

Use this guide to initiate a dialogue with surgeons, uncover their current challenges with liver retraction during **laparoscopic or robotic upper GI procedures**, and introduce how **Mediflex** liver retraction solutions can address their pain points.

CLINICAL SPOTLIGHT

LIVER RETRACTION SOLUTIONS

Step 1: Break the Ice—Open with Empathy

"Dr. [LastName], in your upper GI cases—especially bariatric or foregut—how satisfied are you with your current liver retraction setup?"

Let them talk. This invites a discussion without immediately pushing a product.

Step 2: Identify Their Pain Points (Sample Probing Questions)

- **Tissue Protection**
"Have you ever encountered issues with liver bruising or pressure injury from retractors?"
- **Exposure & Stability**
"Do you ever find that your current retractor limits your view or slips during long cases?"
- **Operative Field & Instrument Access**
"Does your current setup ever feel bulky or get in the way of your instruments, especially in tight fields, or collide with robotic arms?"
- **Workflow Efficiency**
"How easy is it for your team to place or reposition your liver retractor during laparoscopic or robotic cases?"

Take note of their responses — you'll tailor your Mediflex pitch accordingly.

Step 3: Introduce Mediflex as the Solution

"We've heard those concerns from many surgeons, which is why Mediflex developed a line of atraumatic liver retractors combined with our Holding & Positioning Systems for low profile positioning solve exactly these problems."

Then briefly highlight the top benefits:

Atraumatic design reduces liver injury and pressure trauma

Adjustable with table-mounted Holding & Positioning platforms optimize retraction without shifting and also allows for easy periodic release to prevent liver damage during longer cases

Low-profile footprint keeps the field open for instruments and visualization

Hands-free stability improves workflow and reduces assistant fatigue

Step 4: Invite Engagement

"Would you be open to a quick in-service or hands-on demo? I'd love to show you how Mediflex compares to your current setup — and how it could simplify your next upper GI case."

