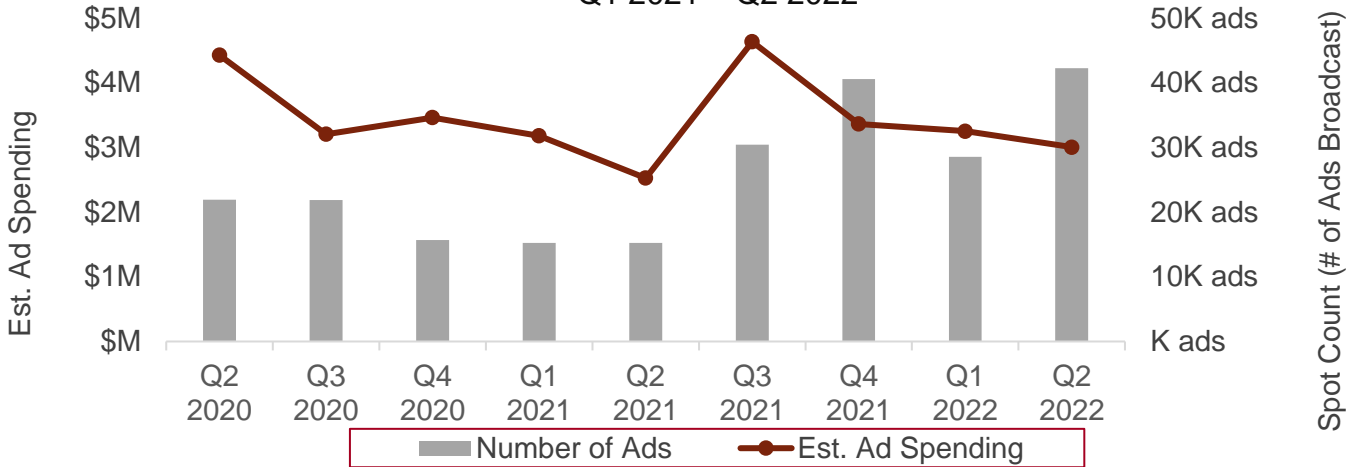
- More than 42,000 television advertisements soliciting claims alleging injuries caused by medical devices aired in the second quarter of the year.
- This was 48% or nearly 14,000 more ads than aired in the first quarter of the year and the most ads to air in a quarter in almost three years.
- An estimated \$3 million was spent to air these medical device litigation ads in the second quarter – about a quarter-of-a-million dollars less than was spent in the prior quarter.
- Monthly second quarter advertising peaked in May when an estimated \$1.4 million was spent to air over 17,000 ads. This was the most ads to air in a month since August 2019.

Top Targets

- As in prior quarters, **Hernia mesh** remained the most targeted medical device. In fact, the number of hernia mesh ads more than doubled from the first quarter with nearly 19,000 more ads and an additional almost \$400,000 in ad spending.
- Interest in **knee implant** claims surged in the past three months following the **Exactech** recall in February. It was the second-most targeted medical device as measured by estimated ad spending with over half-a-million dollars spent on nearly 900 ads—about 5 times as many ads as aired in the prior quarter.
- **CPAP machines** remained the second-most targeted medical device in mass tort television advertising based on the number of ads aired. However, there were only about half as many ads as in the first quarter.
- A subset of hernia mesh litigation advertising, ads soliciting claims alleging injuries from **Physiomes** devices – manufactured by Ethicon, a **Johnson & Johnson** subsidiary – jumped by about 40% from the first to the second quarters of this year.
- **3M Military Earplugs** remained a top target of medical device litigation advertising last quarter with over 1,500 ads. This was only about half as many ads as aired in the prior quarter but comparable to the volume observed in the last quarter of 2021.
- Citing reports of higher failure rates, ads debuted in the second quarter seeking claims related to the **Cartiva Toe Implant** (Synthetic Cartilage Implant) manufactured by **Stryker**.

1.1 Quarterly TV Advertising Volume

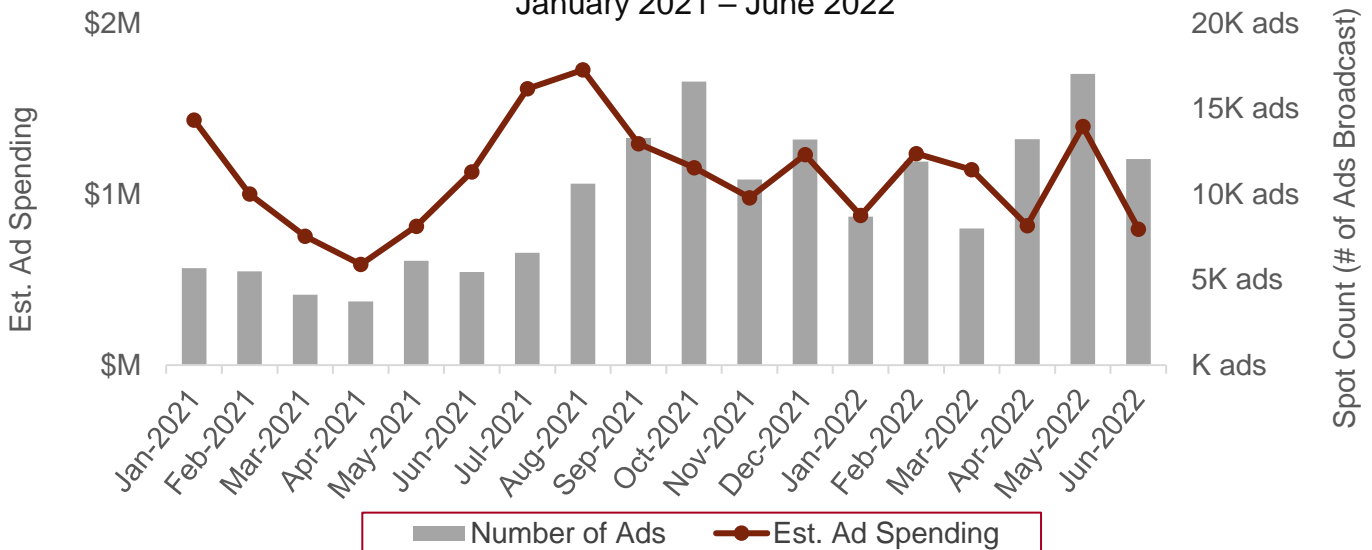
Quarterly Medical Device Mass Tort TV Advertising
Q1 2021 – Q2 2022



