



THE RAMP



Distributor Success Guide

The RAMP Knee Positioning System™



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Surgeons don't know they need The RAMP... Until they trial it!

Most surgeons are used to sandbags and unwieldy leg holders.
They think their setup is «good enough» – until they try The RAMP.



The value of The RAMP becomes obvious the moment it is used.

70%

**Trial - Purchase
Conversion**

**Based on OR-trials across multiple countries.*

Surgeons feel the difference immediately!

The RAMP transforms OR efficiency



Problem

Traditional knee positioning is often unstable, slow to set up, and depends on sterilization processes, causing delays and increased costs.



Solution

A ready-to-use, Swiss-made system with 6 stable positions. No sterilization. No consumables. No moving parts. Zero downtime.



Impact

- Faster OR turnover.
- Reduced staff workload.
- Lower operating costs.
- Less waste.
- Consistent, reproducible workflow.
- Saves approx. \$100 per case
(Compared to sterile case).

SURGICAL

OPERATIONAL

FINANCIAL

EFFICIENCY



Six stable positions
Swift position change



No disassembly, cleaning or
sterilization needed
One-step installation



Less staff required
No sterile consumables

Everyone benefits from The RAMP



Surgeons

- Stable positioning
- Quick transitions between fixed angles
- Improved workflow
- Minimal learning curve



Nurses

- No sterilization needed
- Simple, fast setup
- Less physical effort



Hospitals

- Lower consumable and sterilization costs
- Faster turnover = more cases
- Fewer required staff

