

## GOeasy and PeekMed® Sign Worldwide Agreement to Offer the First Fully Automated AI-Based Pre-Operative Planning Solution.

Instantaneous planning complements GOeasy's drive to reduce surgical costs and increase quality by reducing the complexity of pre-operative planning.

HAMBURG, Germany / BRAGA, Portugal (Jan. 06, 2021) – [GOeasy](#), a new German developer and manufacturer of orthopedic implants and instruments for joint replacement surgery, announced today the signing of a worldwide agency agreement with [PeekMed®](#), a Portuguese software technology company developing powerful 3D pre-operative digital planning tools.

GOeasy will promote PeekMed®'s unique Artificial Intelligence (AI)-based pre-operative planning solution through its international direct and indirect sales network. PeekMed®'s new product is the first such system that enables precise surgical 3D planning in an instant to virtually suit the implant to the patient's own anatomy. " PeekMed's indisputable expertise in AI, allowed the creation of an extensible database of Deep Learning models which are able to automatically identify and segment image structures. Using pre-trained models enables us to transfer prior knowledge, without the need for computational training from the ground up" said CEO and Chairman of PeekMed®, João Pedro Ribeiro.

PeekMed® is perfectly aligned with GOeasy's mission that decreasing complexity translates to better quality and reduced costs. Pre-operative planning is the most important step in predicting and preventing complications. While it is widespread and often compulsory in North America, Japan and northern Europe, elsewhere most orthopedic joint replacement surgeries go unplanned. Important reasons are the lack of conventional x-ray templates and the time required to master digital planning software. PeekMed® is web-based, mobile optimized and as easy as uploading a picture. A 2D or a 3D plan of a primary joint replacement surgery is literally created in a snap.

"Easy digital planning is also in line with GOeasy's drive to reduce cost by optimizing inventories", said Richard Zeissig, Managing Director of GOeasy. "When every surgery is planned, inventory needs can be more easily predicted, which also reduces the risk of delaying surgeries when certain implant sizes are missing. Ultimately, this is consistent with today's democratization of technology which simplifies conventional tasks and is rapidly becoming more accessible to surgeons we are serving in every corner of the world."

PeekMed®'s new product is first launching in the course of this year for our EasyKnee posterior stabilized total knee replacement. EasyKnee helps surgeons achieve reproducible results with an efficient technique for primary knee arthroplasty. PeekMed® for EasyHip is coming in 2022.

For more information, visit [www.go-implants.com/knee-replacement/](http://www.go-implants.com/knee-replacement/).

### About GOeasy

GO German Orthopedic Implants GmbH (GOeasy) is a global medical device company founded as a second brand company by the LINK Group in 2016 to develop and market orthopedic implant devices and related surgical instruments to new sales channels. Headquartered in Hamburg, Germany, GOeasy is launching worldwide sales in January 2021. Visit [www.go-implants.com](http://www.go-implants.com) or contact us at [info@go-implants.com](mailto:info@go-implants.com) for more information and connect with us on [LinkedIn](#).

### About PeekMed

Peek Health, S.A. (PeekMed®), founded and headquartered in Braga Portugal, is a global software-as-a-medical-device (SaMD) company operating in the medical imaging field. By developing, producing, and marketing a medical software technology to support the medical decision, it aims to provide more predictable patient treatments, currently focusing on orthopedic surgery. PeekMed® consists of a decision support tool for qualified health professionals to quickly and efficiently perform the pre-operative planning of any orthopedic procedure in 3 dimensions, using 2D image data from the patient. Find out more about the company on [www.peekmed.com](http://www.peekmed.com), contact us at [info@peekmed.com](mailto:info@peekmed.com) for more information or follow us on [LinkedIn](#).

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