

Use this guide to start conversations with surgeons performing open abdominal or pelvic cases and to introduce how the Mediflex® Universal Round Bar™ System solves their pain points.

Step 1: Break the ice - open with empathy

"Dr. _____, when you are performing open surgery, what is your preferred retractor setup for creating exposure? A bilateral approach or a 'frame' approach?"

Step 2: Identify the pain points

1. Blades and snap clamps failing
 - a. Have you ever had your snap clamps loosen or blades slip during surgery?
 - i. Mediflex® snap clamps are made with corrosion-resistant materials that will last a long time
2. Hospital budgetary concerns
 - a. Is your hospital looking to save money while still purchasing a high quality product?
 - i. Mediflex® URB systems are 15-50% more cost-effective than competing options, depending on the setup and competitor.
3. Looking to shorten procedural time?
 - a. Are you looking for a simpler setup that takes less time?
 - i. The Mediflex® one-piece frame allows for quick setup with excellent exposure.
 - ii. Mediflex® blades are all one-piece, reducing setup, cleaning, and sterilization time.

Step 3: Introduce Mediflex® as the solution

"We've heard these concerns from many surgeons, and we have listened to them. We have created a durable, dynamic retraction platform that is engineered with the highest quality materials, entirely in the United States.

System benefits to the above questions are as follows:

- **Durable Holding:** Mediflex® snap clamps are made with corrosion-resistant materials built to last.
- **Great Value:** Mediflex® URB systems are 15–50% more cost-effective than competing solutions, depending on the setup and competitor.
- **Quick Setup:** The Mediflex® one-piece frame allows for fast setup with excellent exposure.
- **Less Complexity:** Mediflex® blades are all one-piece, reducing setup, cleaning, and sterilization time.

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 procedure."

