

Step 1: Start the Conversation

"Dr. [Last Name], are you currently using a self-retaining, table mounted or hand held retraction for establishing exposure in your head and neck procedures?" What about for your trans oral 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 accommodate both disposable hook Stays for superficial retraction and scaled-down blades for deeper retraction?"

"Are you currently performing RAS TORS and if so are you happy with your access and exposure?"

"Are you using self-retaining retractors for head and neck access and do you require supplemental hand-held retraction?"

"Does your facility currently have an FK retractor and if so, did you know that it is discontinued?"

"If you could perform head & neck 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?"

"Are you interested in a platform that could assist in your open, endoscopic and robotic ENT procedures?"

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

Step 3: Introduce Mediflex® as the Solution

"Mediflex® has developed a novel retractor line specifically designed for Trans-Oral Robotics Surgeries (TORS) and open head and neck procedures – that improves surgeon visualization and access for a wide range of patient sizes.

