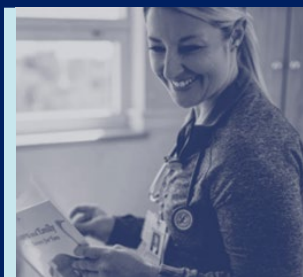


THE LANGUAGE OF ASPEN SURGICAL



HOW WE GOT HERE + WHY IT MATTERS

To be the preferred partner across care settings, we needed one clear story. We tested messaging with hospital and ambulatory decision-makers, then built shared language and principles so every team communicates the same differentiated value.

 WHAT WE ARE	A trusted provider of surgical essentials
 WHO WE ARE	A partner that offers a unique combination of portfolio scale and partnership flexibility, committed to delivering quality, consistency, and reliability
 WHAT WE OFFER	A portfolio that spans the entire perioperative patient journey, from single-use essentials to sophisticated equipment
 WHY WE DO IT	To enable clinical excellence

KEY INSIGHTS + NARRATIVE PILLARS

 THE INSIGHT	 THE CONSIDERATION
PORTFOLIO BREADTH This is the first thing your audience must hear to consider Aspen Surgical as a partner.	Audiences say this is table stakes —many other vendors can and do say they have this.
SUPPORT & FLEXIBILITY Next-level customer support, service, and flexibility elevate you from supplier to partner.	Without the context of a broad portfolio, this doesn't move the needle.
CLINICAL EXCELLENCE Patient impact and clinical excellence create common goals between you and potential clients.	This claim is credible when enabled by quality, consistency, and reliability.

BRINGING EACH PILLAR TO LIFE

Audiences identified the most effective way to bring the Aspen Surgical story to life.

PILLAR	LANGUAGE	
 PORTFOLIO BREADTH & SCALE	Why it matters to <u>the practice</u> ✓ Cost efficiency ✓ Streamlined vendor management	Why it matters to <u>the decision-maker</u> ✓ The <u>freedom to choose</u> the right tools and solutions
 CUSTOMER SERVICE & FLEXIBILITY	Attributes that matter most ✓ Responsiveness ✓ Transparency ✓ The ability to adapt to the needs of different facilities	<u>Specifics</u> that stand out ✓ A dedicated team ✓ Support after the contract is signed ✓ Account Managers who know the account inside and out
 CLINICAL EXCELLENCE	Puts you <u>on the same side</u> ✓ A focus on patients ✓ Clinical excellence	<u>What makes it credible</u> ✓ Clinical excellence enabled by your quality and reliability

ARTICULATING PORTFOLIO BREADTH

Illustrate comprehensive nature of Aspen Surgical’s offerings with...

“SPANS THE PATIENT’S PERIOPERATIVE JOURNEY”

Why it works: The patient journey implies solutions at multiple points of care. Focusing on people (vs. a setting, such as “your OR”) feels encompassing.