

Executive Summary

Quarterly & Monthly Trends

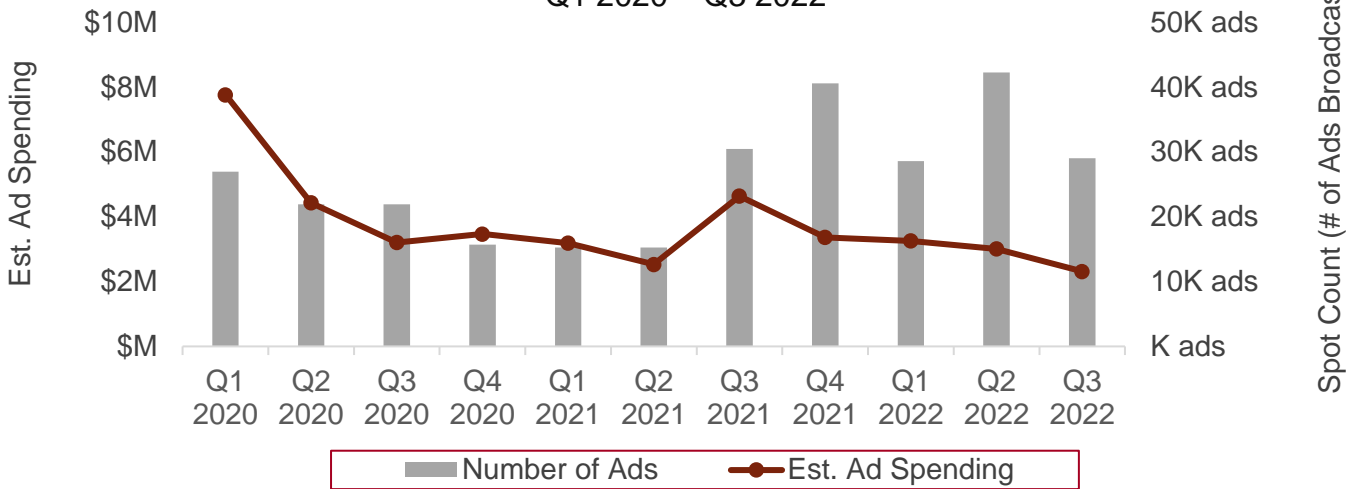
- More than 29,000 television advertisements soliciting claims alleging injuries caused by medical devices aired in the third quarter of the year.
- This ad count was similar to that of the first quarter of the year but 31% less than that of the second quarter, when about 13,000 more medical device claim solicitation ads aired.
- In the third quarter, an estimated \$2.3 million—about \$700,000 less than in the prior quarter—was spent to air these litigation-related ads.
- Monthly third-quarter advertising peaked in July when more than 15,500 ads aired at a cost of over \$740,000. This ad count was similar to the counts observed in May of this year and October of last year, when 17,000 and 16,500 ads aired respectively.

Top Targets

- As in prior quarters, **hernia mesh** remained the most targeted medical device. About 23,000 hernia mesh ads aired last quarter at a cost of an estimated \$1.4 million.
- In a continuing response to the February **Exactech** recall, ads soliciting **knee implant** claims doubled from the prior quarter, making this device the second-most targeted last quarter as measured by both estimated ad spending or ad count. Compared to the prior quarter's data, spending was up 8% and the ad count almost doubled, as nearly \$600,000 was spent to air over 1,700 Exactech ads from July through September.
- Estimated spending on ads targeting **CPAP machines** decreased 42% from the prior quarter; however, this device emerged in last-quarter data as the third-most targeted medical device in mass tort television advertising by measure of estimated ad spending. About \$217,000 was spent to air 1,500 CPAP ads from July through September.
- **3M military earplugs** remained a top target of medical device litigation advertising during this period with about 1,700 ads airing claim solicitations—a 10% increase in ad count from the prior period.
- Ads soliciting **pelvic mesh** claims aired 640 times during the quarter at a cost of about \$111,000. These metrics show a slight decrease in activity from the prior quarter.
- **IVC filters, Physiomesh, warming blankets, heater-cooler devices**, and three birth control products—**Paraguard IUDs, Mirena IUDs, and Essure**—were all among the top targets last quarter as measured by estimated ad spending and/or number of ads airing to solicit injury claims associated with these devices.

1.1 Quarterly TV Advertising Volume

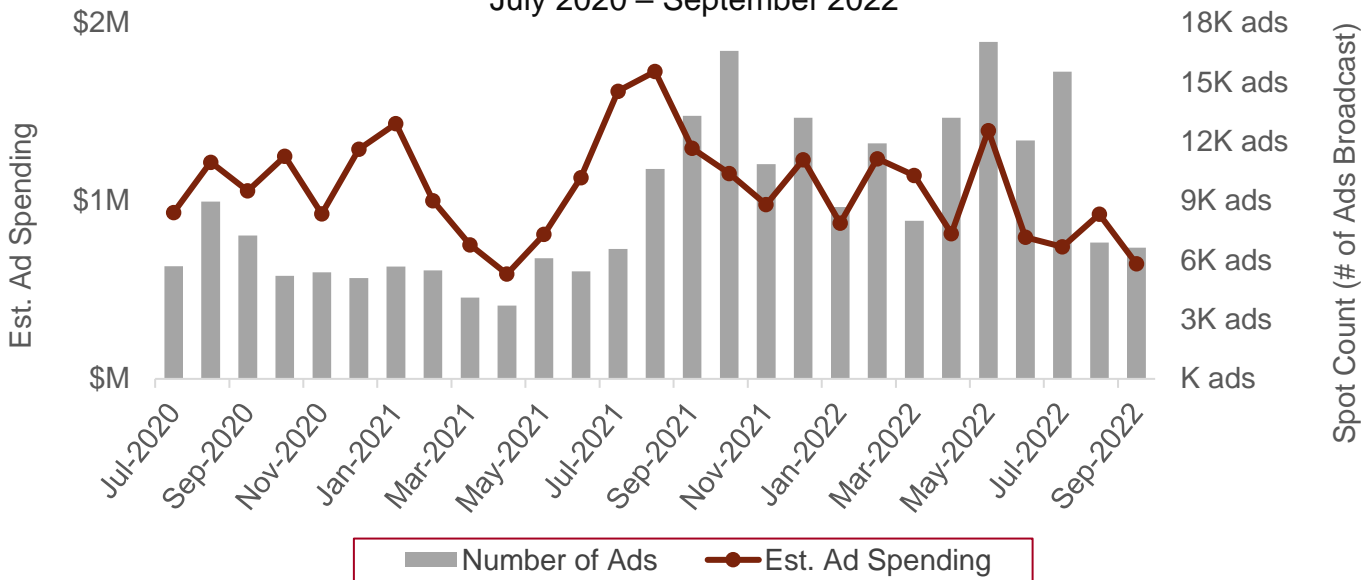
Quarterly Medical Device Mass Tort TV Advertising
Q1 2020 – Q3 2022



