

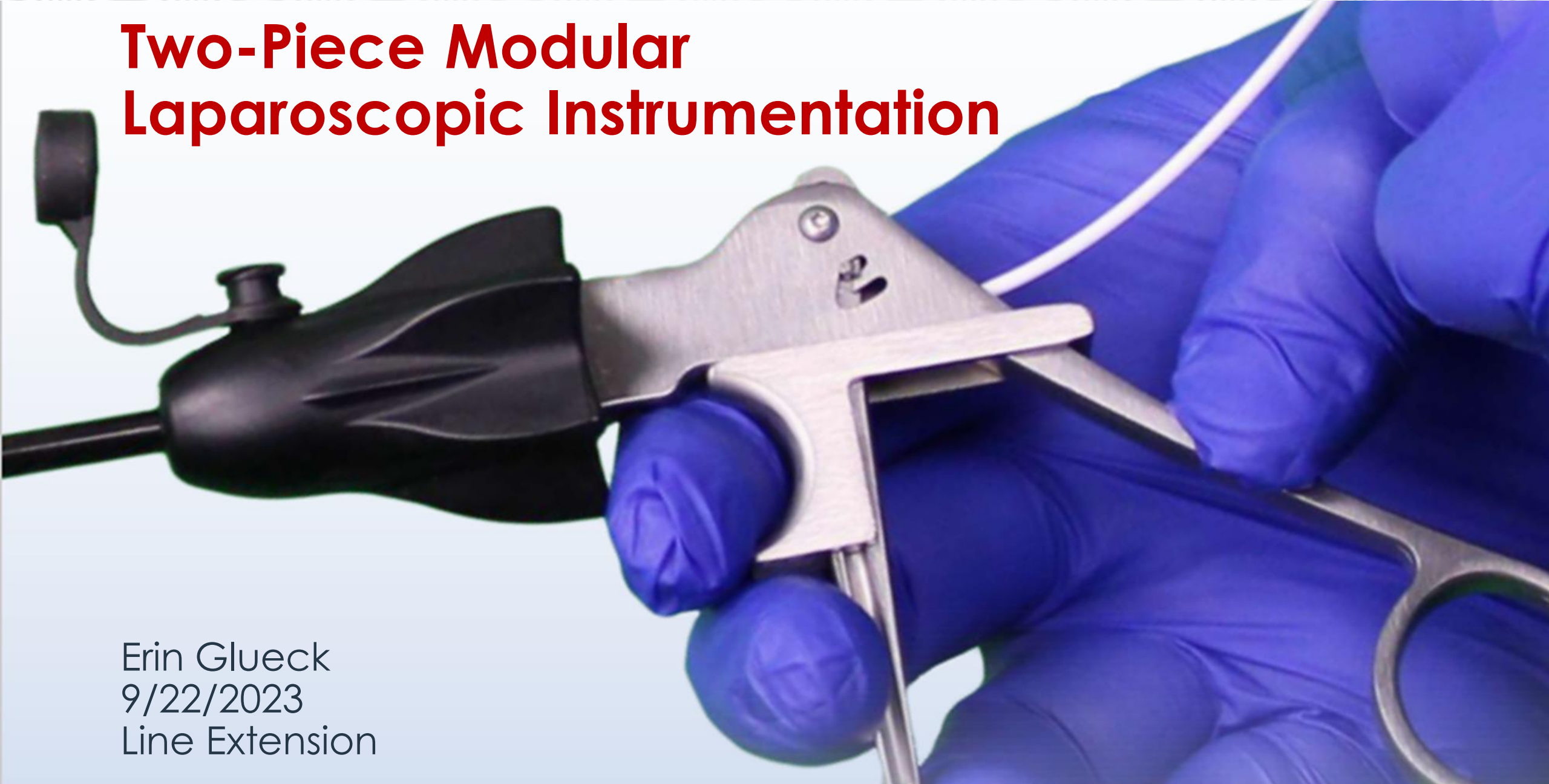


Spotlight

 aspen surgical®

Laparoscopic  
Instruments

# Two-Piece Modular Laparoscopic Instrumentation



Erin Glueck  
9/22/2023  
Line Extension



# Objectives

- Understand our market position
- Understand portfolio and features and benefits
- Set clear customer expectations
- Define Key Decision Makers
- Target Ideal Customers
- Position against Competition
- Construct a successful evaluation



# Our Place in the Market

Aspen is a small player in this market, and in the past, we were not able to cross a full fleet of instruments and could only cherry-pick items here and there.

