



THE LEAP

The Magic of Aggregation

REDEFINING SURGICAL WOUND
CARE WITH ORGANOGENESIS

TRAIN YOUR BRAIN FOR
PRESSURE

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From the Founder

Lately I've been thinking a lot about what it really means to scale. Not just to grow for the sake of it, but grow in a way that actually works. Growth that makes sense and is sustainable.

This industry doesn't always make that easy.

For years, as independent reps we've had two choices. Go it alone and handle everything yourself (sales, billing, inventory, logistics) or get swallowed up by a massive corporation. In those environments, you're just a number. No one on the leadership team knows your name. And the systems in place weren't built for you. They were built to serve a spreadsheet and the bottom line.

That's exactly why we exists.

We're here to give high-performing reps the infrastructure they need without sacrificing the independence and relationships that make them great at what they do. We're not trying to fix things with more rules or more red tape. We're building smart systems that actually solve the right problems. And you guys are the ones doing it.

This year, we're taking it even further.

Scaling smarter means onboarding that doesn't drag on for months. Contracts that actually move. Tools that are simple to use and built to keep you one step ahead. It means connecting reps, hospitals, and manufacturers in a way that makes everyone's life easier, not harder. And most importantly, serves patients better.



It also means continuing to build a community of people who want to do good work with good people. That part really matters.

Smart scale isn't about chasing size. It's about building something strong, that lasts, and we're all proud to be a part of.

Thanks for being here. Let's make this the year we scale smarter!


Jonathan Knickerbocker
Co-Founder

HR UPDATES

NEW HIRES AND SUMMER VIBES

Fresh Faces, Big Energy!

We've added some serious firepower across Texas. Please join us in giving a warm Leap welcome to the newest members of our crew:

- Tessa Harmon – Surgical Sales Consultant (Austin, TX)
- Jaida Marks – Surgical Sales Consultant (Dallas, TX)
- Jaron Dykstra – Surgical Sales Consultant (Dallas, TX)
- Allyson Marsh – Surgical Sales Consultant (Dallas, TX)
- Ryann Young – Associate Sales Consultant (Houston, TX)
- Landry Terra – Surgical Intern (Dallas, TX)

We're excited to have them join the Leap team and bring their energy, grit, and fresh perspectives to the field. If you haven't already, reach out and say hello!



F

Staying Cool in Q3

120

Why surviving the summer takes more than sunscreen - and yes, we're talking to you.

Let's talk about the heat. Not pressure, not performance, not Q3 quotas. We mean actual, Texas-style, scorched-steering-wheel heat. Whether you're bouncing between hospitals, stuck in traffic with a melted protein bar, or wondering how your house is simultaneously 80 degrees and also freezing, summer is doing what it does best - wearing us all down.

Here's your unofficial guide to making it through without melting, snapping, or snapping at someone:

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01. YOUR BRAIN RUNS ON WATER

Hydration is not optional when it's 97 degrees by lunch. Even mild dehydration messes with your focus, your energy, and your patience. And no, coffee doesn't count. Start your mornings with water and keep it flowing throughout the day.

Bonus tip: a splash of citrus and a pinch of salt turns your water into a DIY electrolyte drink. No neon required.

02. CHILL YOUR HANDS, COOL YOUR BODY

Fun fact: your palms, soles, and face are lined with "glabrous skin" - basically your body's built-in cooling system. Running cold water over your hands or holding a frosty tumbler can bring your temp down faster than chugging ice water.

This is your excuse to always have a cold drink in hand. You're not high-maintenance - you're scientific.

80

03. GO OUTSIDE (BUT ONLY STRATEGICALLY)

Sunlight before 10 a.m. or after 6 p.m. is your friend. Just five minutes outside - walk, call, deep breath, whatever - can do more for your mood than a dozen Team pings ever will. Bonus: your nervous system will thank you.

Remote that day? Take your 1-on-1 on a walk. Your inbox will still be there. Hopefully less murderous.

