

# THE LEAP

AUGUST 2025 | ISSUE NO. 02

NEWSLETTER

## Surgeon Choice

How an aggregated model  
can actually support more  
surgeon choice.

Speak So People  
Actually Listen

The Orthofix®  
TruLok™ Elevate  
System

New Faces, Fresh  
Energy







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# From the Founder

As we close out August, I've been thinking a lot about what we're building and how much progress we've made this year. Growth like this doesn't happen by accident. It takes a lot of hard work, buy-in, and people who care about doing things the right way. And that's exactly what we've seen across our network these last few months.

One of the biggest things in motion right now is the Houston integration. It's still in progress, but the momentum is real. The team here has hit the ground running, and it's been exciting to see everyone starting to come together with a shared mindset. We're not just expanding. We're aligning. And when that happens with the right people, big things start to move fast.

Behind the scenes, we've been focused on setting up the systems that will carry us into 2026. The kind of backend infrastructure that doesn't just support scale, but actually accelerates it. It's not flashy work, but it's the foundation. And it's going to free up our teams to do more of what makes Leap different - showing up, solving problems, and creating value in every conversation.

The growth we've seen this year has been strong. That's a credit to all of you. From the reps in the field to the people making sure logistics don't break down mid-case, everyone's been showing up with a mindset that raises the bar.

We're heading into the last leg of the year with real traction, and 2026 is shaping up to be something big.

Let's keep pushing.



Wes Lambard  
Co-Founder



# HR UPDATES

## WHAT'S NEW IN THE WORLD OF PEOPLE, POLICIES...AND PARTIES

We've got a few things cooking on the HR front - some practical, some celebratory, and all worth a quick read before your next case, call, or coffee break.

### Coming Soon:

#### Corporate Cards That Work as Hard as You Do

We'll be rolling out a brand-new Corporate Credit Card & Expense Policy. It's designed to take some of the friction out of expense reports (finally). Keep an eye out for training materials and instructions soon.

#### Updated Employee Handbook

HR's been busy behind the curtain revamping the Employee Handbook - not just to check compliance boxes, but to make it actually useful. Expect clear guidance, fewer question marks. Coming to your inbox soon.

### September Birthdays

Scott Bricker - September 6

McLean Coble - September 7



### 5-Year Leap Legend!

This month marks five years of consistency, care, and quiet excellence from Leah Hearn - and we couldn't be more thankful to have her on the team.

She's been with Leap through early days and big growth, always bringing a sharp eye, calm presence, and the kind of steady reliability that makes everything run smoother.

Leah's the teammate who never asks for credit, but always deserves it.

Thank you, Leah, for five standout years.

We're better because you're here.



Jeremy Smith

Meet Jeremy Smith, our newest Regional Manager here at Leap. With more than 16 years in medical devices and over seven of those leading a territory in Dallas, Jeremy knows what it takes to build strong surgeon partnerships and deliver in high-stakes specialties. Foot and ankle, sports medicine, joint reconstruction, biologics, trauma — you name it, Jeremy's been in the case. He brings not just expertise but a reputation for rolling up his sleeves and making sure surgeons have exactly what they need when it matters most.

When he's not in the OR or out with customers, Jeremy is all about family, good food, and the outdoors. Married to his wife Katie for 15 years, they're raising three kids (11, 7, and 2) along with two doodles who keep the house busy. Free time usually means youth sports, grilling, or sneaking in a hunting or fishing trip. We like to say Leap attracts people who know how to work hard and live fully — and Jeremy fits that mold perfectly.

## NEW FACES *fresh energy*



Ty Harvey

We're excited to welcome Ty Harvey as an Associate Sales Consultant on our spine team. Ty brings a strong mix of competitive drive and real-world experience, from his years in freight sales to earning his MBA at Missouri Western. With a background in college football, he's no stranger to long hours, tough challenges, and finding a way to win — all qualities that translate directly to supporting our surgeons and distributors.

Away from work, Ty keeps his roots close. Growing up in Howe with five siblings taught him the value of teamwork and resilience, and today he spends much of his free time outdoors hunting and fishing, or with his nieces and nephews. He's already hit the ground running here at Leap, and we're looking forward to the impact he'll make as part of the team.



# the vibe *Check*



When Leap was founded, it wasn't about becoming another player in the medical device industry. It was about creating something different, a company that not only grows, but grows the right way. As our team has expanded and our network has scaled, one thing became clear: we needed to capture in words what makes Leap, well...Leap.

This summer, the founders came together to do exactly that. We didn't want a corporate slogan or a poster for the wall. We wanted a set of values that would guide how we work, how we lead, and how we serve our partners and each other. The result is five values that don't just sound good, they're already woven into how we show up every day.