With this line extension, we can come in and cross **every tray and nearly every instrument** a facility uses for laparoscopic procedures.

Laparoscopic Instruments have been hit by many of the same supply chain issues as other instrumentation. These high-quality instruments will give us the ability to **become a disruptor in this space** and challenge other competitors.



# GPOs & Contracting

Contracting Body	Contract	Go Live Date
Vizient	MS6645	60-90 days (verbally approved)
HPG & HCA	293	TBD
Premier	PP-OR-1986	TBD
Government	ECAT	10/15/2023
Kaiser	KP Select	End of Calendar Year

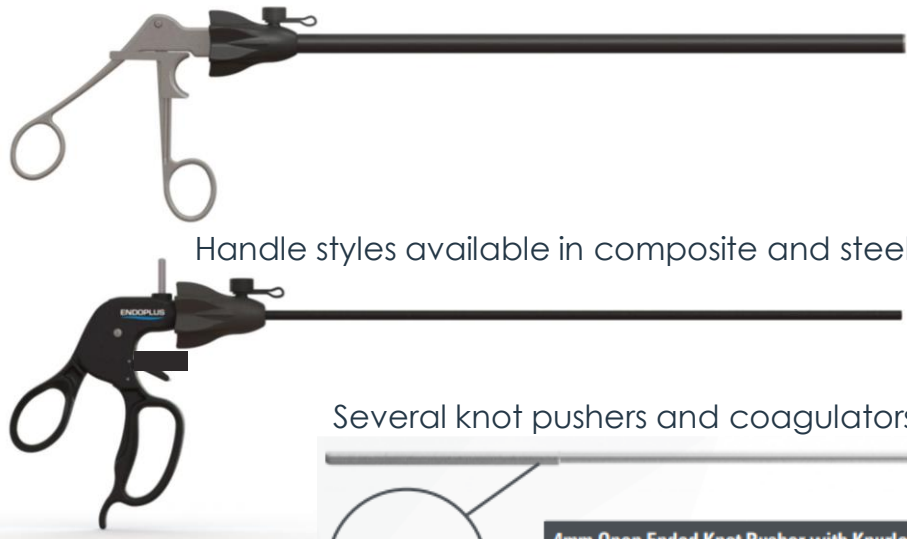


# Line Extension Highlights

A wide variety of insert styles

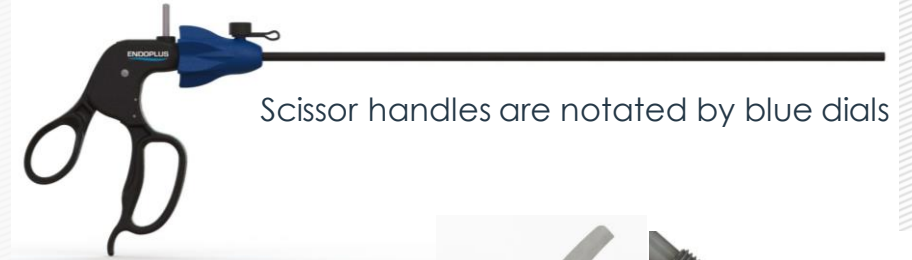
## Two-piece modular design

- The cleanability of a modular instrument
- A secure, tactile feel similar to a one-piece instrument



Handle styles available in composite and steel

**Made in the USA**  
With a made-to-order lead time of approximately 4 weeks\*



Scissor handles are notated by blue dials

Scissor inserts in several styles



Several knot pushers and coagulators to complement the instrumentation

4mm Open Ended Knot Pusher with Knurled Handle	
Part #	Description
99-60002	Standard Length
99-60002L	Bariatric Length