60

04. DRESS LIKE YOU'VE BEEN HERE BEFORE

Lightweight, breathable fabrics. Neutral colors. Backup shirts. Car hats. You know the drill. This isn't about fashion. It's about survival.

Also, yes - linen is a power move. Embrace the wrinkles. It's called texture.

40

05. USE YOUR PTO BEFORE YOU ACTUALLY NEED IT

Burnout doesn't always show up with warning signs. Sometimes it just hits. Plan your breaks now. Stay mentally cool with a long weekend, a random Friday., Even a half-day can do wonders for your head. You'll come back clearer, faster, and slightly less prone to snapping your laptop in half.

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THE BOTTOM LINE

You can't run on empty. Especially not in this heat. So hydrate, chill your hands, wear the breezy shirt, and schedule your time off. Q3 will still be here. You don't have to suffer through it to do a good job.

Take care of yourself. The work's better when you do.



THE NUMBERS BEHIND THE OPPORTUNITY



Why the medical device market is primed for consolidation – and how Leap is closing the gap.

When most people think “medical devices,” they picture the big names – Medtronic, J&J, Abbott, Stryker, Siemens. And to be fair, they’ve earned their spot at the top. They’ve got armies of reps, big contracts, and massive portfolios.

But here’s the twist: those five companies? They only control about a quarter of the global market.¹

The other 70 to 75 percent belongs to everyone else – small and mid-sized manufacturers, niche innovators, and emerging technologies too specialized (or too small) to interest a corporate giant.² And that’s not a bug in the system. That’s an opportunity.

A Fragmented Industry with Billion-Dollar Potential

The medical device space is surprisingly fragmented. In the U.S. alone, more than 6,500 manufacturers operate in this space, and the vast majority of them (around 80%) employ fewer than 50 people.³ They’re the backbone of product innovation, often focused on doing one thing exceptionally well: an advanced screw, a smarter drill, a new graft delivery system.

They don’t need to replace the “big five.” They need access.

That’s the rub. Great products don’t scale without distribution. Sales coverage, regulatory support, logistics – all of that takes time, capital, and headcount. And without it, even the best technologies stay trapped in regional silos or die in R&D purgatory.

“We saw the fragmentation for what it was – not a problem, but an opening.”

Distributors Have Always Been the Fix

For decades, independent distributors have been the answer. They're the unsung heroes connecting hospital buyers with high-performance, under-the-radar solutions that actually move the needle in surgery.

Distributors bridge the gap by:

- Aggregating portfolios across multiple manufacturers, creating value through diversity⁴
- Giving smaller OEMs market access they otherwise couldn't afford⁵
- Managing logistics and compliance in a way that's invisible to the surgeon⁵
- Customizing solutions to fit the workflows of their specific hospitals and surgeon relationships⁶

The result? Hospitals get exactly what they need. Surgeons get tools that fit their technique. And smaller manufacturers get a fighting chance at scale.

But Even the Distributors Need Help

Here's the truth: independent distributors are running into the same wall manufacturers face. Too small to scale. Too busy to grow. Caught between surgeon needs, admin tasks, and shifting hospital demands, they spend more time chasing POs than building their business.

That's where Leap comes in.

Why This Matters to Leap

We saw the fragmentation for what it was - not a problem, but an opening. A wide-open lane to connect what's been operating in silos for too long. Here's why this moment is different—and why Leap is uniquely positioned to own it:

- **Strategic Alignment:** Just like distributors aggregate products, we aggregate distributors. We bring infrastructure, leverage, and capital to an industry that's long run on handshakes, Excel sheets, and adrenaline. We're not interested in controlling reps - we're focused on equipping them.
- **Market Timing:** Hospitals and GPOs are demanding simpler contracts, broader offerings, and real-time accountability. The only way to meet that demand without going full Medtronic is by consolidating the backend - tech, ops, contracts - while preserving the front-end relationships that make this industry work.