# THIS. Is the *vibe*.

**Excellence: We reset the standard and don't settle for less.**

Excellence means showing up at the highest level in everything we do. It's not about being perfect, it's about owning the standard and holding ourselves and each other to it. We execute with precision, stay on top of our game, and constantly strive to be better than yesterday.

**Trust: We earn it every day through honesty, transparency, and follow-through.**

Trust is our foundation. It's not just about what we say, but what we deliver. We do the right thing even when it's inconvenient. We keep our word, own our mistakes, and show up with integrity in every relationship, internal and external.

**Connection: We bring people, products, and purpose together.**

Connection means building authentic relationships and aligning interests. We unite surgeons, suppliers, and distributors through collaboration and shared success. We believe we're stronger together and we grow better because of it.

**Evolution: We adapt, innovate, and grow so our partners stay ahead.**

Evolution is in our DNA. We raise the bar, embrace change, and move faster than the market. We don't wait to be disrupted, we build what's next. Progress isn't optional, it's who we are.

**Advocacy: We fight for the people we serve.**

Advocacy means putting the needs of our reps, surgeons, patients, and partners first, always. We lead deals to the finish line, stand up for what's right, and make sure everyone at the table wins. We champion those who often get overlooked and we don't back down.

These aren't just values to reference when it's convenient. They are the compass for how Leap moves forward. They're the common language across our teams, the expectations we hold ourselves to, and the promise we extend to every partner who chooses to work with us.

As we look ahead to finishing 2025 strong and preparing for the scale to come, these values are what will keep us grounded. They remind us that while systems and strategies matter, culture is what endures. And at Leap, culture starts with people who believe in raising the standard, earning trust, building connections, embracing evolution, and fighting for those we serve...and that's a total vibe.



LEARN ABOUT THE  
ORTHOFIX® TRUELOK™  
ELEVATE SYSTEM

# STAYING SHARP

Looking for a quick way to bring value into your next foot and ankle conversation?

The Orthofix Tru-Lock Elevate system is a great place to start. Whether you're working with a longtime customer or introducing the system to a new surgeon, this tool makes sure you're locked in—literally and figuratively.



The Transverse Bone Transport device technique, recently rediscovered by surgeons around the world after being developed by Prof. Ilizarov in the 1980s, continues to gain recognition globally among surgeons treating bony and soft tissue deformities. TrueLok™ Elevate represents an optimal solution for anyone wishing to adopt this type of surgery, thanks to its versatility and the specifically designed instruments that make the procedure fast and reproducible.

#### **Features & Benefits**

The TrueLok Elevate (TL Elevate) Transverse Bone Transport System (TL Elevate) consists of a device that is connected to the bone by means of half pins.

It can be used as a standalone device (Fig. 1) or it can also be used in combination with circular external fixator (one or two rings) to create hybrid frames.

The circular fixators used with TL Elevate can be the TrueLok, the TL-HEX™ TrueLok Hexapod System and the TrueLok EVO.

To distract the bone segment, the knob of the device shall be pulled and rotated counterclockwise (following the direction of rotation indicated by the arrow marked on the knob device).

Every quarter of a turn the knob returns pushed in contact with the bar. To activate it again, the knob shall be pulled and rotated as previously described.

During each turn (counterclockwise) the number of dots (from 1 to 4) aligned with the Orthofix logo will increase.

Contrarily, to compress the bone segment, the knob of the device shall be pulled and rotated clockwise. Every quarter of a turn, the device moves the bone segment of 0.25mm from the previous position.



### **Benefits to Surgeon**

- The TrueLok Elevate system offers functional components that are easy to connect, align and operate
- The TrueLok Elevate distractor requires only one simple motion (pull&turn) to effect adjustments
- The connection elements avoid undesired rotations and components loosening during treatment
- Versatility and modularity offered by a comprehensive external fixation system
- Full control of bone segment, allows precise movement without compromising stability
- Ready to use: dedicated packaging and sterile sets
- Dedicated template for bone corticotomy included in the packaging allowing the surgeon to have a precise reference during bone cutting

### **Benefits to Patient**

- Light construct
- Easy access for pin and incision site care
- One mechanism to activate the device
- Easy adjustment: simple pull and click method for patient adjustment

We're proud to include the Tru-Lock Elevate system in our growing portfolio. It's a strong addition that reflects our ongoing commitment to offering clinically proven, high-performance solutions that meet the needs of both our reps and their surgeons.







# the BIG idea



## The Value of Surgeon Choice in an Aggregated Model

*Why protecting preference doesn't  
mean sacrificing performance*

Let's start with the obvious: everyone in the medical device world is under pressure.

Hospitals want fewer contracts, tighter costs, and cleaner SKUs. Distributors are trying to grow without getting swallowed. Suppliers want reach, performance, and loyalty. And surgeons? Surgeons just want to use what works.

So when people hear the word "aggregation," it can sound like a threat. A flattening of choice. A signal that standardization is on the march, and preference is on the chopping block.

