

## PRESS KIT

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### About Intellijoint Surgical:

Intellijoint Surgical®, a start-up success story, is a Waterloo-based medical technology company founded in 2010. Our flagship product, **intellijoint HIP®**, started as a fourth year engineering project when Armen Barkirtzian, CEO and Co-Founder, came up with the idea for a product to make hip replacement surgeries more accurate after discussions with his orthopaedic surgeon father. **intellijoint HIP®** provides surgeons with real-time, intraoperative measurements to ensure proper positioning of orthopaedic implants during Total Hip Arthroplasty. Intellijoint is committed to driving clinical results through the development of surgical navigation solutions that are accessible, fast, and easy-to-use. Guided by a scientific advisory board comprised of Dr. Allan Gross, an orthopaedic surgeon at Mount Sinai Hospital, and members, Dr. Javad Parvizi at Thomas Jefferson University Hospital, Dr. Michael Cross at Hospital for Special Surgery, Dr. Wayne Paprosky at Rush University Medical Center, Dr. Ran Schwarzkopf at NYU School of Medicine, and Dr. Michael Bradley at South County Hospital, Intellijoint is setting the new standard in miniature 3D surgical navigation.

Intellijoint Surgical is the recipient of the North American Frost & Sullivan Enabling Technology Leadership Award 2016 and the Futurpreneur Shopify True Grit Award 2016.



## Intellijoint Backgrounders:

[Our Story](#)

[Leadership Biographies](#)

[intellijoint HIP Product Brochure](#)

## Intellijoint Surgical Social Media Platforms:

[Website](#)

[Twitter](#)

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## Intellijoint Surgical Brand Assets:



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## Proper Brand Formatting:

When using **intellijoint HIP** please ensure the proper format is recognized and used for every mention.

Bold font with small "i": **intelli**

Regular font immediately following: joint

Space then all capitals and bold font: **HIP**

= **intellijoint HIP<sup>®</sup>**