- **Undervalued Assets:** Most distributors don't even realize the value of what they've built. Surgeon trust, hospital access, regional dominance - these are moats the big five wish they could replicate. By joining Leap, distributors keep their identity, grow their impact, and get rewarded for both.
- **Compounding Advantage:** As we add more reps and manufacturers to the platform, the value multiplies. Better contracts. Broader coverage. More leverage with hospitals. Our scale doesn't dilute - it compounds.

What the Market Really Needs

What the industry needs right now is not another Goliath. It needs a smarter collective. Someone to:

- Organize the chaos
- Build the digital and operational infrastructure
- Let independents stay independent - while giving them the tools to grow like a national

That's Leap.

We're not here to compete for scraps. We're here to build a bigger table. One where small manufacturers get seen, distributors get support, and hospitals get access to what actually works.

The Bottom Line

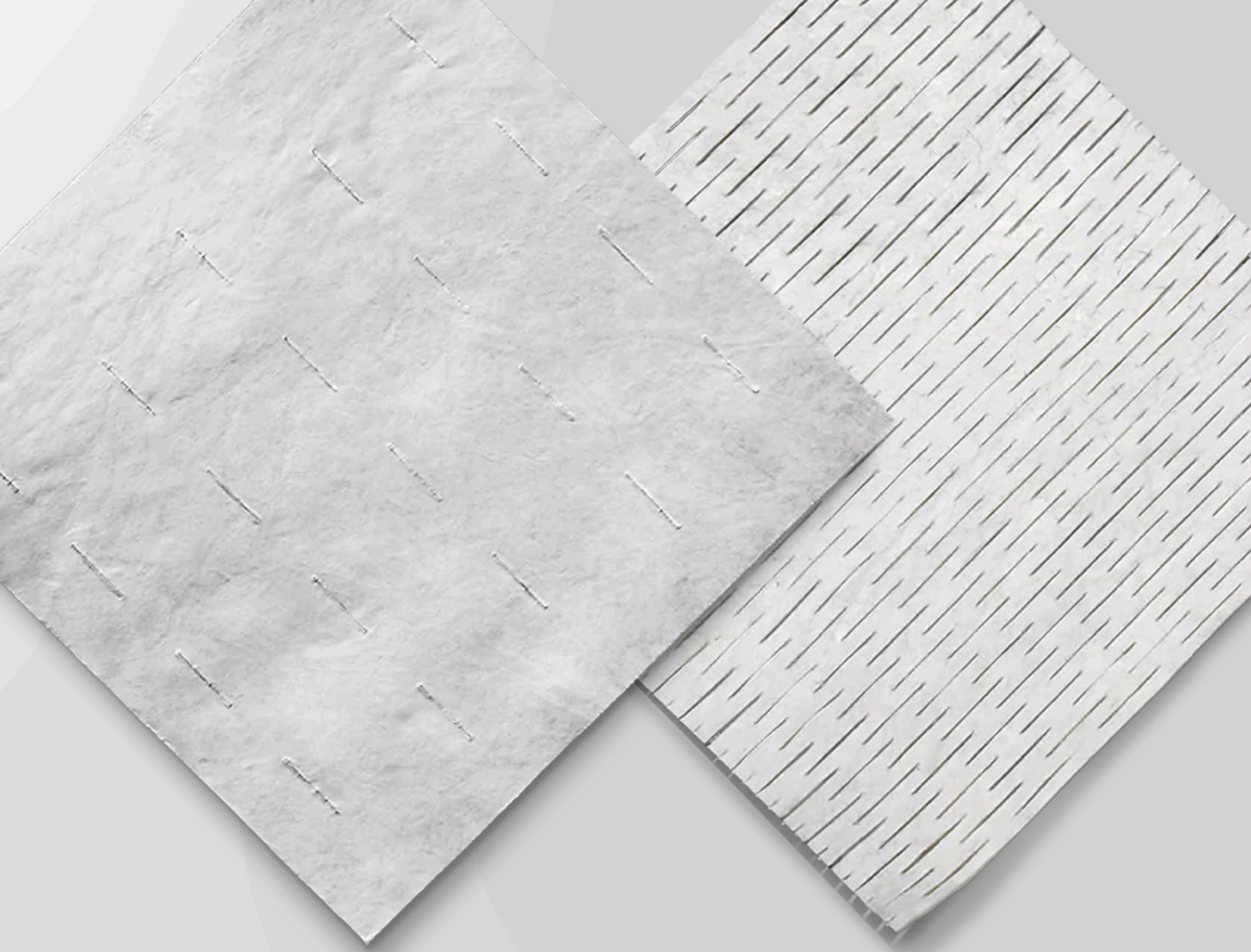
This market was never meant to be monopolized. It was meant to be optimized.