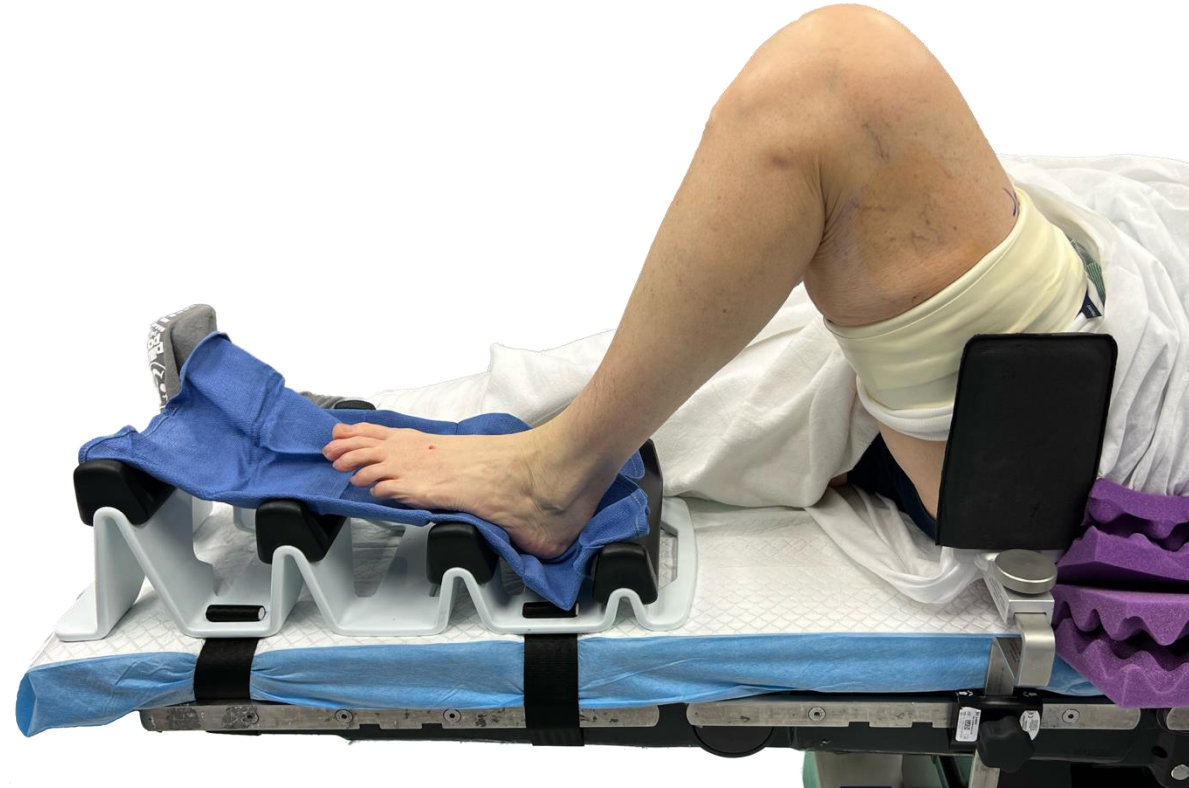
Key Features: What Sets The RAMP Apart



- Six reproducible knee flexion angles – smooth transitions for exposure, balancing and navigation
- Hands-free stability – works with a lateral support
- Zero sterilization & consumables – always available, always clean, always ready to use
- Universal compatibility – attaches to any OR table
- Swiss-made and All-in-one – no detachable parts
- Robotics & Navigation ready – robots require stable flexion – The RAMP consistently delivers

Durability: Designed for long-term value

- Designed for daily use
- 5-year warranty
- Strong long-term value – averaging approx. 3\$ per case over five years



Full Knee Extension

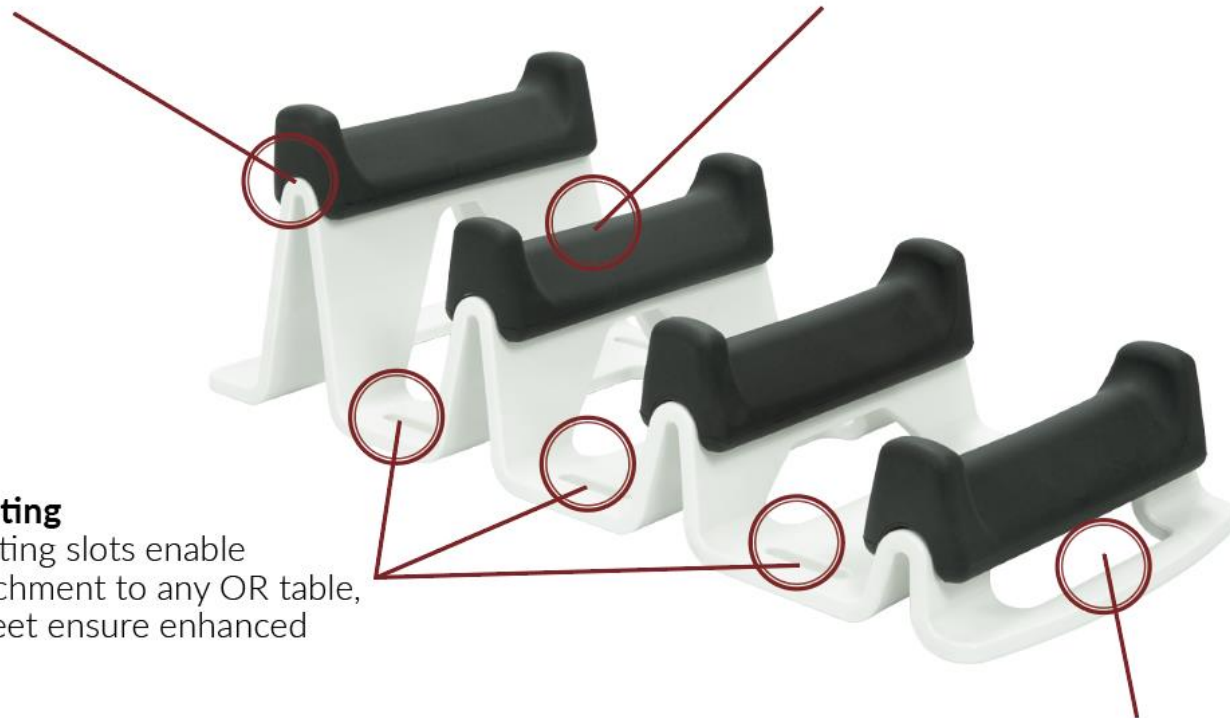
The raised position of the most distal foot rest allows for full knee extension, especially for patients with larger thighs.

Protection of Pressure Points

The soft, rounded distal side of the footrest provides comfort to the Achilles area, while its ergonomic shape offers optimal calf support.

Flexible Mounting

Multiple mounting slots enable adaptable attachment to any OR table, while rubber feet ensure enhanced traction.



Hyper Flex Position

The knee can be stabilized in the hyper-flexed position by allowing the patient's foot to slide into the pocket located in position 1 of the RAMP.

