

Executive Summary

Quarterly & Monthly Trends

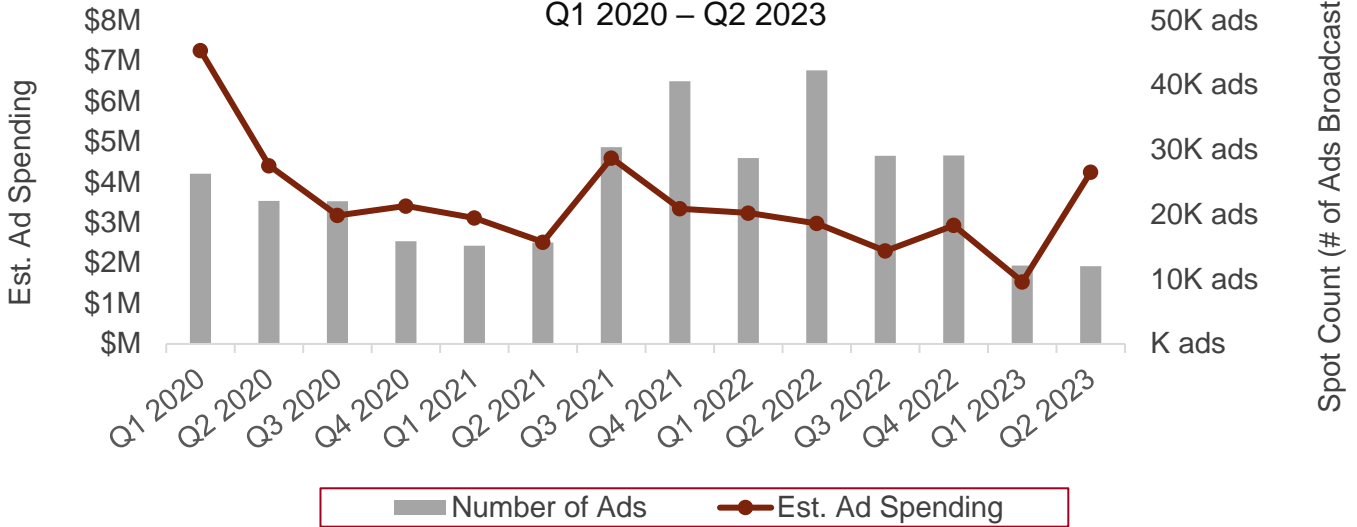
- Estimated spending on medical device claims solicitation advertising increased dramatically from the first to the second quarter, when \$4.25 million was spent to air these ads during television programming throughout the nation.
- In June alone, spending on these ads skyrocketed from the prior month to more than \$3 million—the highest in a month since October 2019.
- More than 12,000 television advertisements soliciting medical device injury claims aired in the second quarter of 2023—roughly the same number that aired in the first quarter.
- The monthly ad count during the quarter also peaked in June. With more than 4,100 ads airing during the month, this was the highest ad count in five months.

Top Targets

- **Pelvic mesh** was the most targeted medical device as measured by estimated ad spending last quarter. More than \$3 million was spent to solicit pelvic mesh claims and this was nearly all due to a pair of ads soliciting claims referencing transvaginal mesh and other products included in Endo International's bankruptcy settlement.
- In fact, the Endo bankruptcy ads mentioning transvaginal mesh accounted for over 70% of the total medical device ad spending in the second quarter and over 90% of the June total.
- Despite the surge of spending to solicit pelvic mesh claims, more ads targeted **hernia mesh** than any other medical device this quarter. Nearly 8,000 hernia mesh ads aired from April to June at a cost of just over \$700,000. Compared to the prior quarter, however, about 550 fewer ads aired at cost of about \$300,000 less than before.
- **CPAP machines** were the second-most frequently targeted medical device in the second quarter by measure of ad count. About 1,500 ads aired—300 more than in the first quarter—alleging a link between the use of these sleep apnea machines and the later development of cancer, heart attack, kidney disease, and other serious conditions.
- About 660 ads—33 fewer than in the prior period—aired this quarter to solicit claims related to **3M military earplugs**. Estimated spending increased by about \$6,000 between the two quarters to sponsor these ads, which allege that a design defect has caused hearing loss in users.
- Estimated spending on **Physiomesb** targeted advertising declined from the first quarter to the second, when ad sponsors spent about \$53,000 to solicit claims compared with the more than \$200,000 spent in the prior quarter.

