

## **Internet Promotion of Robotically Assisted Arthroplasty by Members of the American Association of Hip and Knee Surgeons: Are We Telling the Whole Story?**

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### **INTRODUCTION:**

An accrued interest has recently developed in robotics in total knee (TKA) and hip arthroplasty (THA). This study aimed to investigate the degree of promotion of robotics in total joint arthroplasty (TJA) on the internet by members of the American Association of Hip and Knee Surgeons (AAHKS), and the information conveyed in this promotional material.

**METHODS:** An internet search was conducted to identify orthopedic surgeon promotional websites for each member of the AAHKS using the members' full name and a previously published set of criteria. Each site was systematically assessed utilizing a questionnaire to identify claims made regarding proposed robotic-assisted TJA risks and benefits.

**RESULTS:** We identified 4683 qualified websites. Robotic use was referenced in 35.5% (1664) of these websites. Claims regarding robotic-assisted TJA-specific benefits included improved implant positioning (31.7%), faster recovery (20.0%), and increased precision (18.5%). Potential robotic-assisted TJA-specific risks including lateral femoral cutaneous nerve (THA) / saphenous nerve (TKA) injuries, iatrogenic fracture, and infection were addressed on only 5.8%, 5.6%, and 3.6% of websites, respectively.

**DISCUSSION AND CONCLUSION:** More than one third of AAHKS members discussed robotic use in TJA on the internet. Websites referenced robotic-assisted TJA benefits more frequently than potential risks. While there are no regulations set forth by the AAHKS regarding marketing validity, physicians, including orthopedic surgeons, have an ethical duty and responsibility to disseminate evidence-based information to patients.