The innovation is already out there. The reps already know what surgeons want. The hospitals are already looking for something different. What's been missing is a system to bring it all together.

That's what Leap is doing - one distributor, one contract, one smart move at a time.

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WHY PURAPLY® AM
REDEFINES SURGICAL
WOUND CARE.

STAYING SHARP

Whether you're talking to a new surgeon or reinforcing value with your current accounts, it's always worth revisiting the clinical proof. Next you'll find the latest brochure and a powerful study showcasing how PuraPly® AM helps drive better outcomes in surgical wound care. Give it a quick refresh - your next case conversation might depend on it.

THE POWER OF PLUS

Native, cross-linked extracellular matrix scaffold +
sustained antimicrobial effectiveness within
the product to support healing and aid in
granulation tissue formation¹⁻⁴



| PuraPly®AM

SUSTAINED ANTIMICROBIAL EFFECT WITHIN THE PRODUCT²

Unique combination helps address challenges to healing
or creating a viable wound bed for definitive closure¹⁻⁵

Broad-spectrum PHMB antimicrobial⁶

- Proactively disrupts bioburden^{1,3,7}
- High tissue compatibility and low cytotoxicity^{2,6,7}
- No known instances of bacteria acquiring resistance to date^{3,6,7}

PHMB=polyhexamethylene biguanide



Native, cross-linked ECM^{3,8,9}

- Provides a scaffold for cellular migration and proliferation that aids in granulation tissue formation^{4,9}
- Inhibits a wide range of MMPs and controls excess proteases^{3,10,11}
- Resists protease degradation^{3,10,11}

ECM=extracellular matrix;
MMPs=matrix metalloproteinases



AVAILABLE IN A RANGE OF SIZES

Product	Product Number	Total Size (cm ²)	Billable Units	HCPCS Code	UPC Number
PuraPly AM 5x5	PURAPLYAM-COM 5x5	25	25	Q4196	618474000107
PuraPly AM 6x9	PURAPLYAM-COM 6x9	54	54	Q4196	618474000114

Contact your Organogenesis Tissue Regeneration Specialist
for additional product or ordering information.

References: **1.** PuraPly Antimicrobial [package insert]. Canton, MA: Organogenesis Inc; 2023. **2.** Davis SC, et al. *Int Wound J*. 2022;19(1):86-99. **3.** Brantley J, et al. *Wounds Int*. 2016;7(3):1-5. **4.** Bain MA, et al. *J Comp Eff Res*. 2020;9(10):691-703. **5.** Hall J, et al. *Wound Repair Regen*. 2014;22(6):694-700. **6.** Hübner NO, et al. *Skin Pharmacol Physiol*. 2010;23(1 suppl):17-27. **7.** Gilbert P, et al. *J Appl Microbiol*. 2005;99(4):703-715. **8.** Billiar K, et al. *J Biomed Mater Res*. 2001;56(1):101-108. **9.** Data on file. PDR-0008. Organogenesis Inc. **10.** Carpenter S, et al. *Wounds*. 2016;28(6 suppl):S1-S20. **11.** Data on file. PDR-0005. Organogenesis Inc.



