

Use this guide to initiate a dialogue with surgeons that perform neonate/pediatric and/or small incision surgery - introduce how **Mediflex® Mini-Bookler® Systems** can address their pain points.

Step 1: Start the Conversation

"Dr. [Last Name], how satisfied are you with using a standard retractor system on your small patients or small incision procedures?"

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

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

"Does your current retractor system (used for small patients or small incision surgery) accommodate both disposable hook Stays for superficial retraction and scaled-down blades for deeper retraction?"

"Would a split retractor ring with adjustability around the surgical site for greater precision be of interest to you?"

"Would miniature retractor blades allow for improved field viewing – reduce obstruction?"

"Do you think having a retractor that allows for hinging one or two sides would be advantageous for tailored placement around various body parts?"

"If you could perform small patient or small incision cases without an assistant for hand-held retraction, could they be performing productive tasks?...Do you think you'd have improved workflow if you could work without an assistant?"

"Do you think that a table-mounted stabilization system would allow better control, precision and safety while performing the surgery?"

Take note of their responses — you'll tailor your Mini-Bookler® pitch accordingly.

Step 3: Introduce Mediflex® as the Solution

"Mediflex® has developed a novel retractor line of miniaturized rings and retractor blades specifically designed for small patients, including neonates, and small incision surgery – applicable to multiple specialties and applications."

Then briefly highlight the top benefits (or focus on those that are solutions to stated challenges):

- ✓ **Adjustable** split ring accommodates any surgical location or incision size
- ✓ Maximum **safety, exposure & efficacy**
- ✓ **Low-profile** positioning
- ✓ **Multi-specialty** applications
- ✓ **Stable** table-mounted fixation with FlexArm™ or StrongArm® devices
- ✓ **Extensive line** of rings, blades, and ratchets for maximum versatility
- ✓ Complete procedural **systems and components** available

Step 4: Invite Engagement

"Would you be open to a hands-on demo? I'd love to show you how the Mini-Bookler® Retractor System compares to your current setup — and how it could enhance your next small patient or small incision cases."

