

# Quick Reference Guide | Greenberg® Retractors

## VALUE PROPOSITION:

The Greenberg® retractor, sold exclusively through Symmetry Surgical®, has been a leader in cranial retraction solutions for 40+ years.

## KEY FEATURES AND BENEFITS

### Greenberg®

- A versatile system offering flexibility to provide optimal performance with more control and less tremor fatigue
- Primary Clamp attaches to the cranial stabilization system
  - Full Kit comes with two, one for each side
- Two types of Secondary Clamps – Standard and Floating
  - Floating offers a flexible ball joint connection
  - Full Kit comes with 4 Standard Secondary Clamps to hold Retractor Arms and Instrument Holders
- Two types of malleable blades – Tapered (black) and the original Lollipop (stainless steel)
  - Style used is based on physician preference
- Two lengths of Retractor Arms – 6.5” and 9.5”
- Four sizes of Instrument Holders – Micro, Small, Large and Extra Large

### Greenberg Simplicity®

- The Greenberg Simplicity® components simplify the Greenberg® retractor set-up by reducing the number of components and increasing the ease of assembly
- Fully compatible with the existing Greenberg® accessories
- Single point of connection to the cranial stabilization system provides quick set-up and disassembly, thus reducing O.R. turnover time
- Curved arc contours to the cranium, offering a clear line of sight
- Ball joint connection offers 90° of flexion and extension and 360° of rotation

## TARGET CUSTOMERS AND PROBING QUESTIONS

### Account Target

- Hospitals conducting craniotomies and/or are current Greenberg® users

### Key Contacts:

- SPD, Neuro/Spine Coordinator, Surgeon

### Probing Questions

- Is set-up time a concern with your current system?
- Which retractor blades do you prefer (Tapered or Lollipop)?
- Do you ever require a hand rest during the procedure? If so, what do you use?
- How do you store your Greenberg®?
- When was the last time your Greenberg® was inspected or sent in for restoration?

## GPO CONTRACTS

Original Greenberg® has limited contract coverage on Vizient, HPG and ROI. Simplicity is not on any contracts.

## KEY PRODUCT CROSS REFERENCE

### Original Greenberg® Knockoffs

- Davida – Mediflex
- Rhoton-Merz – V. Mueller

### Ring or Arc Design

- Budde Halo – Integra
- Duro Luna – pro med instruments (PMI)

## PRE-CALL, IN-SERVICE AND EVALUATION SUGGESTIONS

### Pre-Call Suggestions

- Review the IFU prior to in-servicing
- Learn how to reset the retractor arms (found in the original Greenberg® IFU and/or the video on Sales Rep Central)

### In-Service Suggestions

- Review the Simplicity set-up video on Sales Rep Central prior to going into the account
- Allow the account to practice the set-up on their cranial stabilization system prior to the first case
- Highlight the differences between the original set-up and the Simplicity set-up
- Ensure the vise handle and joint lever are angled away from the cranial stabilization system
  - This will allow the handle and lever to turn easily for tightening and untightening

### In-Service Suggestions Continued

- Focus on the flexibility that the ball joint on the Simplicity Arc offers
  - Show the rotation
- Highlight how the Simplicity Arc can be used as a hand rest
  - Position the Arc horizontally on the cranial stabilization system

### Evaluation Suggestions

- Utilize evaluation product that is available in the library
  - Confirm availability timeline prior to committing a time to the account
- Attend cases to assist with set-up
- Complete the evaluation form found on Sales Rep Central

## COMMON OBJECTIONS

- Surgeon doesn't use retraction – ask about hand fatigue and offer the Simplicity Arc as a hand rest
- Surgeon is a Budde Halo user – highlight that Simplicity only has one connection point to the cranial stabilization system and offers a flexible ball joint instead of a fixed ring
- Surgeon is happy with their current Greenberg® Set – offer to do a check-up to ensure everything is in proper order, especially their retractor arms, and then offer repair services or replacement components as needed

## TIPS

- Simplicity is different enough to get the customer's attention but not so different that it takes them out of their comfort zone
- The flexibility the ball joint gives the Arc is the biggest "aha" moment for surgeons
  - Spin the arc around as you speak when you have a sample in hand
- Surgeons are all using the original Greenberg® system in different ways
  - Most do not build a "box"
- It's not all or nothing – several accounts are adding Simplicity to their existing Greenberg® sets

## PRODUCT RESOURCES

Sales Rep Central, Greenberg® Catalog, Simplicity Brochure, VersaPak® Guide, Authorization Letter, Evaluation Form, Simplicity Set-up Video, Resetting Retractor Arm Video