Raised Edges

Raised edges improve the visibility of pad location through the drape, improving accuracy and ease of use during positioning.



Flat Pad Design

The flat, firm, proximal-facing pad surface provides stable positioning for the sole of the foot.

Footrest Grip

The microstructured footrest provides a firm grip and superior stability.

Where The RAMP is used



Joint Replacement

(most common usage)

TKR

UKR



Sports Medicine

Meniscus procedures

Ligament reconstruction (ACL/PCL)

Cartilage repair

Osteotomy

Patellar realignment



Additional Uses

Arthroscopy

Fluoroscopy

Computer navigation

Robotic-assisted surgery

Workflow: Clinical Application

- Effortless transitions between six positions
- Unobstructed leg access
- X-ray compatible
- Single-assistant setup – no extra personnel needed



Stability

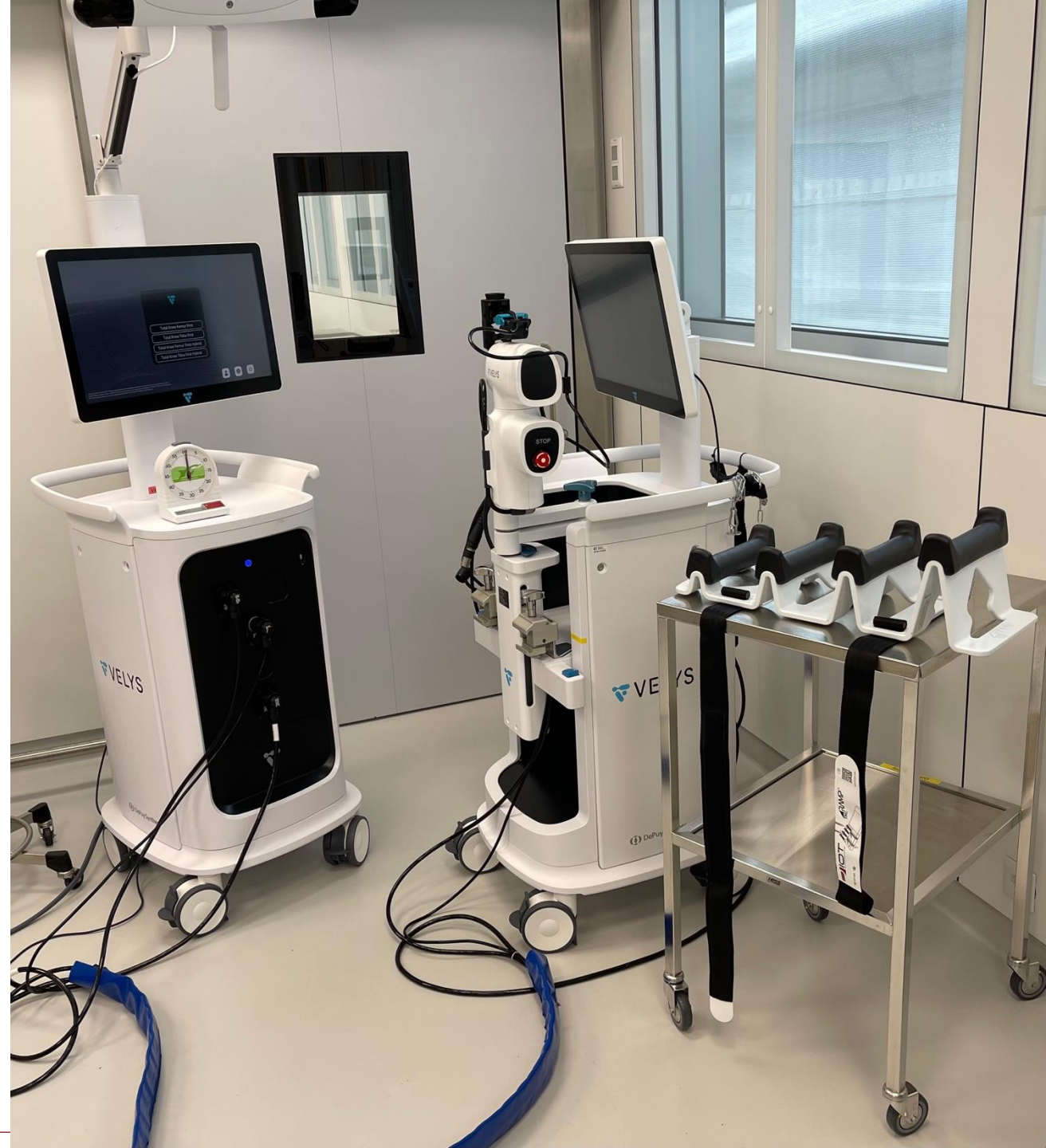
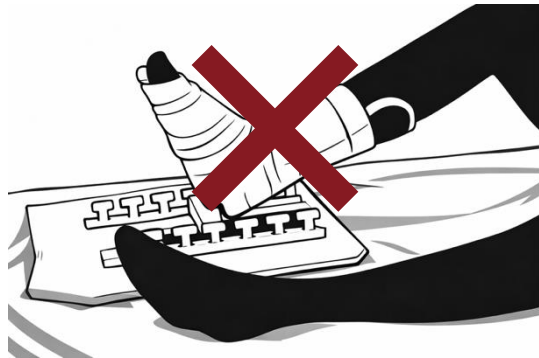
Hands-free stability: Use with a lateral support for swift, stable positioning.

