

# QUICK REFERENCE GUIDE

## Olsen® Bipolar Forceps

### Value Proposition

The Olsen® product line has one of the largest and broadest selections of bipolar forceps. Olsen® has a history of “FIRSTS”: First to market with a single-use bipolar forcep; First to market with single-use and irrigating; First to market with non-stick coating Midas Touch®. We take pride in offering a complete range of single-use and reusable forceps. Our products include Midas Touch® and Olsen® Precision brands, with non-stick Cermet coating that enables the use of lower power settings for optimal outcomes.

### Key Features and Benefits

Broad selection of bipolar forceps	Includes single-use and reusable, a variety of kits, patterns, lengths and sizes for every surgical need
Cermet (Titanium Nitride) conductive coating	Enables use of lower power settings leading to less risk of thermal spread
Scratch resistant Cermet coating	Minimizes risk of “soft spots” and pitting of the coating, reducing eschar build-up
Olsen® Precision – unique design...designed by a surgeon	Provides balance, precision and visibility for specialized neuro and ENT procedures

### Target Customers and Probing Questions

#### Ideal Target Account

- Any account using bipolar forceps
- HPG (Agreement #42538) (Also top selling codes are on Vizient and Premier contracts)
- Accounts with high Neuro/ENT/ Plastic surgical volumes

#### Surgical Coordinators:

- What concerns have surgeons expressed regarding bipolar forceps?
- What styles of bipolar forceps are currently utilized in your departments? (ask about color if they don't know the brand)
- How often are surgeons utilizing multiple bipolar forceps during cases? Why?

#### Surgeons, PAs, First Assists:

- What style of standard or non-stick bipolar forceps are you using today?
- What are the most important features you consider when choosing bipolar forceps?
- What do you like most about your current bipolar forceps? What do you like least?
- Are you utilizing the bipolar forceps for dissection as well as coagulation? (for Olsen® Precision, place the bipolar in the surgeon's hand) How does that bipolar feel to you? How does the dissection force compare with your Spetzler™-Malis® forcep?
- What issues have you had with tip alignment?
- How many bipolar forceps do you currently utilize in your more challenging cases? What power settings do you currently utilize for your cases? Does it vary by pathology?
- What benefits do you see in being able to operate at 1/3 or less power than you do currently?
- What concerns do you have about thermal spread?

#### Ideal Surgeon Targets

- Neuro, ENT, Plastic
- One who is concerned with sticking
- One who is concerned with high power settings

#### Materials Management:

- Do you currently have a contract with a supplier that includes bipolar forceps?
- If we could supply single-use bipolar forceps at a more economical price, would you be interested? What would be required, if anything, for value analysis of bipolar forceps?

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### Product Offering

#### Standard

- Non-coated tips ONLY, Bipolar & Monopolar Single-Use and Reusable
- Insulated and non-insulated
- Irrigating and non-irrigating
- Wide variety of patterns and configurations

*Cross: Multiple Competitors Including - Aesculap, Kirwan, Integra and Stryker*

#### Midas Touch®

- Coated tips ONLY, Bipolar & Monopolar Single-Use and Reusable
- Insulated and non-insulated
- Irrigating and non-irrigating
- Wide variety of patterns and configurations

*Cross: Stryker (SilverGlide®), Kirwan (Cohen®, Aura®), Aesculap (Rose Gold®), IsoCool®*

#### Olsen® Precision

- Coated tips ONLY, Bipolar
- Uniquely weighted & designed as an alternative to Spetzler™-Malis®
- Single-use, Insulated only
- Irrigating and Non-Irrigating
- Limited (18) configurations

*Cross: Stryker Spetzler™ - Malis®*

### Common Objections O (Objection) R (Response)

- O (Precision): The forcep feels heavy.  
R: Set the expectation with the surgeon that Precision is designed to feel more like a reusable forcep. Offer another Olsen® bipolar forcep if needed.
- O (Precision): Too much force is required to close.  
R: Explain that the strong tension helps to aid in dissection.
- O (Midas Touch®): I don't need non-stick.  
R: Discuss OR time in cleaning eschar, worn insulation leading to higher risk of thermal spread, and that cermet coating allows for lower power settings.
- O (Single-use): Single-use are just too expensive.  
R: Discuss how much they are spending on repairs and instruments OR time in cleaning eschar.

### Common Codes and Patterns

#### Bayonet

- 20-1410I
- 20-1410KI
- 20-0431
- 20-1370KI

#### Jewelers

- 20-1060KI
- 20-1060I

#### Adson

- 20-1082I
- 20-1082KI

#### Semkin

- 20-1090
- 20-1090K

*I (Insulated); K (Kit); MT (Midas Touch®)*

### Product Resources

- Sales Rep Central, iPresent App, Midas Touch® & Precision Brochures, Cross References
- Samples – [samples@symmetrysurgical.com](mailto:samples@symmetrysurgical.com)