

Quick Reference Guide | Bookwalter®

VALUE PROPOSITION:

With over 40 years of proven performance and reliability, the Bookwalter® Retractor is the market-leading table-mounted retractor system. We proudly partner with surgeon-inventor Dr. John Bookwalter and continuously innovate to meet the changing needs of the surgical community.

KEY FEATURES AND BENEFITS

- More closely mimics the natural toe-in motion of hand-held retractors
- Better visualization because rings conform to varying patient anatomy
- Wide assortment of blades supports numerous surgical procedures
- Lightweight components reduce set weight Backwards compatible with all genuine Bookwalter components
- Patented portfolio is surgeon designed and developed

TARGET CUSTOMERS AND PROBING QUESTIONS

Account Target

- Hospitals primarily; You can also call on Surgery Centers conducting open procedures and/or laparoscopic procedures. (Facilities performing lap procedures must have a backup option for when they need to convert to an open procedure.)

Key Contacts:

- Coordinators and Surgeons in General, GYN, Urology, Transplant, Vascular
- SPD Managers

Probing Questions

- Do you have any Bookwalters? Which services use them?
- How does the weight of your Bookwalter sets affect the staff?
- Which ratchets do you prefer?
- What type of container do you keep your Bookwalter in?
- Would you be interested in me checking your Bookwalter set to ensure the components are in proper working order?

GPO CONTRACTS

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

PRODUCT RESOURCES

Sales Rep Central, Bookwalter Checkup Presentation, Bookwalter Brochure, VersaPak Brochure and Guide, Bookwalter Letter, Evaluation Form, Ratchet Guide, Set-up Video

PRE-CALL SUGGESTIONS

- Review historical Bookwalter sales data
- Request and review all Bookwalter count sheets (some hospitals have different sets for different services)
- Review the IFU prior to in-servicing/checkup

PRE-CALL 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 and engage with surgeon
- Complete an evaluation form (Symmetry's or the hospital's)

IN-SERVICE/CHECKUP SUGGESTIONS

- Talk with Coordinators about Bookwalter upgrade opportunities (e.g. lightweight components, rotating ratchets)
- Arrange the checkup with Central Sterile/SPD
 - Pick a time that is convenient for the customer (early morning/late afternoon; Saturday may be best)
- Follow these steps during the checkup:
 - Step 1: Look at each component and confirm that it is a genuine Codman or Symmetry Bookwalter component
 - If it is not, make a note to replace it with our product
 - Step 2: If it is a genuine component, check for damage to the finish on the component (e.g. rough edges, cracks, etc.); run fingers over piece to feel for anything that may snag a glove
 - Step 3: Check the fit and function of the component based on the instructions in the Bookwalter Checkup Guide
 - Look for opportunities to upgrade to lightweight components and rotating ratchets
 - Check the manufacturing date on each component (e.g. 125 = May 2012). Pointing out the age of the components may make customers more receptive to replacement.
 - Note the different generations of the product to help point out our continuous improvements over the years based on Dr. Bookwalter’s recommendations (especially with ratchets).

COMMON OBJECTIONS

- Why does the genuine Bookwalter cost more than the “knock-offs”? Highlight the relationship with Dr. Bookwalter and the improvements that he has made over the years and the backwards compatibility of all components. Physically show them the quality finish on our components (e.g. rounded edges and fine details)
- What are the benefits of the different ratchets? The RoTilt ratchet allows a 3rd plane of retraction and more closely simulates the toe-in motion of hand held retraction.
- What are the benefits of moving to the lightweight components? Staff protection by reducing the weight of the sets.

TIPS

- Always ask for the count sheet when a customer requests any Bookwalter quotes/info. Review it for upgrade opportunities (e.g. lightweight components, RoTilt, competitive components) and ensure we are quoting apples to apples if a competitor is involved.
- Conduct a system checkup and bring a sample of the Low Profile RoTilt (50-4696 - patented) along with a lightweight
- Table Post (50-4688 – 38% reduction in weight), Horizontal Bar (50-4552 - 31% reduction in weight), Horizontal Flex Bar (50-4582 - 36% reduction in weight)
- Show our Bookwalter VersaPak for optimal storage
- Ask if they keep Bookwalters on their Trauma carts and when they were last checked. Help to ensure these are in the best working condition so they can have effective and quick set-up during a “trauma situation”.

PRODUCT RESOURCES

- Numerous “knock-off” systems
- Aesculap® - Universal Ring System
- Mediflex® - Bookler® System
- Integra – Ring Retractor System
- V. Mueller – Universal Ring Retractor
- TeleFlex – Circutract
- Boss Workhorse™
- Use the internet when cross-referencing or when you are in a competitive situation so you know exactly what you are competing against.