

On behalf of the Wound Care Franchise and Dermis Segment Team, we are excited to announce the launch of **AlloPatch® Pliable Meshed!**



AlloPatch®
ALLOGRAFT DERMAL MATRIX
PLIABLE MESHED



TISSUE FORM INFORMATION

Developed by MTF Biologics, AlloPatch Pliable Meshed is the newest addition to our reticular dermal tissue portfolio. AlloPatch Pliable Meshed consists of aseptically processed human reticular dermis that is meshed using a 3:1 meshing ratio allowing the tissue to expand up to **170%**!

Effective immediately, AlloPatch Pliable Meshed will be available in 3 sizes:

- 2cm x 2cm

- 4cm x 4cm
- 4cm x 8cm

Ordering Information and Predicted Expansion:

Order Number	Size	Area Without Expansion	Predicted Expanded Area
WC0222	2cm x 2cm	4 sq cm	6.7 sq cm
WC0424	4cm x 4cm	16 sq cm	27 sq cm
WC0448	4cm x 8cm	32 sq cm	54 sq cm

HCPCS CODE and Description:

Q4128, AlloPatch, per cm²

Read more about AlloPatch Pliable Meshed in the attached Brochure!

TISSUE CODES AND SERVICE FEES

Wound Care Consultants can place orders for AlloPatch Pliable Meshed with Consultant Support by phone (800) 946-9008 x4072 and by emailing ConsultantSupport@mtf.org

Codes and Pricing:

Order Number	AlloPatch Pliable Meshed	2023 List Service Fees
WC0222	AlloPatch Pliable Meshed 2x2cm	\$ 580.00
WC0424	AlloPatch Pliable Meshed 4x4cm	\$ 1,667.00
WC0448	AlloPatch Pliable Meshed 4x8cm	\$ 2,335.00

CONTRACTS:

At this time we are working to add AlloPatch Pliable Meshed to GPOs/IDNs. You will be notified when updates are made to our portfolio, and as we continue to generate access with group purchasing organization/integrated delivery networks

SALES PROGRAMS

Strategic Account Targeting

- Please continue to work with your RSM to identify and evaluate target accounts for AlloPatch Pliable Meshed. Our top targets are as follows:
 - Customers who have expressed interest in Meshed reticular dermis in the Wound Centers
 - Growth opportunities at existing accounts (both outpatient and inpatient usage)
 - Protect existing business from competition
- Our Goal is not to immediately convert all AlloPatch Pliable Business to AlloPatch Pliable Meshed. Work with your RSM and be strategic!

GRANT (No Charge for Clinical Evaluation):

- Limited granting will be allowed with approval from RSM and Marketing

Consignment and POR:

- Consignment and POR will be allowed with approval from RSM and Marketing

WHAT IS NEXT?

Promotion:

- Social media: Launch message will be posted early next week to all of our social media accounts. Please repost and share with your clinicians and friends.
- VTail: Launch message and brochure will be sent out to all VTail members
- Banner Ads: Banner ads will be updated with AlloPatch Pliable Meshed images and messaging
- Press Release: Press release will post next week
- SAWC Booth Graphics will reflect AlloPatch Pliable Meshed imaging and messaging
- Updated Wound Center Presentation coming soon!

Training:

- ACTO: updates and communication
- Live Training on 4/20

Brochures:

- CI Group: Brochures are in print now and will be available soon
- Drop Ship: 20 Brochures will be drop shipped to your home address

On behalf of the MTF Biologics Wound Care Franchise, we would like to thank everyone involved in the development, release, and continuous improvement of the newest tissue in our portfolio!

Thank you for continuing to fulfill our mission to save and heal lives by honoring the donated gift, serving patients, and advancing science.