1.1 Quarterly TV Advertising Volume

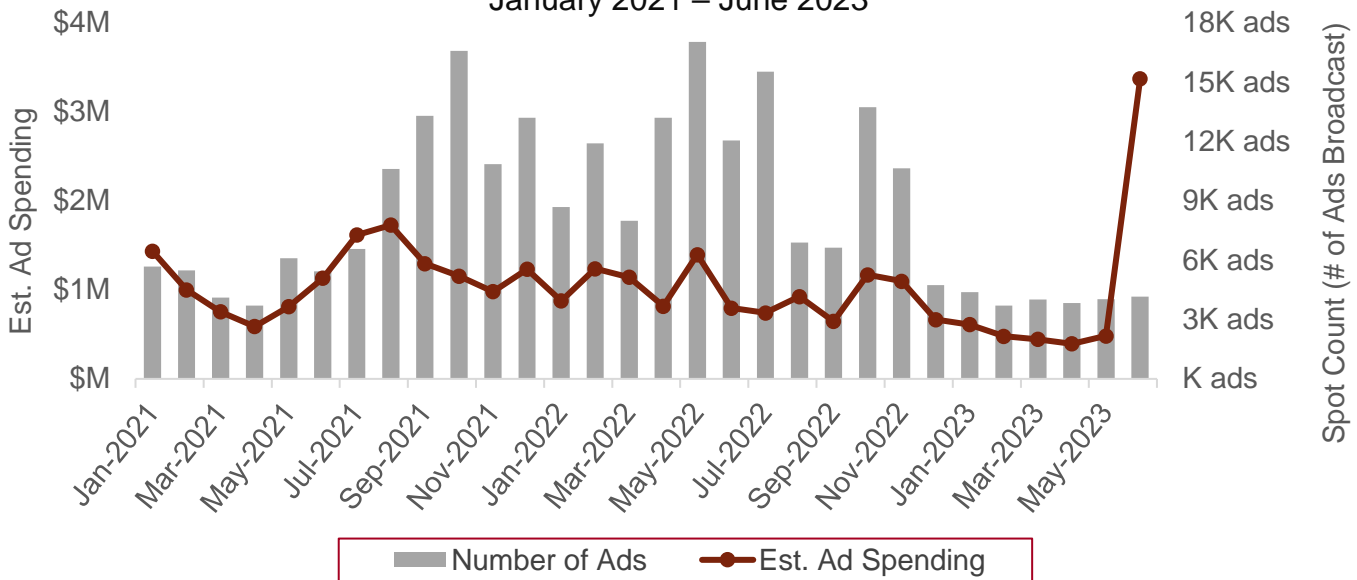
Quarterly Medical Device Mass Tort TV Advertising
Q1 2020 – Q2 2023



	Q4: Oct-Dec 2022	Q1: Jan - Mar 2023	Q2: Apr - Jun 2023	Percent Change
Estimated Ad Spending	\$2,930,883	\$1,533,682	\$4,247,318	177%
Number of Ads	29,129	12,093	12,013	-1%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
January 2021 – June 2023



	April-23	May-23	June-23	Percent Change
Estimated Ad Spending	\$394,246	\$481,893	\$3,371,179	600%
Number of Ads	3,839	4,025	4,149	3%

