

Quick Reference Guide | Bookwalter® Magrina

VALUE PROPOSITION:

The Bookwalter® Magrina Retractor System is optimized for vaginal hysterectomies allowing fixed, even pressure on the delicate tissue. The system offers ergonomic benefits for the surgeon and the assistants; provides consistent, optimal visibility and exposure; and allows trainees to focus on learning instead of retracting.

KEY FEATURES AND BENEFITS

- **Segmented Ring with Suture Slots:** This ring conforms to the patient's anatomy for increased exposure and patient safety. Other retractors utilizing a fixed ring offer a one-size-fits-all angle which may cause risk of excessive pressure points on obese and other patients. The Magrina Bookwalter® suture slots eliminate need for multiple attached in surgical field saving time and site clutter.
- **Rotilt® Self-retaining Tilt Ratchets:** The innovative, functional ratchets stay in place on the ring allowing release and adjustment without removal of blade. The blades can be released for manipulation or pressure relief without being completely removed from the surgical site.
- **Long Lateral Blades:** The long lateral blades are used in women with higher BMI (with more protuberant buttocks), with high cervix (with minimal descensus) and/or in women with significant vaginal laxity. The long lateral blade is used only after entry into the posterior culdesac. The long blade provides the best consistent posterior exposure without having to adjust it repeatedly.
- **Short Posterior Blade:** The short posterior blade should be used when making the initial incision around the cervix. Using the long posterior blade will push the cervix back, making it more difficult to access for the initial circumferential incision.

TARGET CUSTOMERS AND PROBING QUESTIONS

Account Target

- Facilities performing vaginal hysterectomies

Key Contacts:

- GYN coordinators and surgeons, SPD, Nurses who hold handheld retractors

Probing Questions

- What type of retraction do you use for vaginal hysterectomies?
- How many assistants are currently holding the handheld retractors? What else could they be doing if they no longer had to hold them?
- How would more room at the operative site and more consistent exposure help you?
- What are the ergonomic issues from holding the reactors for long periods of time? (e.g. fatigue and muscle strain)

GPO CONTRACTS

Some components are on Vizient, HPG, and Premier. Check contract status for specific codes prior to quoting.

PRE-CALL SUGGESTIONS

- Be able to correctly set up the Magrina system
- Review the IFU prior to in-servicing
- Review the White Paper

EVALUATION SUGGESTIONS

- Utilize evaluation product that is available in the library (confirm availability prior to committing a time to the account)
- Attend cases to support staff with in-servicing
- Complete an evaluation form (Symmetry's or the hospital's)

IN-SERVICE SUGGESTIONS

- A day or two before the case:
 - In-service both the surgeon and the OR staff!
 - Determine where the surgeon would like to set up the Table Post and which blades s/he wants to use
 - Ensure the OR staff is 100% comfortable with setting-up the Table Post, Post Coupling, and Horizontal Flex Bar so the surgeon can focus on the ring positioning
- Typical set-up
 - Patient in high lithotomy position
 - Drop the bottom of the OR table
 - Attach Table Post horizontally to the base of the table
 - Adjust the Segmented Ring so the tilt contours with the patient's anatomy
 - Attach the Horizontal Flex Bar to the Segmented Ring at 5 or 7 o'clock
 - The ring tilt should be parallel and level with the posterior vaginal wall
 - Attach the Post Coupling toward the base of the Table Post (the Post Coupling will face the outside of the Table Post)
 - Attach the Horizontal Flex Bar to the Post Coupling
 - Place the Lateral Blades just under just under the locking knobs on the Segmented Ring at approximately 4 and 8 o'clock
 - Insert the Posterior Blade at 6 o'clock
 - Insert the Deaver Blade at 12 o'clock
 - Surgeon preference will determine exact blade placement

COMMON OBJECTIONS

- Can I still use the Lone Star hooks? Yes, the Magrina ring replaces the Lone Star ring completely, you can pull the rubber part of the Lone Star hooks through the suture slots on the Magrina ring.
- Concerns about long set-up time. Providing good in-servicing will show customers how quick and easy the set-up is.

TIPS

- Dr. Kho's preferred set includes: One Margina Kit (50-4692), Two additional Self-Retaining Tilt Ratchets (50-4686), Two Long Lateral Blades (50-4698), One Short Posterior Blade (50-4699) and a Magrina VersaPak (50-8534)
- Customers know and trust the Bookwalter name. Ensure that they know Magrina is part of the Bookwalter family.
- Surgeons like the increased space at the operative site and excellent exposure with controlled/sustained blade tension during the entire surgery
- Coordinators like the ergonomic benefit of not having to hold a retractor in position for an extended period of time

KEY PRODUCT CROSS REFERENCE

- Marina Medical - Marina Vaginal Multi-Trac Retractor
- Mediflex® - Original GYN System
- V. Mueller - Vaginal Universal Ring Retractor Set

PRODUCT RESOURCES

Sales Rep Central, Magrina Brochure, VersaPak Guide and Brochure, Bookwalter Letter, Evaluation Form, White Papers (Dr. Kho and Dr. Wasson)