

Use this guide to start conversations with surgeons performing laparoscopic or endoscopic cases to introduce how the Mediflex® FlexArm Holding & Positioning System solves their pain points.

Step 1: Opening (problem framing)

"Dr. _____, during laparoscopic/endoscopic cases, are you able to work with both hands throughout the surgery? Do you rely on an assistant to hold your scope or retraction instrument?"

Step 2: Identify the pain points

1. Do you ever experience joint or muscle discomfort from holding onto the scope or instruments?
2. Are assistants put in awkward positions holding a scope or instruments for you?
3. Do assistants accidentally touch tissue with the scope thus disrupting workflow and elongating the case to clear the lens?
4. During organ or liver retracting, is there concern of over retraction that may cause injury? Does under retraction impact your surgical field visibility?
5. If in a teaching facility: would you agree that surgical teaching would be improved if the trainee could focus on the procedure, vs holding onto a scope or instrument?
6. If using intraoperative imaging: are you concerned with exposure to ionizing radiation?

Step 3: Introduce Mediflex® as the solution

The FlexArm Holding & Positioning System was designed to provide consistent, hands-free stability throughout the procedure - without slowing set-up or cluttering the surgical field or surrounding environment. The Mounting Post accommodates 1 or 2 FlexArm's and a variety of tip attachments to facilitate all your holding requirements.

FlexArm System benefits

- **Autonomy:** Allows the surgeon to work with both hands while having easy access to make scope or retractor adjustments during the procedure.
- **Injury Prevention:** Decreases the physical and cognitive load on surgeon and staff.
- **Scope Stabilization** results in less scope removal to clean the lens.
- Retraction instruments are held with **consistent pressure**.
- **Trainees are able to concentrate on the instruction** vs maintaining scope or instrument positioning.
- The team can step back or out of the room during imaging to **prevent radiation exposure**.

Step 4: Invite engagement

Would you be open to a quick in-service or hands-on demo? I'd love to show you how a Mediflex® FlexArm Holding & Positioning System would enhance your surgical workflow, eliminate discomfort for you and your team and perhaps allow you to perform surgery in less time.