	Q4: Oct - Dec 2021	Q1: Jan - Mar 2022	Q2: Apr - Jun 2022	Percentage Change
Estimated Ad Spending	\$3,365,620	\$3,255,510	\$3,007,550	-8%
Number of Ads	40,623	28,583	42,287	48%

1.2 Monthly TV Advertising Volume

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



	April-22	May-22	June-22	Percentage Change
Estimated Ad Spending	\$816,620	\$1,395,470	\$795,460	-43%
Number of Ads	13,207	17,028	12,052	-29%

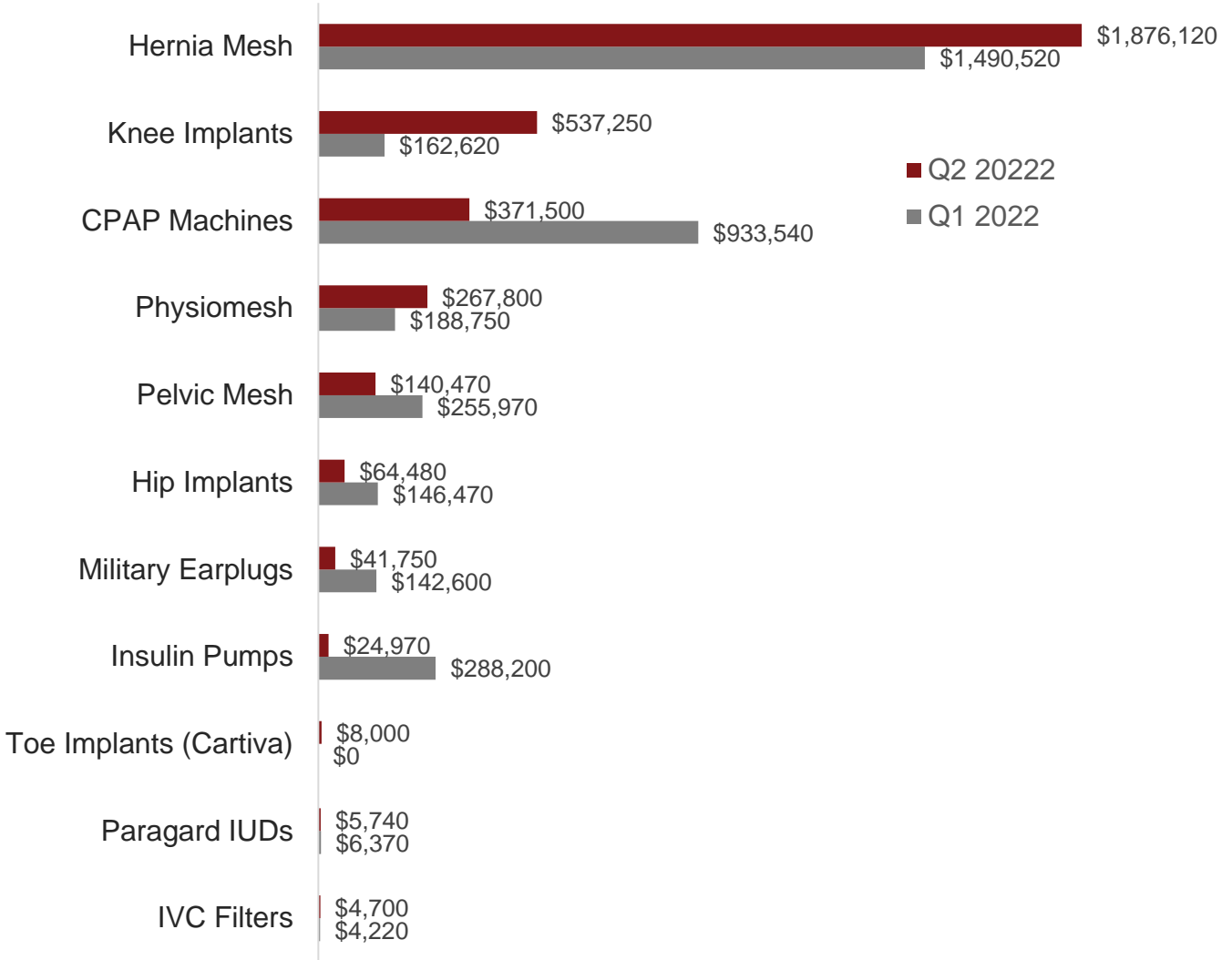
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q1 2022 vs. Q2 2022



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q1 2022 vs. Q2 2022