SURGICAL WOUND: ABDOMINAL RECONSTRUCTION



Case courtesy of Randall Cornateanu, M.D., General Surgeon; Newport Beach, CA.

PuraPly® AM (PPAM), a native ECM scaffold + broad-spectrum PHMB antimicrobial barrier, was used to control bioburden within the product and support granulation tissue formation.

PuraPly® MZ (PPMZ), a micronized native collagen matrix, was used to support a wound healing environment of a Fournier's gangrene.

Clinical History

- 53-year-old female
- **Comorbidities:** Type II Diabetes
- **Prior treatments:** L labial abscess (10/24/24)
Antibiotics: Clindamycin, Piperacillin-Tazobactam (10/29–11/11/24)
- **Inpatient:** Fournier's gangrene

Surgical Intervention

- **[10/29/24]** Excisional debridement of skin–fascia.
Wound size: 30 x 25 x 9cm
Culture: Streptococcus Mitis
- **[11/1/24]** **Initial application:**
Wound size: 30 x 25 x 10cm
PPMZ (1000mg) and PPAM (8-units, 5 x 5cm) with wound VAC applied in OR post-excisional debridement, then sent to ICU.

Follow-Up

- **[11/6/24]** **Second PPAM application (4-units, 5 x 5cm):**
Wound size: 30 x 25 x 8cm
First wound VAC change. Patient extubated, off pressors, and out of the ICU. Sepsis resolved. Healthy granulation tissue forming in the wound.

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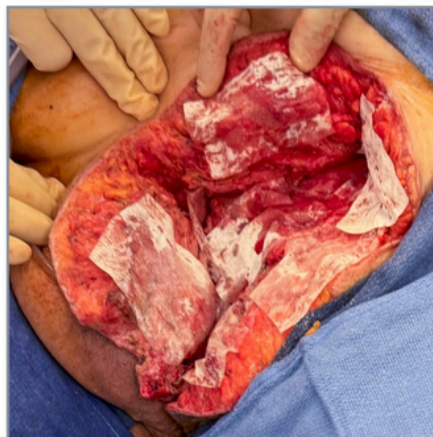
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OCT 29, 2024



Initial debridement
30 x 25 x 9cm

NOV 1, 2024



PPMZ + PPAM application
30 x 25 x 10cm

NOV 6, 2025



2nd PPAM application
30 x 25 x 8cm

PuraPly®AM PuraPly®MZ

SURGICAL WOUND: ABDOMINAL RECONSTRUCTION

CONTINUED



Case courtesy of Randall Cornateanu, M.D., General Surgeon; Newport Beach, CA.

Follow-Up (continued)

- [11/11/24] Inpatient wound VAC change
Wound size: 17 x 5 x 4cm
Antibiotics: Ceftriaxone, Diflucan
- [11/16/24] Discharged from hospital with home health
- [11/27/24] Follow-up appt.
wound VAC change
Wound size: 15 x 4 x 2cm
- [12/4/24] Follow-up appt.
- [1/8/25] Follow-up appt.
Wound size: 10 x 1cm
- Patient has reported that the wound has closed but has not reported to further follow-ups with the provider.

NOV 11, 2024



Post wound VAC
17 x 5 x 4cm

NOV 27, 2024



Post wound VAC
15 x 4 x 2cm

JAN 8, 2025



Post wound VAC
10 x 1cm

A wound healing environment was supported with one application of PuraPly MZ and two applications of PuraPly AM with conventional wound care.





THE MAGIC OF AGGREGATION

WHAT OIL FIELDS, THE PANDO FOREST, AND LEAP DISTRIBUTORS ALL HAVE IN COMMON.

There's something fascinating about systems that thrive through connection.

Take oil fields, for example. A single independent operator with 10 wells? Not that compelling. But 50 of those small operators combined into one portfolio – now you've got something major players can't ignore. That's leverage. That's value creation. That's scale.

