



**MIS LAUNCH BROCHURE**  
OCCLUDER BALLOON





## OCCLUDER BALLOON

The Occluder Balloon is a separately sold, single-use device that can be used with the Uterine ElevatOR PRO™ Series to maintain the pneumoperitoneum during pre- and post- colpotomy.



## BUSINESS OPPORTUNITY

- For OBGYNs, gynecological surgeons, nurses, and nurse techs performing laparoscopic hysterectomies and colpotomies who want to maintain the pneumoperitoneum pre- and post colpotomy but may not have access to the Uterine ElevatOR PRO™ with OccludOR™ Balloon, the Symmetry Surgical® OccludOR™ Balloon is now sold separately and can be used with the Uterine ElevatOR™ PRO™ Series devices.
- Customers who do not wish to use the Uterine ElevatOR PRO with the Occluder Balloon for every procedure can now purchase Occluder Balloons separately and decide which procedures they want to use an Occluder Balloon.
- Recently, CooperSurgical's Colpo-Pneumo Occluder Balloon was on backorder. There may be supply chain issues and an opportunity to target current UEP customers who have used CooperSurgical's Occluder Balloon despite that approach being off-label.

## TARGETS

- OBGYNs, gynecological surgeons, nurses, and nurse techs.
- The device is used to maintain pneumoperitoneum during laparoscopic procedures, including hysterectomy and laparoscopic-assisted vaginal hysterectomies once a colpotomy is performed.
- Accounts currently using Uterine ElevatOR PRO Series or ConMed's VCare.

## OCCLUDER BALLOON TALK TRACK

### Discussion Strategy

*Lead discussion with Uterine ElevatOR PRO with the Occluder Balloon. If the customer is not interested in UE-OBPRO, suggest UEP Series and OB sold separately as an option. Note that some surgeons are not using the balloon in every case. Purchasing it separately gives them the choice per surgeon and procedure.*

### Talking Points

If a customer is NOT interested in the UE-OBPRO...

- "Our Occluder Balloon is now sold separately and is indicated for use with our Uterine Elevator PRO Series."
- "By adding the Occluder Balloon to our indicated Uterine ElevatOR PROs, you can be confident that you're maintaining the pneumoperitoneum."
- "We know some surgeons don't want to use the balloon in every case. By purchasing it separately, you have the option to use it during your preferred procedures."
- "The Occluder Balloon is a sterile, latex-free, single-use device that can, on average, cost about 30 percent less than our competitor. We believe patient safety should be affordable."

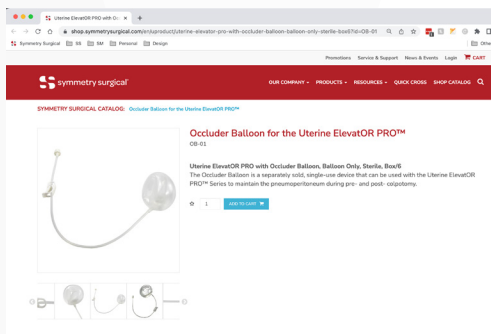
## SEE LINKS BELOW FOR OB-01 RESOURCES:

- MIS CATALOG
- UE-OBPRO FACT SHEET
- WEBSITE CATALOG PAGE
- OB-01 IFU

## PRICING

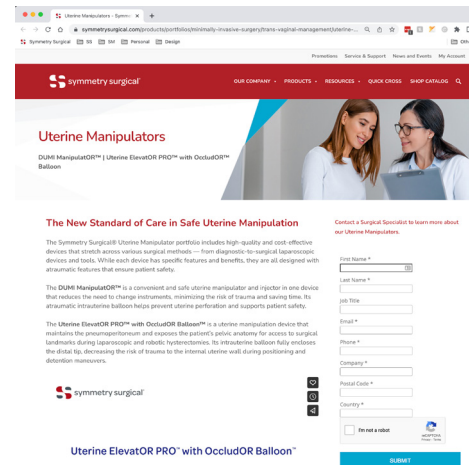
TIER	BASEPRICE	SRC	MARGIN
List	\$390.00	81.00	79%
Growth	\$360.00	81.00	78%
Relationship	\$330.00	81.00	75%
Commitment	\$300.00	81.00	73%

## WEBSITE CATALOG



Click on image for web link

## UTERINE MANIPULATOR LANDING PAGE



Click on image for web link

[FACT SHEET LINK](#)[MIS CATALOG LINK](#)[MIS SALES HISTORY](#)

Order #	Description	Qty
OB-01	Uterine Elevator PRO™ with OccludOR™ Balloon, Balloon Only	Box/6







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