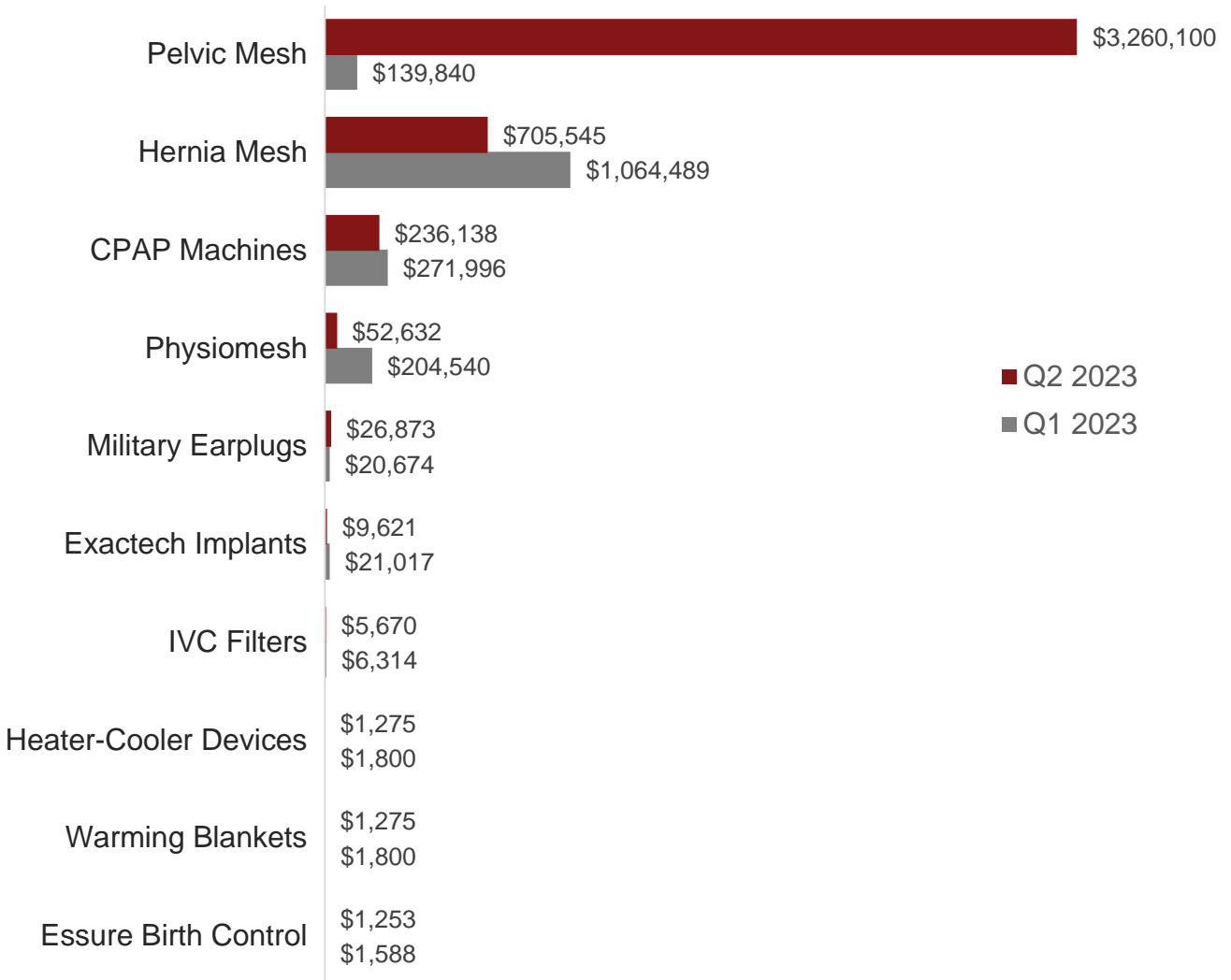
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

Source: X Ante utilizing data provided by Vivvix CMAG



2.2 Top Medical Device TV Advertising Targets Estimated Ad Spending

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q2 2023 vs. Q1 2023



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 2023 vs. Q1 2023