The knee remains secure throughout the procedure, reducing manual assistance and improving workflow.



Precision: Ramp Up Robotics

- Stable reproducible positioning for robotic-assisted knee surgery while maintaining full leg mobility for easy leg registration.
- Unrestricted access to the ankle – no sterile boot required and no interference during malleolar digitization.



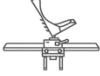


THE RAMP

**“Effortless and stable
knee fixation in all
necessary positions.”**

Dr. med. Johannes Erhardt

Positioning: Competitor Comparison



	The RAMP by IOT	Alvarado Style by Zimmer	De Mayo by IMP	Velocity Bump by Arthro	Custom Solutions: 1-2 Rolls	Custom Solution: Sandbag	Custom Solution: Any type of bump	Mako by Stryker	Knee Positioning Device by Getinge (powered)
No Sterilization Required	✓	✗	✗	✓	✓	✓	✓	✗	✓
No Consumables Required	✓	✗	✗	✗	✓	✓	✓	✗	✗
Extra Long Warranty	✓	✗	✗	✗	n/a	n/a	n/a	✗	✗
Stability <small>Low / Medium / High</small>	●●● High	●●● High	●●● High	●● Medium	● Low	● Low	● Low	●●● High	●●● High
Setup Time	● Fast	●●●● Slow	●●●● Slow	●●●● Slow	●●● Medium	●●● Medium	●●● Medium	●●●● Slow	●●●● Slow
Positions	6	6	Continous Adjustment	Continous Adjustment	1-2	1	1	Continous Adjustment	Continous Adjustment

The RAMP is easy to sell

- Easy to sell – surgeons understand the value once they try it
- Opens doors – ideal conversation starter
- Easy to demo – no moving parts, no setup complexity
- Trials close deals – 70% conversion
- Strong margins – excellent income-to-time ratio
- Gateway product – leads to broader orthopedic portfolio access



Start with the question:

“Are you happy with your current knee positioning method?”

Explain the upgrade:

“The RAMP gives you six stable positions, smoother workflow, and no sterilization or consumables”.

Offer the trial:

“Try The RAMP and experience the difference”

How to pitch The RAMP!

→ Let the OR experience do the selling.

Who should you talk to?



Primary decision makers and users: **Orthopedic Surgeons**

→ *They feel the workflow improvement immediately.*



Influencers: **OR nurses and positioning nurses, surgical technologists**

→ *They appreciate simpler, faster setup.*



Operational stakeholders: **OR managers, hospital administration**

→ *They care about efficiency, throughput, and cost savings.*

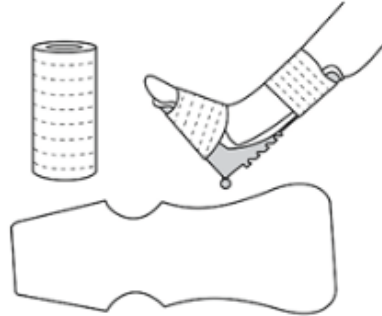
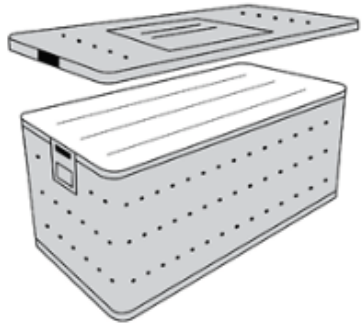
Pitch: Focus on Surgical Efficiency