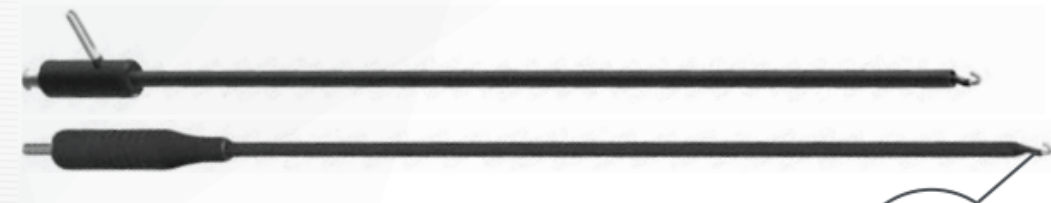
**Single-Use Scissors**  
Offering a sharp and precise dissector for every procedure



# Line Extension Components

- 295 total new codes
  - 46 handles
  - 217 inserts
  - 32 laparoscopic procedure accessories
- Single Use Scissor Portfolio
  - 4 handles (2 composite, 2 steel)
  - 8 single use scissor inserts
  - Ensures a sharp scissor for every procedure
- ★ Accessories
  - Probes, knot pushers, coagulators

**More than 8,000 combinations of handles and inserts. Gives clinical staff the opportunity to standardize styles without sacrificing specialty components.**



J-Hook Coagulator		
Suction Part #	Non-Suction Part #	Description
99-60009	99-60015	Standard Length
99-60009L	99-60015L	Bariatric Length



# Clear Customer Expectations

Wins & Success  
Stories

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## These are **MADE TO ORDER** products

- **Lead time will vary by size of the order!**
- A normal order (1 or 2 trays) will average a 3-4 week lead time
- Larger orders will take more time

*Madelyn will be able to provide a specific ETA after the order has been placed*



**Steven Harvey**  
Account Executive  
Cleveland

## How can you **IMPROVE LEAD TIME?**

- Provide a count sheet/cross with usage as soon as you have it
- Update Salesforce opportunities with great notes and details
- *If you're sending the PO as it's being placed, it is too late to improve lead time.*

*The manufacturer is in the process of adding an additional line and has space to add more in the future as we grow the business. As the run rate ramps up service levels will overall improve.*





# Handling Objections & Understanding the Space

- Surgeon Preference
  - One-piece vs. modular, two-piece vs. 3 or 4-piece
  - Style or material of handles
  - Ratchet vs. non-ratchet
- Clear understanding of workflow and surgical team's roles
- How Robotics plays a role in Laparoscopy
- Role of energy in laparoscopy
- Basics of ergonomics in procedures
- Laparoscopic Tenacula
- Opening Aperture
- Warranty and repairs
  - Who handles their repairs? Watch out for IMS or Steris
- How to cross, comparing trays instead of individual components
- Sterilization trays & Laparoscopic Racks

## Clinical Expertise



**Joe Kapralick**  
National Product  
Sales Specialist



# Customer Challenges

Customer Challenge	How we address it
Significant backorders, trays down and unusable, lead times of several months.	Even being a MTO product, our large orders are currently taking 6-8 weeks. Our manufacturer is also in process for adding line capacity.
High turnover in SPD and the OR leads to confusion on process, instrument wear and tear, and incorrect assembly.	Our two-piece product is a simple and efficient design. Thorough in-servicing and resources will help ensure staff knows what they're doing.
Sharpness of Scissors	Single-use scissor portfolio takes the most problematic instrument in a lap procedure and ensures they're sharp and precise for every procedure.

**Because we're a disruptor in this space, target accounts that are facing these challenges.**



# The Competition



V. MUELLER

Snowden-Pencer™

## Pay close attention to this competitor!

With the Steris acquisition of V. Mueller, they will continue to be a threat. V. Mueller codes are significantly backordered, but Steris does carry the EndoPlus Brand which is a direct cross to our codes.

Reps are compensated significantly higher on the V. Mueller codes but are leveraging the EP items today for backorders. We suspect this won't last long term due to the compensation model *but is a significant challenge today.*

We do not know if they're carrying EP items on their trucks, ***please send all field intelligence to Erin!*** 



## These four are the “sweet spot” of targets.

All three of these competitors are facing major backorders and challenges getting product with lead times of 3-4 months.