Or look at the Pando Forest in Utah – an enormous grove of 40,000 aspen trees, all connected by a single underground root system. To the eye, it looks like a forest. But it's actually one organism, operating in perfect unity. It's resilient. It's efficient. And it's survived for over 80,000 years.

Both are powerful reminders that aggregation isn't about sameness. It's about creating strength by uniting what already exists – roots, wells, talent, market share – and letting that connection do what isolation never could.

Independent medical distributors have always been scrappy. Resilient. Nimble. They build real relationships and deliver real results – but historically, they've had to do it alone.

That independence is a superpower...until it becomes a limitation.

The truth? Most distributors are stuck spending time chasing purchase orders, getting steamrolled in contract negotiations, or being ignored by manufacturers because they're "too small" to matter.

Meanwhile, big-box companies consolidate contracts, scoop up share, and deliver just enough support to keep hospitals hanging on—but not enough to actually solve their problems.

At Leap, we looked at the state of the industry and said: *There's a better way.*

Aggregation Is the Advantage

What if we brought independent distributors together – not under a rigid structure, but through a scalable, flexible platform that lets them retain their local roots and relationships, while gaining the leverage of something much larger?

That's the model. And it works.

By aggregating the fragmented power of independent distributors, Leap creates a network that can:

- Negotiate better contracts
- Deliver centralized support (without corporate bloat)
- Open new doors with manufacturers and hospitals
- Let reps focus on selling, not admin

You're still you, just with more behind you.

We're Not Here to Compete for the Pie. We're Here to Grow It.

Every distributor wants a bigger piece of the market. But what if the smarter play is to make the market work better?

That's what aggregation does.

It takes the industry from 10,000 solo players to a connected, focused, high-performance system.

Just like that oil entrepreneur in Landman or the Pando Forest quietly running the largest living organism on Earth, Leap is here to prove that strength doesn't come from size – it comes from connection.

So what do oil fields, aspen groves, and Leap Distributors have in common?

They're all proof that when independent parts connect with purpose, they become something far more powerful than anyone expected.

Welcome to the magic of aggregation.

We're just getting started.



THE COACH'S CORNER



WHAT YOU TELL YOURSELF
IS EVERYTHING

Train your brain to perform under pressure.

Most people think mindset is something they have. Like a mood or personality trait that shows up when needed. But the truth is that mindset is something you build. It's a tool. And just like any other tool, it works best when you sharpen it on purpose.

When the pressure is on, when the deal slips, the numbers miss, or your day takes a turn, your mindset determines whether you steady the ship or add fuel to the fire. The good news is that it's trainable. But it does take effort.

Start by Noticing the Narrative

When things go wrong, your brain doesn't lead with logic. It leads with stories. Fast and familiar ones. You might hear yourself say:

- "I'm behind."
- "I should've known better."
- "This always happens to me."
- "They're going to figure out I'm in over my head."

These aren't objective facts. They're habits. Thoughts you've repeated so many times they've started to feel like truth. And your brain, always trying to be efficient, serves them up without question.

The first step is not to silence the story. It's to notice it. Then choose a new one.

Try saying: "That's just one version of the story. Let's keep going."

This doesn't require perfection. Just awareness. And that's where the shift begins.

Find a Phrase That Works

Not every phrase has to be super motivational. In fact, the best ones feel real, even when everything is going sideways. Think of it like a lifeline. Something you can grab in the middle of a mental storm.

Here are a few examples:

- "I've figured things out before. This isn't different."
- "This is pressure. Not a problem."
- "This is hard and I'm capable."
- "We don't need perfect. We need progress."
- "Let's just get to the next corner."

Pick one that feels true. The goal isn't to force confidence. It's to interrupt the spiral and return to action.

Practice with Intention

People who stay calm under pressure didn't get lucky. They had practice. The best leaders I know rehearse pressure like athletes rehearse competition.

