

QUICK REFERENCE GUIDE

Olsen® Precision

Value Proposition:

Our Olsen® Precision single-use non-stick bipolar forceps are designed for balance, precision, visibility and thermal control.

Key Features and Benefits

- Insulated stainless steel body delivers high-quality feel and balance
- Malis-style pattern optimizes visibility, keeping the surgeon's hand out of the line of sight
- Handle spring tension is engineered to provide durable and specific closure and dissection pressure while maintaining tip alignment
- Highly conductive Cermet coating allows the surgeon to operate at lower energy settings, while the non-stick qualities of the Cermet coating (same coating as Midas Touch) minimize tissue adherence/eschar build-up and reduce tip-cleaning frequency
- Offered in irrigating and non-irrigating configurations:
 - Non-Irrigating is 75% of the market
 - Irrigating is 25% of the market
- Manufactured in the USA
- Product offering:
 - Forceps: 3 lengths available in both non-irrigating and irrigating tips. Each length available in 3 tip sizes: 0.5 mm, 1.0 mm and 1.5 mm. 5 forceps/box
 - 7" Overall Length, 2 1/2" Working Length
 - 8" Overall Length, 3 1/2" Working Length
 - 9" Overall Length, 4 1/2" Working Length
 - Cords & Tubing:
 - 12' Bipolar Cord, Single-Use, Twin Pin Generator Plug, Sterile 10/box & 50/box
 - 12' Bipolar Cord, Single-Use, 28 mm Fixed Pin Generator Plug, Sterile 10/box
 - 12' Bipolar Cord, Single-Use, 39 mm Fixed Pin Generator Plug, Sterile 10/box

Target Customers and Probing Questions

Account Target

- Primary Targets:
 - Hospitals conducting Neuro and Spine procedures
- Secondary Targets:
 - Hospitals conducting ENT, Plastic and Reconstructive procedures

Questions for Materials Management

- If we could provide you with a premium single-use bipolar forcep at a more economical price than your current product, would you be interested?
- What would be required, if anything, for value analysis of bipolar forceps?

Questions for Neuro/Surgical Coordinators, Surgeons, Physicians Assistants, First Assists:

- What style of single-use non-stick bipolar are you using today? (Ask about the color of the forceps if they don't know)
- Do you utilize irrigating, non-irrigating, or both styles of bipolar forceps? Does that vary by pathology? Why?
- What are the most important features you consider when choosing bipolar forceps?
- Tell me about any current challenges you are experiencing with your bipolar forceps?

GPO Contracts

- Not currently on any GPO contracts.

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Pre-Call, In-Service, and Evaluation Suggestions

Pre-Call Suggestions

- Come prepared with literature pieces and talking points
- Promote Precision first but be prepared to share info on our other Olsen bipolar forceps
- 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

- The generator **MUST** be turned down:
 - Power setting reduction for cut/coagulation
 - MALIS®: 1/3
 - ValleyLab™/Covidien: 1/3
 - CONMED: 1/2
 - Start the generator low and raise the setting as needed
- Place a cord on the Precision forceps during demo: 40-3001R (irrigating) or 40-1102 (non-irrigating)
- Always get the forceps in the hands of the surgeon, ask about the balance and overall feel
- Emphasize the benefits of increased tension for dissection

Evaluation Suggestions

- Always be there to cover trial cases to insure proper power settings
 - Discuss lower power settings as a benefit prior to cases (reduced risk of thermal spread)
- Determine what lengths, tips size and style (irrigating vs. non-irrigating) are needed
 - Only recommend irrigating for cranis
 - Non-irrigating and irrigating are good for spine and ENT
- Only use wet 4x4 to clean, never use a scratchpad
- Evaluation Sample Requirements:
 - Maximum of **3 Bipolar Forceps** per evaluating surgeon

Common Objections

- Precision forceps are too heavy – set the expectation with the surgeon that Precision is designed to feel more like a reusable forcep. Offer another Olsen bipolar forcep if needed.
- Too much force is required to close the Precision forceps – explain that the strong tension helps to aid in dissection.
- It doesn't feel like a Spetzler™ - Malis™ – it's not meant to. It's designed to be a different instrument.

Tips

- Spetzler™ – Malis® and VersaTru™ users are your #1 target
- Precision must be used on a lower power setting
- Only recommend irrigating bipolars for cranis
- Do not let the tips touch without tissue between them to prevent "hot spots", which may remove the Cermet coating from the tips

Key Product Cross Reference

- Stryker: Spetzler™-Malis®
- SILVERGlide®
- CODMAN VersaTru™
- Aesculap®: Rose Gold
- Kirwan: Cohen™, Aura™
- Market Leader

Product Resources

- Sales Rep Central, Brochure, Generator Settings Chart, NSM Takeaways.