With this addition to the portfolio, we can cross entire trays of these competitors.

We're in market on price, in some cases slightly less as we only have 2 pieces instead of 3 or 4.



## Low cost, single use competitors – not an ideal target.

We do have our single-scissor portfolio, and we can get competitive there as a part of a larger deal. But these are primarily reusable instruments and are going to run higher than these competitors on average.



# The Competition

If you come across any of the below, reach out to Erin Glueck or Joe Kapralick to discuss in further detail how you can position and what your approach strategy should be.



Stryker Lap Modular



# The Sales Call - Clinician

## Probing Questions

- What kind of instrumentation are they using today? Are they modular, single-piece, or a mix of both?
- Are they utilizing single-use components or reusable instruments?
- Do they find pieces are correctly assembled when they arrive in the OR? Or are they needing to assemble or re-assemble instruments after they arrive for the case?
- Are they struggling with sharpness on the scissors?

## Talk Track

When speaking with clinicians you want to focus on tactile feel, custom options to fit their needs, and ensuring they're prepared to start the case when they arrive as all the instruments are properly assembled.



# The Sales Call – Sterile Processing

## Probing Questions

- How frequently do they need to turn trays? Do they have any Lap trays down?
- How many pieces are the instruments their using today? If they're modular, how many components are in each instrument?
- Are there any initiatives or policies about take a part instrumentation and cleaning for your facility?
- What does their open orders report look like?

## Talk Track

SPDs main concerns will revolve around cleanability, ease of assembly and process, and how many trays they have down due to instrument backorders. In-service this group closely and work with them to understand the perks of a two-piece instrument.



# The Sales Call – Purchasing

## Probing Questions

- Who is your vendor for lap instruments? Is it the same as your prime vendor for all other instrumentation? When does that contract come up for bid?
- What does your open orders report look like?

## Talk Track

Purchasing will be focused on compliance and open orders. Our lead time is significantly better than most of the competition and anyone who's a prime vendor. Stay on top of contract dates for vendor status and leverage your GPO agreements where appropriate.



# Sales Success & Strategy

## Soft Launch Orders & Pipeline

Shipped Orders YTD	\$79K
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Open Orders	\$102K
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Pipeline	\$878K
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There is **\$1.6M** of active opportunities for Lap Instruments as a whole category in Salesforce, this line extension should help you win the complete trays and/or accounts.

## Wins & Success Stories

### Anna Cloud

Account Executive  
South Carolina



### Mike Sotirin

Account Executive  
Orlando





# Ideal Evaluation

- **Clinical Staff**
  - Really hammer single use vs. reusable
  - Free rotation vs. regular rotation
  - Pay close attention to how it feels in their hand
- **Sterile Processing**
  - How to assemble and disassemble is critical, have them practice with you present
  - “Did you brush today?”
- **Everyone**
  - Blue knobs vs. Black knobs on a handle
  - Understand their workflow and train based on that model

***Use the In-Service guide to cover all your bases!***

## Never forget to:

1. Get full count sheets and cross at the component level
2. Provide full crosses at component level to Erin, Eric, and Madelyn.
3. Remind everyone it's a MTO product
4. In-service SPD, the OR, and Purchasing



# Collateral Material

- NEW Modular Laparoscopic Catalog with just the 99-Series items included
- Evaluation worksheet
- In-service guide
  - PowerPoint for internal use
  - One pager checklist that's customer facing
- \*coming soon!\* Single Use Scissors Sell Sheet

After GSM we're hoping to supply each rep with a couple of handles and a couple of inserts. More details to come.



# Next Steps & Where to Begin

**Use the high mover items to introduce the conversation with your customers**

- Knot pushers
- Coagulators
- Replaced more frequently, closer to a run rate business

**Ask from Steve Long, before GSM in November**

- Have 10 conversations and establish 5 opportunities for Modular Lap Instruments
- Try to close one order
- Be prepared to talk about your experiences as a group

