

Executive Summary

Quarterly & Monthly Trends

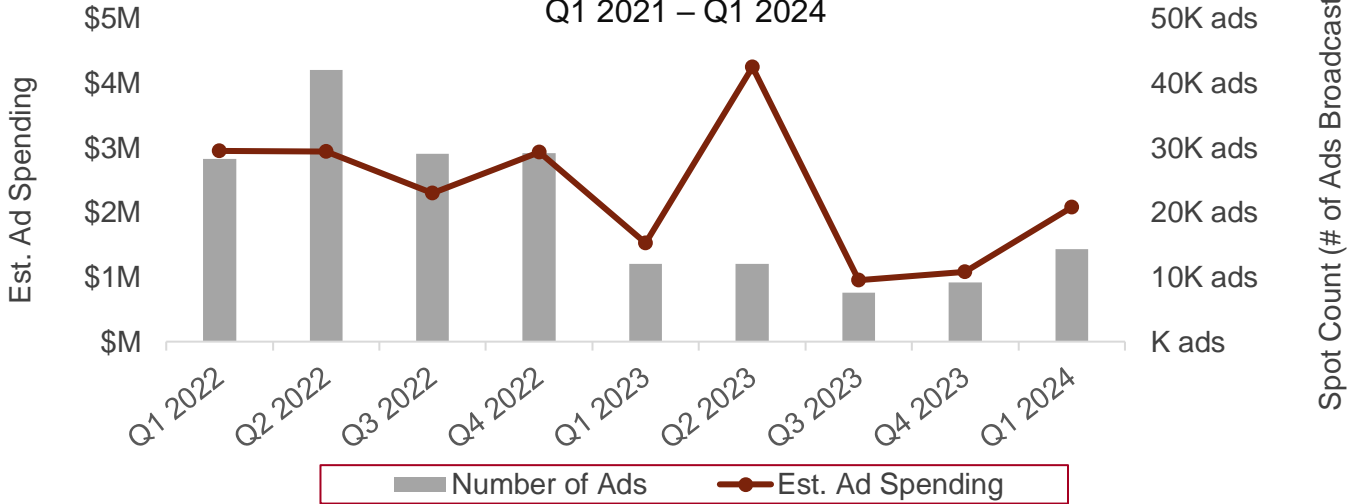
- Nearly \$2.1 million was spent from January through March 2024 to air more than 14,300 medical device injury claims solicitations television advertisements nationwide.
- Estimated spending for these ads nearly doubled from the prior quarter, and the number of these ads increased by almost 60% or 5,200 additional ads.
- First quarter spending peaked in February when \$846,000 was spent to air nearly 5,300 medical device ads. By contrast, the prior quarter's peak spending in October hit just under \$445,000, with over 1,000 fewer ads airing.

Top Targets

- **Implanted ports** for administering chemotherapy and other drugs garnered the most mass tort advertising activity this quarter, as in the prior quarter. Advertisers spent over \$916,000 to air 5,900 ads soliciting legal claims from patients injured by ports that have broken or migrated in the body. These ads aired nationally via national broadcast and cable networks and nationally syndicated television programming and in 75 U.S. local media markets. Many ads mentioned the Bard PowerPort by name.
- **Hernia Mesh** was the second-most targeted medical device during the quarter by measure of either estimated ad spending or ad volume. It accounted for 76% of nationally airing medical device advertising. Nearly 3,800 ads aired during the period at a cost of just over \$613,000 to solicit hernia mesh injury claims associated with mesh movement and disintegration in the body, and about 3,000 of these ads appeared during local TV broadcast programming in 77 U.S. local media markets.
- A subset of the hernia mesh advertising, **Physiomesb** was mentioned in over 2,000 ads last quarter—20 times as many as in the quarter before. Estimated spending on these ads was 24 times higher.
- **Pelvic mesh** devices were referenced in 2,100 ads costing over \$350,000, up from 1,200 ads costing \$183,000 in the prior quarter.
- **Polyurethane catheters** appeared in about 290 ads costing about \$78,000 from January through March while there were no ads about this product at the end of last year.
- Estimated spending on ads targeting **military earplugs** more than doubled from the prior quarter, and ad spending for **IVC filters** increased nearly nine-fold.
- In the first quarter, hip implants were mentioned in mass tort TV advertising for the first time in a year and a half.

1.1 Quarterly TV Advertising Volume

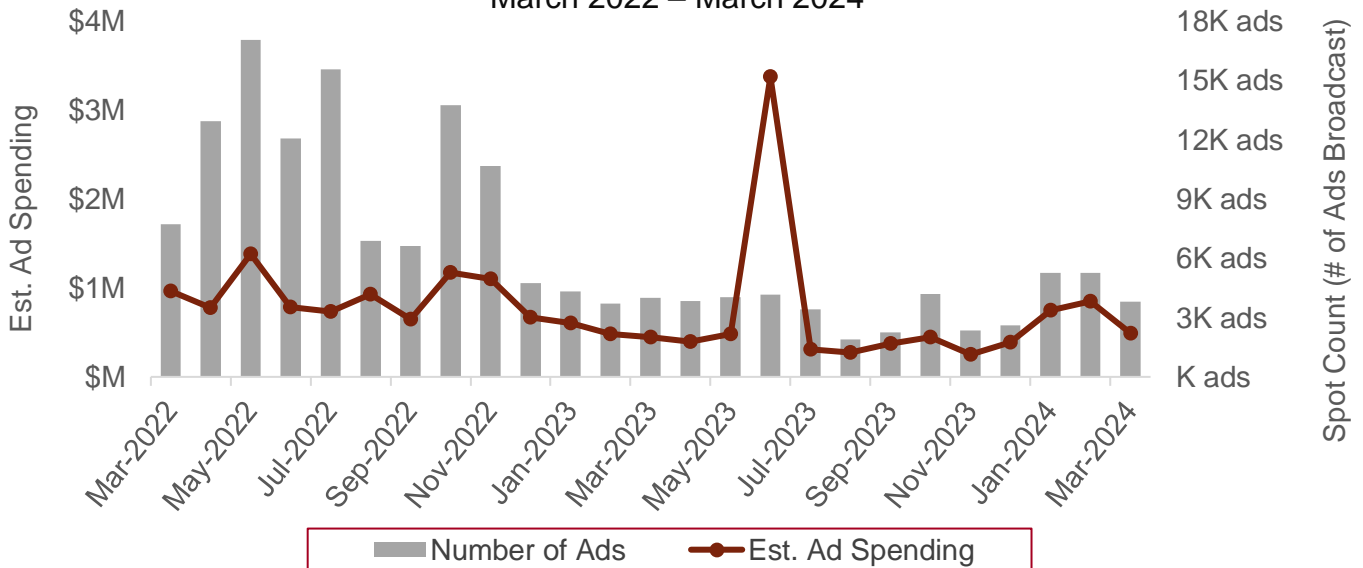
Quarterly Medical Device Mass Tort TV Advertising
Q1 2021 – Q1 2024



