

# QUICK REFERENCE GUIDE

## Symmetry Sharp Kerrison®

### Value Proposition:

With our patented Symmetry Sharp Kerrison® portfolio, you can rely on a sharp tip, any time.

### Key Features and Benefits

- Designed to provide a sharp tip, any time:
  - No sharpening necessary
  - Less hand fatigue
  - A reliable precise cut
- Handles manufactured in Germany from high-quality stainless steel
- Product offering:
  - Two reusable handle styles in three sizes (RapidClean® Convertible and One-Piece):
    - 5" (125mm) Handle = 7" (178mm) Kerrison
    - 6" (152mm) Handle = 8" (203mm) Kerrison
    - 7" (178mm) Handle = 9" (229 mm) Kerrison
    - Note: tips are 2" (50mm) in length
  - Single-Use Tips: 3 sterile tips/box
    - 24 possible Kerrison configurations
    - **NEW** Thin Footplate Tips:
      - Four sizes: (1 mm, 2mm, 3mm, 4mm)
    - Standard Footplate Tips:
      - Four Sizes: (1mm, 2mm, 3mm, 4mm)
  - Reusable Tips: 2 non-sterile tips/pack
    - 9 possible Kerrison configurations
    - Standard Footplate Tips
      - Three Sizes: (2mm, 3mm, 4mm)

### Target Customers and Probing Questions

#### Ideal Account Targets

- VA or other government account
- Small to mid-size hospital in suburban or rural area where surgeon has pull

#### Ideal Surgeon Targets

- One whose chief concern is sharpness
- One who is concerned with hand fatigue (older surgeon)
- One who is willing to not twist, turn, torque or pull on the Sharp Kerrison

#### Probing Question

- What have been your experiences and/or frustrations with your current Kerrisons?

#### Questions for Neuro/Spine Coordinators and/or SPD

- If a surgeon determines that the Kerrison is too dull to use during a case, what process occurs to get him a new Kerrison? How does that affect the conduct of that case?

#### Questions for Neuro/Spine Surgeons, Physicians Assistants and First Assists

- What are the ramifications of having a dull Kerrison during the case? For the patient? For you? For your staff?
  - Our goal is to prevent any distractions that take your focus away from your patient.

### GPO Contracts

- Some Sharp Kerrison codes are on HPG, Intalere and Premier
- Sharp Kerrisons are not on the Vizient or FSS agreements
- Check the pricing in the system for each individual account

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#### Pre-Call Suggestions, In-Service Suggestions and Evaluation Suggestions

##### Pre-Call Suggestions

- Practice loading and removing tips.
- Practice opening and closing the RapidClean® handle.
- Come prepared with literature pieces and talking points.
- Promote the Single-Use Tips first.
- Determine which surgeons are a 'must' in evaluating the product during cases. Who is your Surgeon Champion that will support you driving the close?

##### In-Service Suggestions

- Have your sample handle and tip ready to demonstrate to the staff.
- In-service the scrub tech on how to load the tips and remove them (1-2-3 step process). Also show them how to assemble and disassemble the RapidClean® handle.
- In-service SPD on how to assemble and disassemble the RapidClean® handle. Single-use tips should be removed and disposed of in the OR but show SPD how to remove them in case they come down still attached. **Ensure they know to manually milk the handles.**

##### Evaluation Suggestions

- Set the expectation with the surgeon(s). Since this is a two-piece instrument, it feels different than a one-piece Kerrison. Do not twist, turn, or torque the handle or pull up on the Kerrison prior to completing the bite.
- Evaluation Sample Requirements:
  - Handles can be provided free of charge for the length of the trial
  - Hospitals must purchase trial tips

#### Common Objections

- 'The tip feels loose' or 'Play in the tips' – set the expectation with the surgeon that it is not a one-piece instrument – do not twist or torque the handle when you are using the Kerrison.
- Single-Use Tips are too expensive – offer Reusable Tips.
- The surgeon wants a bone ejector or 15 mm opening – offer other options from our Kerrison portfolio.

#### Tips

- Loaner handle agreements can only include One-Piece handles. RapidClean® handles must be purchased at a minimum of \$599 per handle.
- Our Sharp Kerrisons are patented and unique – leverage the portfolio as a door opener for other items and opportunities.

#### Key Product Cross Reference

- NO CROSSES AVAILABLE - Our Product is Patented.

#### Product Resources

- Sales Rep Central, Symmetry Sharp Kerrison® iPresent App, Brochure, Vac Pack, Training Videos and White Paper.