	Q1: Jan - Mar 2022	Q2: Apr - Jun 2022	Q3: Jul-Sep 2022	Percent Change
Estimated Ad Spending	\$3,255,510	\$3,007,550	\$2,313,730	-23%
Number of Ads	28,583	42,287	29,050	-31%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
July 2020 – September 2022



	July-22	August-22	September-22	Percent Change
Estimated Ad Spending	\$741,890	\$925,310	\$646,530	-30%
Number of Ads	15,535	6,890	6,625	-4%

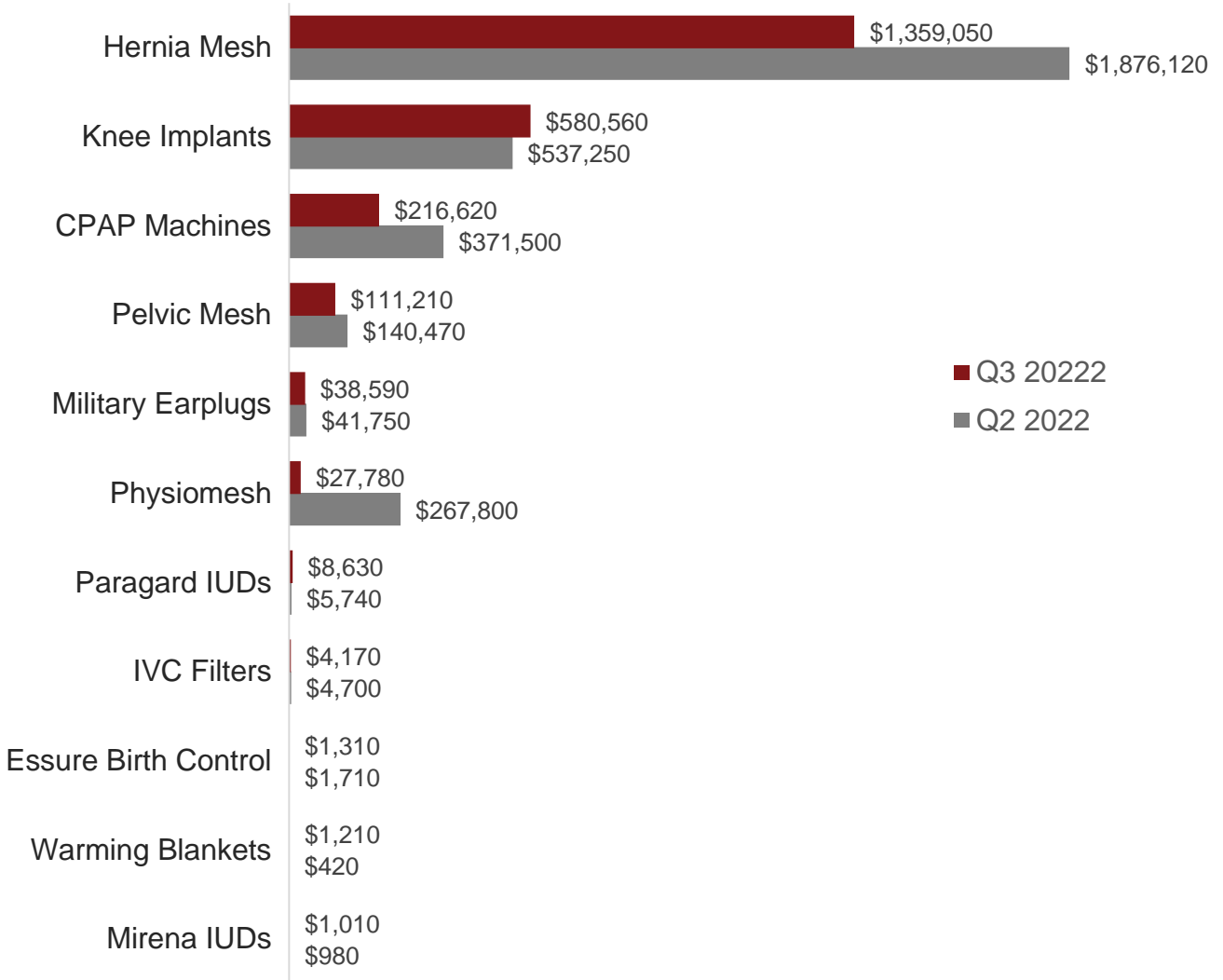
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q2 2022 vs. Q3 2022



2.3 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 2022 vs. Q3 2022

