

Executive Summary

Quarterly & Monthly Trends

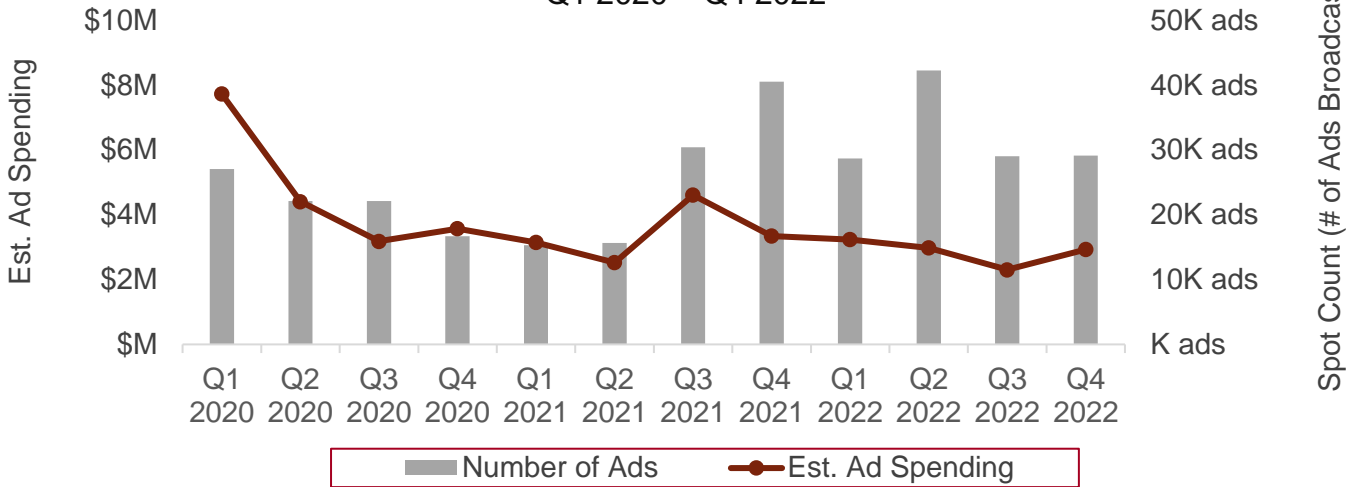
- In the fourth quarter, estimated on television ads soliciting medical device injury claims increased by over \$630,000 or 27% over the prior quarter.
- An estimated \$2.9 million was spent to air over 29,000 medical device litigation TV ads from October through December – 120 more ads than aired from July through September.
- Monthly fourth-quarter medical device claims solicitation advertising peaked in October, when nearly 14,000 ads aired at a cost of about \$1.2 million. This was the second-highest monthly spending amount of 2022 after the nearly \$1.4 million spent in May, and the ad count was the third-highest of the year after May and July.
- For the year, an estimated \$11.4 million was spent on over 129,000 ads seeking plaintiffs for medical device injury lawsuits – this was 27,000 more ads than aired in 2021.

Top Targets

- **Hernia mesh** remained the most targeted medical device again in the fourth quarter, when about 25,000 hernia mesh ads aired at a cost of over \$2.1 million. Compared to the prior quarter, about a million dollars more was spent to air 2,000 more ads.
- Estimated spending on ads targeting **CPAP machines** nearly tripled from the prior quarter, making this the second-most targeted medical device last quarter as measured by both ad spending and ad count.
- Estimated spending on **Physiomesh** litigation ads increased more than eight-and-a-half times from the third quarter to the fourth, when about \$240,000 was spent to air 717 ads—a 75% increase from the previous quarter’s ad count.
- Fewer than half as many ads aired in the fourth quarter to solicit **Exactech** and other **knee implant** claims as aired in the third quarter, and only about one-seventh of estimated ad spending continued from the prior quarter. Just over \$80,000 was spent to broadcast 655 knee implant-related ads from October through December of 2022.
- **3M military earplugs** remained a top target of medical device litigation advertising this period but with a 64% decrease in number of ads from the prior period and with less than half the amount of ad spending.
- Estimated spending on ads targeting **pelvic mesh** increased by \$40,000, while spending increased as well on ads targeting **IVC filters, Mirena IUDs, and Essure sterilization devices** but not for those targeting **Paraguard IUDs**.

1.1 Quarterly TV Advertising Volume

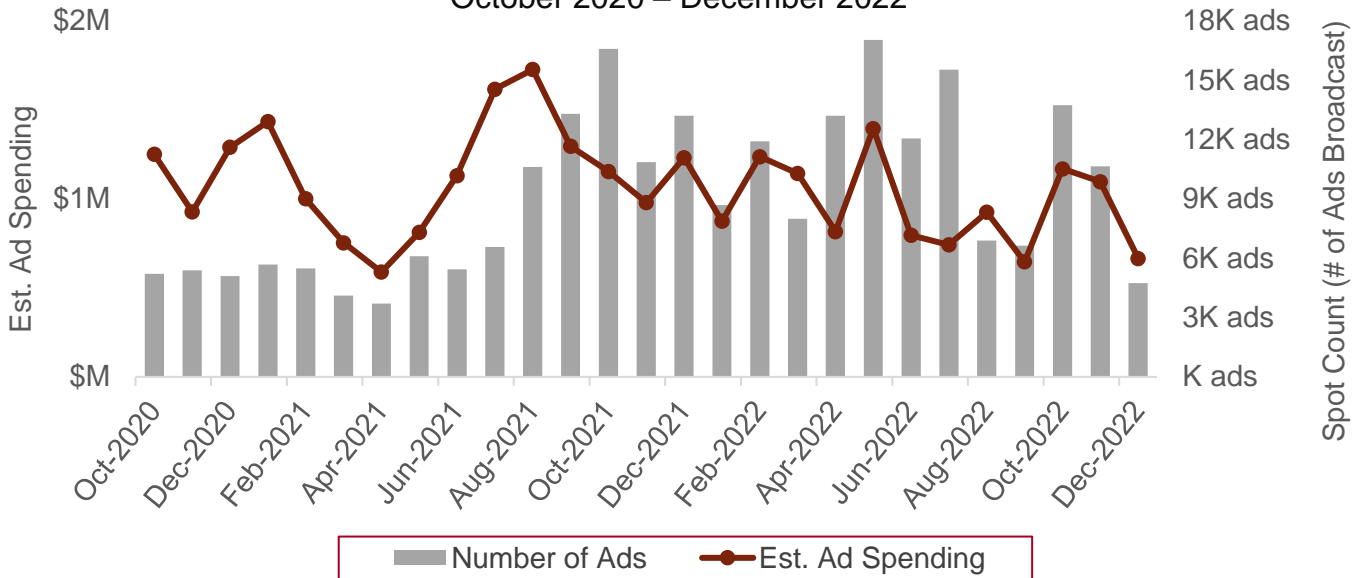
Quarterly Medical Device Mass Tort TV Advertising
Q1 2020 – Q4 2022



