

Use this guide to start conversations with surgeons performing open abdominal or pelvic cases and to introduce how the **Mediflex® Bookler® 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? What type of incisions are looking for retraction?"

Step 2: Identify the pain points

Blades and Ratchets

Q: Have you ever had your tilt ratchets fall off the ring into the non-sterile field?

A: Mediflex® offers a line of tilt ratchets that retain onto the ring without need a blade providing counter retraction. This is especially important in any perineal set up where the ring is not parallel to the bed/patient.

Q: Do you currently have all of the necessary Bookler Blades needed for all of your procedures?

A: Mediflex® has over 80 different blade patterns with many specialty procedures patterns.

Hospital budgetary concerns

Q: Is your hospital looking to save money while still purchasing a high quality product?

A: *Mediflex® Bookler® Systems are 15-40% less than major competitors and proudly made in the USA*

Procedural Time

Q: Are you interested in reducing your set up time with less components required?

A: The Mediflex® Strong Arm Plus allows for a quicker set up with less parts.

A: 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:

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."