But what if aggregation wasn't the enemy of choice? What if it was the infrastructure that actually protects it?

That's the model Leap is building.



### **Aggregated Doesn't Mean One-Size-Fits-All**

There's a version of aggregation that feels like a spreadsheet trying to play surgeon. It strips out nuance, ignores clinical reality, and leaves reps trying to square-peg their way through the OR.

That's not what we're doing. Our aggregated model isn't built to reduce surgeon voice. It's built to amplify it. When we bring products into our portfolio, they're not chosen because they're convenient or cost-effective on paper. They're chosen because reps and surgeons have said, "This works. This matters. This needs to be in the field."

Aggregation, when done right, doesn't flatten the landscape. It builds the foundation that supports smarter sourcing.

### **Protecting the Right to Choose Isn't Optional**

Surgeons don't request specific implants because it's fun. They do it because outcomes matter. Because trust matters. Because that one setup they've refined over the years cuts 20 minutes off a procedure and avoids complications no one sees coming.

Preference isn't ego. It's experience in action. And the best distributors don't just understand that — they fight for it.

When Leap aggregates supplier relationships, we do it with clinical alignment baked in. We support the reps who support their surgeons. We bring in the products those surgeons actually use. And we build contracts flexible enough to evolve when something better hits the market.

Because the minute you stop listening to the people in the OR, everything downstream starts to suffer.

### **Hospitals Aren't the Enemy Here**

Let's be real. Hospitals aren't trying to make anyone's life harder. They're doing their best to manage risk, reduce costs, and run systems that are under constant strain.

When they lean toward standardization, it's not because they don't care about surgeon voice. It's because they haven't always seen a way to balance that voice with operational needs.

That's where Leap comes in.

We help hospitals streamline sourcing without steamrolling preference. We make it possible to support multiple specialties, subspecialties, and individual workflows — all through a single point of contact.

And because we've already done the hard work of onboarding, contracting, and compliance, hospitals get access to more solutions without the headache of more vendors.

### **Aggregation as Empowerment**

In the Leap model, aggregation isn't about control. It's about capability. We're aggregating to create leverage for reps, efficiency for hospitals, and options for surgeons. Not to create some monolithic catalog no one can deviate from.

Here's what that looks like in practice:

- A rep gets to keep supporting the surgeon who trusts them — with better access to better products
- A hospital gets one vendor relationship instead of twenty — without sacrificing flexibility
- A surgeon gets to work with the tools they've proven over thousands of cases — not whatever showed up cheapest
- A supplier gets performance and data — without having to build their own rep network from scratch

It's not about fewer voices. It's about a shared system that finally knows how to listen.





### **Distributors Are the Connective Tissue**

When things go right in this industry, it's because someone in the middle was paying attention.

The rep who flagged a product issue early. The distributor who built the bridge between hospital compliance and surgeon preference. The operator who picked up the phone at 10 p.m. to reroute a tray so a case wouldn't cancel.

Distributors make those moments possible.

And the right kind of aggregated model makes sure those distributors don't have to do it all alone. That's what Leap is here to do — support the people holding this whole thing together.

### **The Future of Sourcing Is Collaborative**

It's easy to think that the only way to move forward is to pick a side. Clinical or financial. Standardization or flexibility. Direct or distributor.

But the real future of medical device sourcing isn't about choosing a lane. It's about building a highway that supports everyone driving on it.

At Leap, we believe distributors can scale without selling out, surgeons can protect their preferences without fighting the system, and hospitals can gain efficiency without giving up clinical input.

That's not just possible. It's happening.

And we're building it — one partnership at a time.



# THE COACH'S CORNER



HOW TO COMMUNICATE SO  
PEOPLE **ACTUALLY** HEAR YOU

There's a reason your advice falls flat. Why your team zones out when you speak. Why you replay conversations thinking, "Why didn't they get it?"

It's not because you're stupid. And it's not because they are. It's because we spend our lives learning how to talk. But almost no time learning how to actually *communicate*.

### **The Illusion of Clarity**

In psychology, there's a concept called the illusion of transparency. It means we think we're being clearer than we are. In one classic study, people were asked to tap out a well-known song (like "Happy Birthday") with their fingers and guess if a listener would recognize it. Most people thought they'd be understood about 50% of the time. In reality? Listeners got it right 2.5% of the time.

That's a massive disconnect, and that's how most of us talk every day! We think people are reading between the lines, but they're not even hearing the melody. In work, in relationships, in sales, in leadership, this disconnect costs you. It breeds frustration. It blocks progress. It makes you feel like you're shouting into the void.

Here's the good news: communication isn't a mystery. *It's a learnable skill.* And if you want people to actually hear you, it starts here.

