

Arthrex Inc. in Third Year of NBC Sports Partnership to Provide Educational Animations

FOR IMMEDIATE RELEASE

NAPLES, FL – October 10, 2018 – Arthrex is now in its third year of a partnership with NBC Sports to provide specially-created custom animations of orthopedic human anatomy for use during NBC's [Sunday Night Football](#) telecasts during the 2018 NFL season. Arthrex's internationally-recognized animations are not only used to educate surgeons worldwide, they are also used to help educate viewers during discussions of player injuries.

In addition, Sunday Night Football will be sharing four social media posts featuring Arthrex animations with their followers to educate fans on common sports injuries.

"We are excited to continue our partnership with NBC Sports, which gives us a significant platform to showcase our-world class animations and help further educate the public about orthopedic injuries," said Sr. Director of Corporate Communications Dennis O'Keefe.

"For the third consecutive season, we are pleased to work with Arthrex, which provides high-quality, custom animations that offer a unique perspective to our broadcast," said Fred Gaudelli, executive producer of NBC's [Sunday Night Football](#).

Dr. Jimmy Andrews, an Arthrex faculty member and senior orthopedic consultant for the Washington Redskins, said Arthrex "knows the importance of educating patients about orthopedic procedures."

"Arthrex has always been a leader in patient education, so this is a natural fit for them to partner with Sunday Night Football and help viewers learn more about orthopedic injuries," he said. "I appreciate that they want to help people learn more about the orthopedic injuries that we see not only in football players, but in football fans, too."

Arthrex produces hundreds of educational animations in-house each year to educate surgeons on the safe and effective use of its products and techniques. Those same animations, combined with patient-friendly descriptions, are featured on [OrthoIllustrated.com](#), a platform for patients to learn more about the least invasive treatment options for common sports injuries and arthritis. Patients visiting [OrthoIllustrated.com](#) can also use a special Surgeon Finder to locate surgeons who perform specific procedures in their area or around the globe.

About Arthrex

Arthrex Inc., headquartered in Naples, FL, is a global leader in orthopedic product development and medical education for orthopedic surgeons. More than 13,000 products for arthroscopic and minimally invasive orthopedic surgical procedures have been developed by Arthrex and are currently marketed worldwide. For more information, visit [Arthrex.com](#) and [OrthoIllustrated.com](#).

###

Contact:

Lisa Gardiner, Communications Manager
239-643-5553

Lisa.Gardiner@Arthrex.com

Additional assets available online: **Photos** ⁽¹⁾

<https://newsroom.arthrex.com/2018-10-10-Arthrex-Inc-in-Third-Year-of-NBC-Sports-Partnership-to-Provide-Educational-Animations>