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## AlloDirect Opens Its Allograft Marketplace to Surgery Centers and Tissue Banks Nationwide

*New multi-tenant V2 platform lets any AATB-certified tissue bank publish its catalog and any surgery center or hospital order from it - without a rep, a markup, or a phone call to check what's in stock. Generally available today following a phased rollout to early-access facilities and tissue banks. Funded by a private round of capital raised after the company's pilot.*

**CHICAGO | May 14, 2026** - AlloDirect, the technology-enabled marketplace connecting ambulatory surgery centers (ASCs) and health systems directly with AATB-certified tissue banks, today announced general availability of its V2 platform - a multi-tenant release that, for the first time, lets any certified tissue bank publish its catalog and any facility order from it without a sales rep, a distribution markup, or a phone call to confirm what's actually on the shelf.

AlloDirect began rolling V2 out privately on April 22, 2026, to facilities and tissue banks that had been waiting on the multi-tenant build. Four new accounts - including the company's first hospital partner - came onto the platform during the early-access phase. Today's announcement opens V2 to the broader U.S. surgery center and health system market.

*"For decades our team watched surgery centers juggle four-plus tissue vendors, wait days for reps to call back, and write off expired grafts they didn't know they had. V2 is the platform we always wanted to build. Any AATB-certified tissue bank can publish their catalog. Any facility can order from it. No rep, no markup, no guessing on what's in stock."*

— Rhett, Founder & CEO, AlloDirect

### WHY THE LAUNCH MATTERS

## An industry overdue for a real platform

The U.S. allograft supply chain has not had a meaningful technology upgrade in a generation. AlloDirect's industry analysis of the ASC and orthopedic biologics market finds:

- **\$287 million** in allografts expire on facility shelves each year without ever reaching a patient.

- **63%** of ASCs source from four or more tissue vendors just to fill basic case demand.
- **72%** of facilities report procurement delays caused by sales-rep turnover.
- **25%+** - typical distribution markup layered onto allografts before they reach the facility, inflating the final cost of care.

#### WHAT V2 UNLOCKS

### Built around onboarding speed, not just order volume

The pilot taught the team that the real bottleneck wasn't transaction volume - it was how long it took to onboard a new tissue bank or a new facility. V2 rebuilds the platform around that insight:

- **A supplier portal for tissue banks** - publish catalogs, sync inventory, and share AATB compliance documentation directly. No bespoke integration. No middle layer between the bank and the facility.
- **Facility-level catalog customization** - every ASC, GPO, or hospital sees only the SKUs and pricing relevant to them, configured in the platform rather than over email.
- **GPO- and contract-specific pricing** - replacing the spreadsheet-and-PDF approach most facilities still rely on for contracted pricing.
- **An expanded compliance and traceability portal** - chain-of-custody, AATB documentation, and post-implant reporting unified in one workflow.

#### TRACTION SINCE LAUNCH

### Live, growing, and underwriting the next phase

- Four facilities onboarded during the V2 early-access phase, including AlloDirect's first hospital partner.
- Five AATB-certified tissue banks integrated and live on the platform.
- Additional tissue bank channel partnerships in late-stage negotiation.
- Continued utilization growth at the original pilot facility, live on the platform since 2024.

The V2 release was funded by a private round of capital raised following AlloDirect's pilot phase. The platform operates on a transaction-fee model - no implementation fees, no subscription costs, and no minimum order commitments for facilities or tissue banks.

#### WHAT'S NEXT

### Hospitals, IDNs, and adjacent verticals

AlloDirect is in active discussions with additional tissue banks to route commercial volume through the platform, and is expanding into hospitals and integrated delivery networks (IDNs) on the back of its first health-system go-live.

Facilities ready to onboard - and tissue banks ready to publish to the supplier portal - can request access at [allo.direct](https://allo.direct).

#### **ABOUT ALLODIRECT**

AlloDirect is the technology-enabled marketplace connecting ambulatory surgery centers and health systems directly with AATB-certified tissue banks. The platform handles ordering, routing, compliance, invoicing, and analytics across the allograft and biologics procurement lifecycle - eliminating distribution markups, reducing waste from expired tissue, and giving facilities real visibility and control over one of the highest-cost categories in their supply chain. Learn more at [allo.direct](https://allo.direct).

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