	Q3: Jul - Sep 2023	Q4: Oct - Dec 2023	Q1: Jan - Mar 2024	Percent Change
Estimated Ad Spending	\$951,408	\$1,086,111	\$2,085,207	92%
Number of Ads	7,578	9,151	14,331	57%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
March 2022 – March 2024



	January-24	February-24	March-24	Percent Change
Estimated Ad Spending	\$748,043	\$846,055	\$491,109	-42%
Number of Ads	5,261	5,253	3,817	-27%

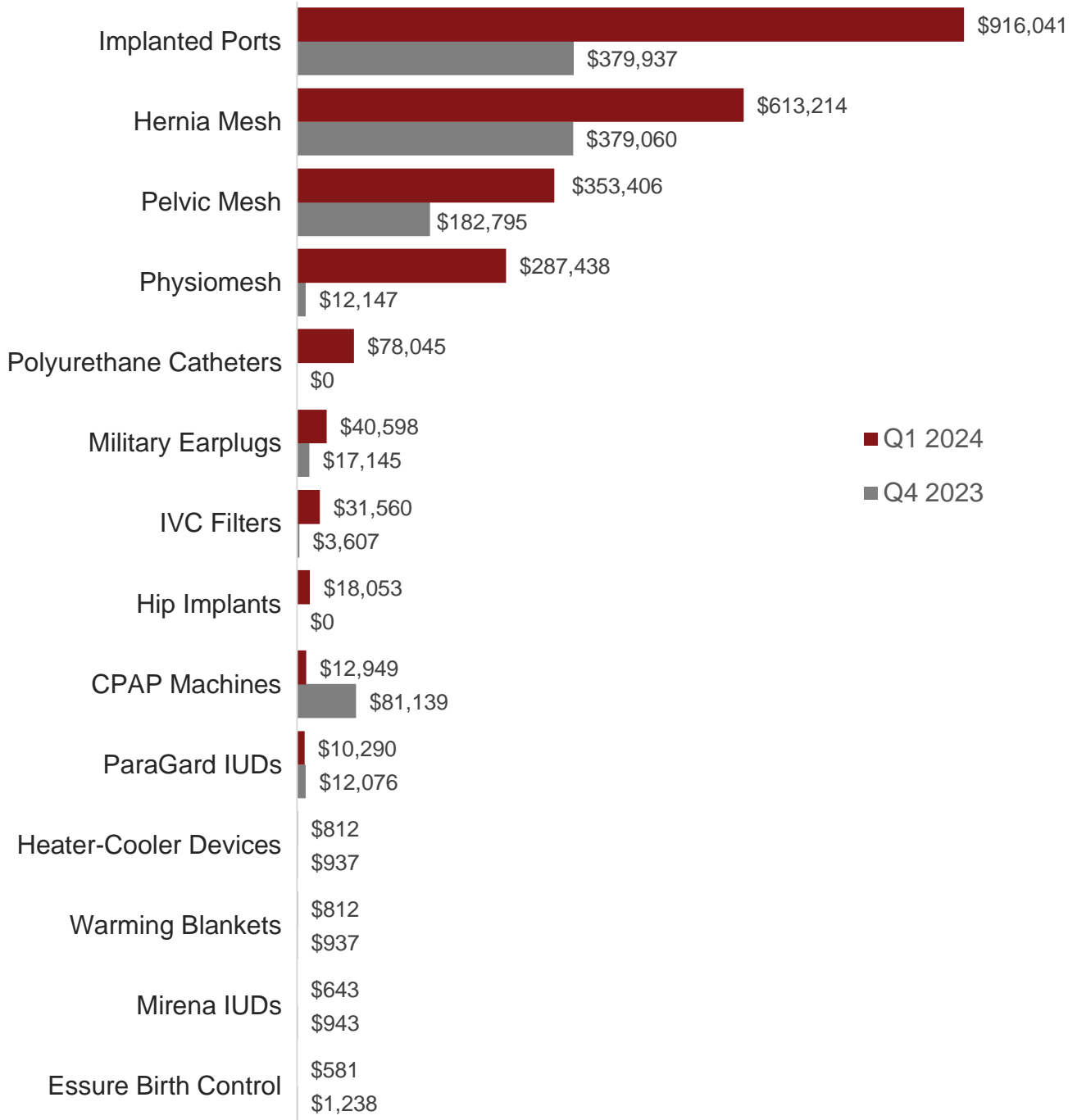
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q1 2024 vs. Q4 2023



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q1 2024 vs. Q4 2023

