

QUICK REFERENCE GUIDE

Uterine ElevatOR PRO™ and Uterine ElevatOR PRO™ with OccludOR Balloon™

Value Proposition

The Uterine ElevatOR PRO™ and Uterine ElevatOR PRO with OccludOR Balloon™ are easy-to-use uterine manipulators. The Uterine ElevatOR PRO with OccludOR Balloon™ maintains pneumoperitoneum and exposes the patient's pelvic anatomy for better detention and optimal access to surgical landmarks during laparoscopic and robotic hysterectomies. The Uterine ElevatOR PRO™ and Uterine ElevatOR PRO with OccludOR Balloon™ are available in four cervical cup sizes to accommodate varied anatomy.

Key Features and Benefits

✓ Occluding Balloon (Not sold separately)	<ul style="list-style-type: none"> ▶ High quality, individually pre-tested balloon, when inflated, maintains pneumoperitoneum after colpotomy by sealing the vagina. Silicon material reduces the risk of perforation. Can be reinserted and re-inflated vaginally after specimen removal, assisting with the closure of the vaginal vault.
✓ Ergonomic Handles	<ul style="list-style-type: none"> ▶ Provides a safer and more efficient manipulation capability due to: a. more comfortable grip in the hand; and b. balloon inflation/deflation valve that is built into the handle, eliminating potential pressure on the hand during manipulation
✓ Rigid anatomical (sacral-curved) shaft	<p><i>NOTE: Currently two handle sizes are available (TVPRO short, OBPRO long)</i></p> <ul style="list-style-type: none"> ▶ Stiffer shaft provides optimal anatomic fit, superior control and manipulation of the uterus (360 degree rotation – anteversion, retroversion and lateral movement)
✓ Cervical Cup (ETFE) with high melt resistance	<ul style="list-style-type: none"> ▶ Firm patient fit into the fornices and available in a range of sizes from small to XLarge for varied uterine anatomy (32, 35, 37, and 40mm). Can be used with electrosurgical and harmonic energy sources.
✓ Smooth Vaginal Cup	<ul style="list-style-type: none"> ▶ Rounded proximal edge to reduce / eliminate trauma to the vaginal vault upon removal.
✓ Adjustable Vaginal Seal Screw	<ul style="list-style-type: none"> ▶ Easily adjustable seal screw cannot be overtightened and is engineered to be impossible to strip
✓ Economical	<ul style="list-style-type: none"> ▶ Priced at less than \$80 each (which includes the occluding balloon*), the Uterine ElevatOR Pro is one of the most competitive on the market when compared to market leaders such as VCare (ConMed) and RUMI (Cooper Surgical)

*Only available in Uterine ElevatOR PRO™ with OccludOR Balloon™

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Target Customers/Procedures

Ideal Account Targets

- Accounts currently ordering ORC products
- Accounts with Symmetry presence
- VCare (Conmed) Accounts

Ideal Surgeon/HCP Targets

- Gyne & Gyne Oncologists (& Gyne Coordinators)

Total Laparoscopic Hysterectomy (TLH); Laparoscopic Assisted Vaginal Hysterectomy (LAVH); Laparoscopic Supra-Cervical Hysterectomy (LSH); Radical Laparoscopic Hysterectomy (RLTH); other laparoscopic procedures (Cystectomy, Myomectomy, Tubal ligation, Endometriosis Diagnostic Laparoscopy); Dye penetration test of Tubal Patency

Probing Questions

Surgical Coordinators

- How often do you perform TLH/ LAVH/ Robotic Assisted LAVH?
- Are you using a uterine manipulator? If yes, which one?
- Who do you think would benefit from using the Uterine ElevatOR PRO™ with OccludOR Balloon™?
- Who would be involved in the decision to trial the Uterine ElevatOR PRO™ with OccludOR Balloon™?
- What are your main concerns when evaluating a new product?

Materials Management

- How many lap hysterectomies are currently performed in your hospital per week?
- Who is your preferred supplier for uterine manipulators?
- Are you currently contracted to any particular supplier?
- If I could offer the same/similar product with identical features and benefits at a much better price point, you would be interested, correct?
- Who is involved in the selection process of a new product and the onboarding process of a new supplier?

SURGEONS, PAs, First Assists

- How often do you perform TLH/ LAVH/ Robotic Assisted LAVH?
- What device are you currently using to assist with a TLHs/ LAVH?
- Are you using a uterine manipulator? If yes, which model/brand?
- What is most important to you when considering a device to use during a TLH/ LAVH?
- Do you ever need to open a separate package for the occluding balloon?

- Do you ever have trouble manipulating a large uterus during a colpotomy? (**Note: The Uterine ElevatOR PRO™ with OccludOR Balloon™ engages the interior uterine wall and has a more rigid shaft**)
- Do you experience difficulties maintaining pneumoperitoneum after colpotomy with your existing manipulator?
- Do you ever have any vaginal trauma that you believe is related to the blue vaginal seal on your VCare?

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Product Offering

UTERINE ELEVATOR PRO™ with OccludOR Balloon™



UE-OBPRO-32 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Small, 32 mm OD cervical cup)

UE-OBPRO-35 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Medium, 35 mm OD cervical cup)

UE-OBPRO-37 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Large, 37 mm OD cervical cup)

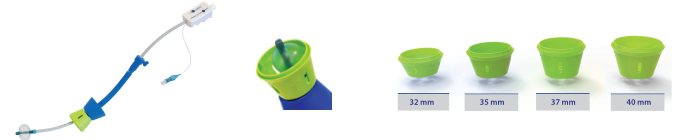
UE-OBPRO-40 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – XLarge, 40 mm OD cervical cup)

Packaged sterile, 8 per box

Major Cross: VCare®, VCare® Plus (Conmed); Rumi® II System with Koh-Efficient Technology (Cooper Surgical); Advincula Delineator™ Uterine Manipulator (Cooper Surgical)

Balloon only: Colpo-Pneumo Occluder (Cooper Surgical)

UTERINE ELEVATOR PRO™



UE-TVPRO-32 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Small, 32 mm OD cervical cup)

UE-TVPRO-35 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Medium, 35 mm OD cervical cup)
(Most popular size)

UE-TVPRO-37 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – Large, 37 mm OD cervical cup)

UE-TVPRO-40 (Uterine ElevatOR PRO™ with OccludOR Balloon™ – XLarge, 40 mm OD cervical cup)

Packaged sterile, 8 per box

Major Cross: VCare (Conmed); Rumi® II with Koh Cup (Cooper Surgical); Advincula Delineator with Koh-Efficient (Cooper Surgical)

Common Objections O (Objection) R (Response)

- O: I have been using the VCare and it works fine.
R: The Uterine ElevatOR PRO™ is comparable to VCare and matches it size for size- even larger sizes. It includes a colpotomy occluder balloon to maintain pneumo, all while being a significant cost savings, making it a great solution for the hospital.
- O: We have a contract with Conmed.
R: Our Uterine ElevatOR PRO™ is better priced than the competition's contract price and is differentiated as it includes the occluder balloon, which you may currently need to purchase separately. Would you consider a product that is more cost effective and has better value?
- O: We tried yours before and it was too rigid.
R: The customer feedback that we have received on this product indicates that a more rigid shaft allows for better control and manipulation -especially for a larger uterus. Have you experienced any issues in your cases when a manipulator shaft's lack of rigidity impaired control during the procedure?

Product Resources

- www.theorcompany.com; Sales Rep Central, E-university
- Catalog and Sales sheets; Cross References, Videos
- OTHER: samples@symmetrysurgical.com; ssiquotes@symmetrysurgical.com