### **1. Your words are not the message. Your delivery is.**

Let's cut the fluff. When people hear you speak, they don't just take in the words. They absorb the tone, the body language, the pacing, the intention behind it.

Multiple studies show that when emotional meaning is unclear, *up to 90% of a message's impact comes from nonverbal and vocal cues*, not words themselves. When people listen to you, they aren't just decoding your words – they're evaluating your tone, body language, and whether all three are aligned.

Psychologist Albert Mehrabian's research found that in situations where your words and body language don't match, people overwhelmingly trust what they see and hear over what you say. In other words, your tone and posture speak louder than your script. And if they don't match? You've already lost them.

If your mouth says "I'm fine," but your voice is sharp and your arms are crossed, the words lose. Every time.

Your takeaway: If you want to be heard, you don't just need the right words. You need your tone and body to align with your message. Say less. Mean more.





## **2. Assume nothing. Clarify everything.**

One of the biggest mistakes people make is assuming that what's obvious to them is obvious to everyone else.

Here's a concept from executive coaching: "Make the implicit explicit." That means you name what others are thinking but not saying. You clarify the why behind your ask. You check for understanding instead of assuming it happened.

*Example:*

Bad communication: "Can we get this done today?"

Effective communication: "This needs to go out today because our partners have a 5pm deadline, and if we miss it, they miss theirs."

Clarity builds trust. Vagueness breeds anxiety. Be the kind of communicator who over-clarifies instead of over-assumes.

## **3. Interrupt the autopilot.**

You've heard this before: people don't remember what you said, they remember how you made them feel. But let's go deeper.

People are on autopilot—especially in meetings, especially when they're overwhelmed. That means if your communication sounds like every other slide, email, or instruction they've heard that day, it goes in one ear and out the other. You want them to listen? Break their pattern.

Start with something they didn't expect. Change your tone. Drop the script. Say:

"Here's what most people miss about this..."

"Let me save you three hours and tell you exactly what matters here."

"I want to be real with you about something."

When people hear something real, they wake up.

## **4. Ask more questions than you make statements.**

This one's tactical. Easy to measure. Hard to master. In any conversation where you want buy-in, influence, or connection, use the 70/30 rule:

- 70% of your energy should go to asking, listening, and reflecting.
- 30% should go to making your point.

Why?

Because humans respond better to what they help create. In psychology, we call this the IKEA effect – people value things more when they had a hand in building them. If you want someone to hear you, give them space to talk.

Use questions like:

- "How are you seeing this right now?"
- "What's missing from this idea?"
- "What would make this feel like a win for you?"

Questions invite people into the process. Statements end it.

### 5. Say what you mean. Then stop talking.

Most people don't talk too little. They talk too much. They over-explain. They repeat themselves. They fill silence because silence feels awkward. But the truth is, when you speak with precision, your silence becomes power.

Say the thing. Pause. Let it land.

Silence after clarity signals confidence. Rambling signals insecurity. So here's your challenge: Start trimming. Make the point in half the words. Then stop talking.

**Final Thought:** If they didn't hear you, it's not always their fault.

Real talk: if people keep misunderstanding you, tuning you out, or walking away confused...the problem might not be them. It might be how you're showing up.

And if you're willing to shift your approach – not your personality, just your strategy – you'll stop wasting energy, stop repeating yourself, and finally start getting through.

People don't need you to talk louder. They need you to be clearer, sharper, and more human.

That's how you talk so people actually hear you.



## 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@nevertolatercounseling.com](mailto:deanne@nevertolatercounseling.com) or cell phone at (972) 345-7998.*

# MONTHLY RESOURCE

## MICROSOFT LEARN

When most people think of Microsoft, they think of spreadsheets. Maybe a PowerPoint. But behind the usual suspects is one of the most underrated tools for professional growth:

### **Microsoft Learn.**

Think of it as your personal training gym – built by Microsoft, powered by AI, and designed to help you master everything from Dynamics 365 to Azure to Microsoft Teams.

Here's why it's worth checking out:

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1.

#### ***It curates a custom course for you:***

You tell it what you want to learn, and Microsoft Learn builds a guided learning path. No fluff. No random YouTube rabbit holes. Just structured, skill-based progress.

2.

#### ***It speaks our language:***

Since so much of Leap's infrastructure lives inside the Microsoft ecosystem, this platform helps team members go from "clicking around" to actually understanding the tools we use every day.

3.

#### ***It's free:***

Like, actually free. No trial. No paywall. Just high-quality content from the people who built the software.

4.

#### ***Certifications that count:***

For those looking to level up their skills formally, many of the modules lead to Microsoft-recognized credentials. That means you're not just learning – you're building a resume.

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***If you're on the operations, marketing, or analytics side of Leap, there's something here for you. And even if you're in the field, understanding what happens behind the scenes can be a serious advantage.***

**Start learning at [learn.microsoft.com](https://learn.microsoft.com)**





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