	Q2: Apr - Jun 2022	Q3: Jul-Sep 2022	Q4: Oct-Dec 2022	Percent Change
Estimated Ad Spending	\$2,978,477	\$2,299,702	\$2,930,883	27%
Number of Ads	42,285	29,049	29,129	0%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
October 2020 – December 2022



	October-22	November-22	December-22	Percent Change
Estimated Ad Spending	\$1,168,761	\$1,097,106	\$665,016	-39%
Number of Ads	13,739	10,649	4,741	-55%

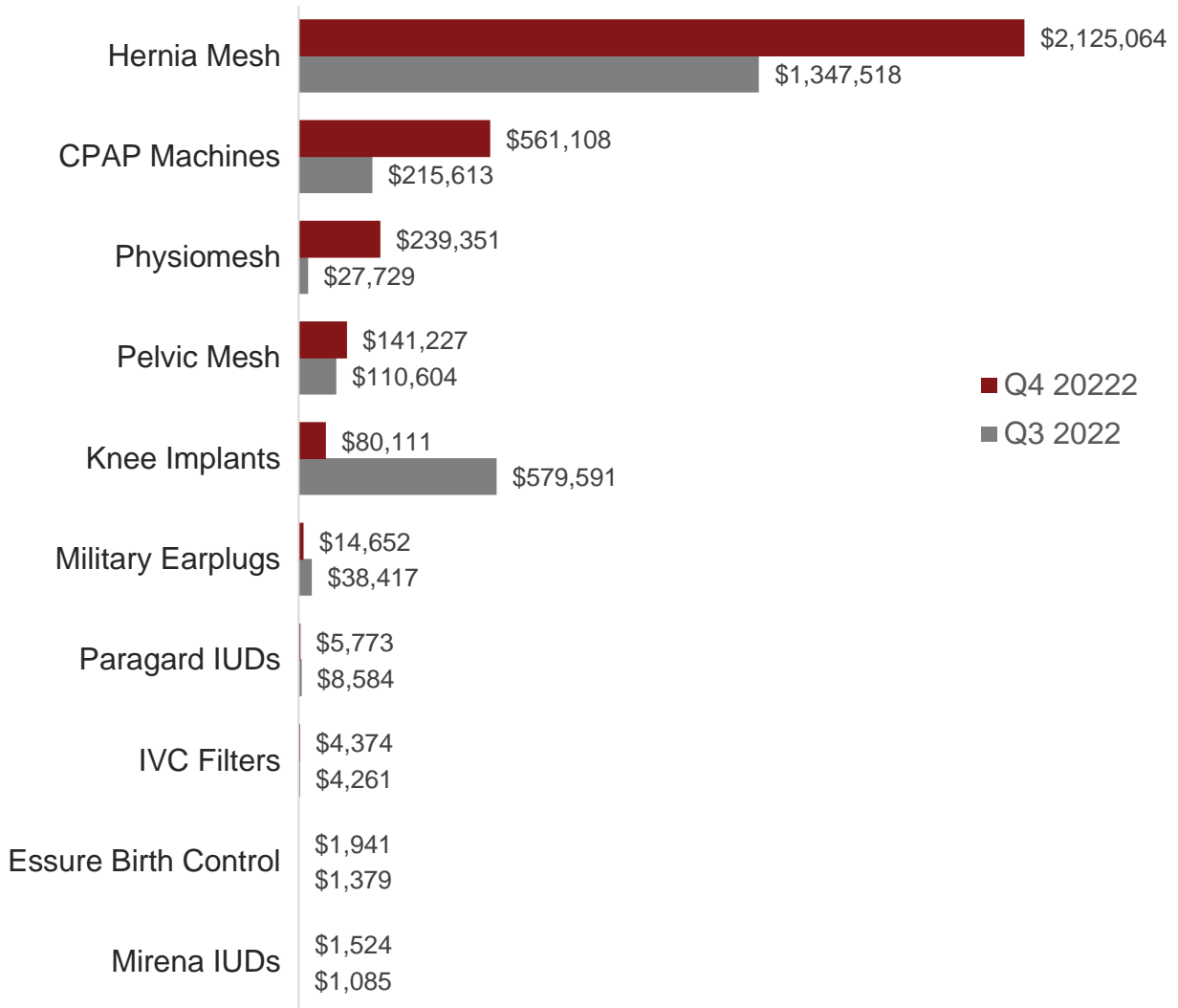
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q3 2022 vs. Q4 2022



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q3 2022 vs. Q4 2022