They do things before they feel ready, take action before they feel comfortable, and build evidence that they can handle more than their mind tells them they can.

If you want to train your brain to perform under pressure, put it under pressure regularly. Not recklessly. Intentionally.

You could lead the meeting even when you feel unsure.

You could give yourself fifteen minutes to outline a pitch instead of spending three hours second guessing it.

You could start the hard conversation today instead of waiting for the perfect timing.

Pressure is a skill and it strengthens with reps.



When Your Mind Gets Loud, Get Clear

Growth and change always come with noise. Your brain gets louder, not quieter. That's normal.

You might doubt yourself, overthink, or maybe this isn't the right time. But those feelings are not facts. To get out of the spiral, get clear. Ask yourself:

- What's actually true?
- What can I do in the next ten minutes?
- What would future me thank me for?

Questions like these bring you back into the present. They give you direction when your thoughts try to drag you in five different directions at once.

Bottom Line: Train What Actually Matters

Mindset is not about being fearless. It's about being prepared.

You don't need to be perfect. You don't need to fake confidence. You just need a way to bring yourself back when things start to spin.

Build the habit of noticing your thoughts. Choose phrases that help you move forward. Practice under pressure when the stakes are low, so you're ready when they're high.

Most of all, remind yourself that the story in your head is just that. Just a story.

And the good news is, you're the one in charge of writing it.

Deanne Moore LPC/LMFT

Deanne Moore is an exceptional expert in communication and relationships, harnessing her extensive knowledge in psychotherapy and business coaching to guide individuals in overcoming obstacles, enhancing performance, and achieving personal and professional success. Her dedication to empowering others and her innovative problem-solving make her a valuable team asset for Leap.

REMEMBER:

Counseling and coaching from Deanne is available at no cost to all Leap employees. She can be reached via email at deanne@nevertoolatecounseling.com or cell phone at (972) 345-7998.

TOP PODCASTS FOR LEVELING UP

Curated listens for mindset, leadership, and performance – ideal for those hours on the road. Here's your June shortlist of go-to pods – smart, actionable, and designed to make your drive just a little more productive.



01. COACHING FOR LEADERS WITH DAVE STACHOWIAK

A favorite among rising and seasoned leaders alike. Dave dives into real-world leadership challenges with top experts—from Simon Sinek to Marshall Goldsmith. Perfect pickup-and-go episodes (30-45min) that unpack leadership strategies you can test today.



02. MASTERS OF SCALE WITH REID HOFFMAN

Hosted by LinkedIn's co-founder, this podcast explores the counter-intuitive principles behind scaling fast and smart. Packed with storytelling and wit, it delivers bite-sized lessons from legends like Airbnb, Netflix, and Barack Obama.



03. THE TIM FERRISS SHOW

Long-form interviews with peak performers (think: athletes, entrepreneurs, thinkers). Tim unpacks morning routines, decision hacks, and life philosophies in each sprawling chat—perfect for epic drives or deep-focus hours.



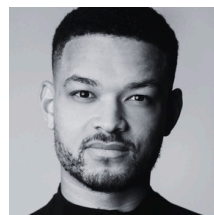
04. THE LEARNING LEADER SHOW WITH RYAN HAWK

If you love leadership wisdom from across domains—sports, business, non-profit—this one is for you. Ryan brings honest, in-the-trenches stories and polished insights in episodes that land hard without feeling preachy.



05. A BIT OF OPTIMISM WITH SIMON SINEK

Need a fresh dose of perspective? Simon's solo or with guests, he focuses on positivity, purpose, and how empathy makes better leaders. Think uplifting but grounded—great mid-day motivational fuel.



06. THE DIARY OF A CEO WITH STEVEN BARTLETT

A breakout global hit, this podcast blends vulnerability and entrepreneurship in a way that's frank, raw—and surprisingly soothing. If you've ever wondered what it really takes to lead (and stay sane), here's your therapy session.



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