- **One device, one setup** – Offers 6 stable positions and swift adjustments
- **Superior comfort and safety** – more effective and comfortable than basic methods like rolls or sandbags
- **More efficient than sterile positioners** – Simpler, faster, and always available, no sterilization or consumables required.
- **Boosts OR Workflow** – Streamlines procedures, saves time, enhances overall efficiency
- **Easy adoption** – Minimal training needed; integrates seamlessly into existing surgical routines
- **Free trial available** – Surgeons can try The RAMP free of charge and without obligation.

Pitch: Focus on Financial Efficiency

- **Optimized OR Human Resources** – Frees assistants from holding the leg and reduces physical strain.
- **Higher Procedure Throughput** – Fast setup and effective saves time.
- **No Sterilization or Consumable Costs** – Eliminates recurring costs tied to sterile positioning devices.
- **Long Device Lifespan** – designed for 5-year of daily OR use.
- **Easy to Train and Sell** – Low training effort, trials drive fast adoption and purchasing decisions.
- **Strong Distributor Economics** – High income-to-time investment ratio and effective door-opener to robotic and advanced surgical device markets.

Financial Benefits



✗ Sterilization

Save ~\$60 per case

✗ Consumables

Save ~\$40 per case



SAVE \$100 per case

- Quicker Set Up & Turnover
- Lower SPD Workload

- Lower Contamination Risk
- Less Waste

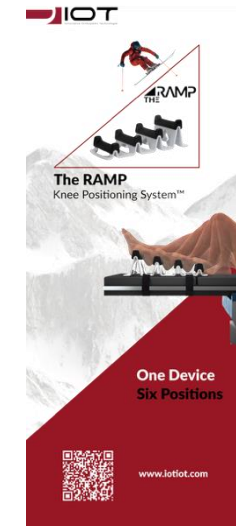
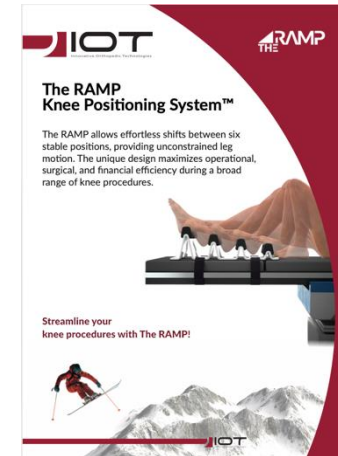
Cases Per Year	After 1 Year	After 5 Years
50	\$ 5'000	\$ 25'000
150	\$ 15'000	\$ 75'000
300	\$ 30'000	\$ 150'000

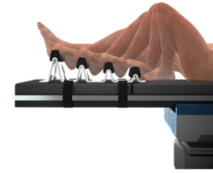
Pitch: Focus on Operational Efficiency

- **One-Step Installation** – Very easy and quick to set up, minimizing OR preparation time.
- **No Sterilization Needed** – Eliminates time-consuming disassembly and sterilization processes.
- **Simple Cleaning** – Easy to clean with a wipe; minimal cleaning required since the device is under the drape.
- **No Small Spare Parts** – Durable design avoids lost components and reduces maintenance hassles.

Tools & Resources

Scan the QR code to access marketing and sales material such as brochures, flyers, videos, product images, tech guides, IFUs etc.





Innovative Orthopedic Technologies IOT is dedicated to increasing efficiency in the OR. We develop and distribute specialty technologies for the orthopedic market.

In close collaboration with surgeons, we create innovative surgical positioning systems that unite Swiss precision, measurability and usability.

Every product reflects our belief that smart, purposeful design can transform the surgical workflow and elevate performance in the OR.

Our Swiss-made solutions are trusted in medical institutions worldwide, supported by trials, loaner and rental programs, as well as comprehensive clinical training delivered both on-site and online.

Founder Dr. Stefan Kreuzer

Where we are based



Innovative Orthopedic Technologies LLC is based in Austin, Texas, USA.



Innovative Orthopedic Technologies AG is based in Buchs, SG, Switzerland.



A small lift for the leg,
a giant leap for **EFFICIENCY** in the OR!



RAMP Up Your Sales!

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