

Quick Reference Guide | Bovie® Product Line

VALUE PROPOSITION:

Bovie®, the name synonymous with electrosurgery is now part of Symmetry Surgical®. The Bovie® product line provides one of the broadest portfolio solutions in generators, pencils, grounding pads and electrodes with the latest technology to provide Optimal Control and Better Outcomes for your electrosurgical needs. Bovie® the most trusted name in electrosurgery.

KEY FEATURES AND BENEFITS

Generators	
Up to 72% less Vpeak than leading competitors	Less Vpeak means less risk of Thermal Spread
Powerful, state-of-the-art generators offering (3) Cut and (3) Coag, (4) Blend, (3 to 4) Bipolar settings	One of the most versatile generators, no matter what procedure is being performed requiring monopolar or bipolar modalities
Safety features such as Bovie® DED, Bovie® NEM and Bovie® Tissue Sensing Technology	Optimal Control and Patient Protection with built-in generator safety technology
Pencils/Cauteries/Electrodes	
Complete portfolio of electrosurgical pencils & electrodes. Pencils feature push button, rocker switch or foot-control activation. Pencils come in a variety of kit configurations.	Broadest solution for a variety of procedures and surgeon preferences
Resistick II™ coated pencils and electrodes available	PTFE coating resists eschar build-up, ensuring optimal efficiency during surgical procedures
Extendable and "Modified" (complete insulation) versions available	Allows for versatility in length and types of electrodes and blades for different procedures. Modified enhances control to minimize thermal spread
Can be used with most generators on the market	Allows for compatibility with current ESU systems
Widest range of cauteries available on the market	More choice for variety of procedures that may not have access to an ESU

TARGET CUSTOMERS AND PROBING QUESTIONS

Ideal Target Account

- <100 bed accounts with minimal contracts
- HPG (Agreement #42538)
- Accounts with Symmetry (Olsen®) presence

Ideal Procedure Target:

- Non-vessel sealing
- GI, Endo, Spine
- Neuro (irrigating forceps)

Surgeons, PAs, First Assists:

- Are you familiar with Bovie® Medical?
- Who are you currently using for these types of products?
- Are you open to looking at other options?

Ideal Surgeon Targets

- All surgeons who utilize electrosurgery
- One who's concerned with high power settings

Materials Management:

- Are you familiar with Bovie® Medical?
- Who are you currently using for these types of products?
- What electrosurgical contracts do you have (HPG)?
- Are you interested in an ESU with the longest warranty on the market?
- Are you concerned with Thermal Spread in your electrosurgical procedures?

VALUE PROPOSITION:**Generator**

- A3350
- A2350

Grounding Pad

- ESREC

Pencils

- ESP1
- ESP1H
- ESP6H
- ESPR2
- ESP1N

Electrodes

- ES37
- ES38
- ES39 (IMA)
- ES07 (Lietz)
- ES04
- ES04T (Extended)
- ES38T (Resistick™ Coated Needle)
- ES02R (Reusable Needle)
- ES61HS (SuperCut™ Microdissection Needle)

PRODUCT OFFERING**Generators**

- A3350 and A2350 are powered for acute procedures.
- Monopolar and Bipolar modes
- Cut, Coag, 4 Blend modes, 3-4 bipolar settings
- 4 year warranty
- DED and Bovie® Tissue Sensing technology measures tissue 500K times/sec

Pads & Pencils

- Corded split pads with NEM technology pads work with other ESU generators without affecting the power settings.
- Pencils come in an array of kit configurations and either push button, rocker, foot-control, single-use, reusable, coated or non-coated.
- Bovie® Pencils are compatible with almost all generators

Electrodes

- Single-use electrodes with safety grip insulators come in a variety of configurations. Comes in Resistick™ (PTFE) coated and non-coated SS.
- Extendable blades and extended insulation also available

COMMON OBJECTIONS**O (Objections) R (Response)****O: I am already using Bovie®.**

R: Because the Bovie® name is synonymous with electrosurgery, people often think that they are using our products. Can you tell me the name of your generator and I can make sure that you are getting the best-in-class technology with lowest Vpeak for optimal control.

O: We are already on contract...we just purchased 10 generators with Covidien.

R: That is great that you have new generators. Because we offer a much broader range of electrosurgical products, we may be able to provide a solution for you in other product areas (e.g. electrodes) or with other departments who may have older generations and don't need a high-tech solution (e.g. GI Lab).

O: We are tied in to our pads & pencils because of our generator purchase.

R: Bovie® has a range of electrosurgical solutions that also include electrodes, specialty electrodes, cauteries as well as the whole range of Olsen® bipolar forceps...who can I talk to about this or what department may be interested?

O: We need a generator that performs tissue sealing.

R: Can I ask which ORs specifically need tissue sealing? Many of my customers opt for buying ours for the OR's that don't need tissue sealing as it provides the best value and best technology in a monopolar and bipolar ESU.

O: Your prices are too high for your pencils/pads.

R: As a smaller competitor, we sometimes won't be on par with the contracted price for your pads/pencils but we do have one of the broadest variety of electrodes and offer exceptional value and long guarantees on our generators, as well as providing the exceptional service

PRODUCT RESOURCES

- www.symmetrysurgical.com, Sales Rep Central, E-University, Optimal Control, Better Outcomes Brochure, Cross References
- Samples – samples@symmetrysurgical.com
- Repairs – repairs@symmetrysurgical.com