

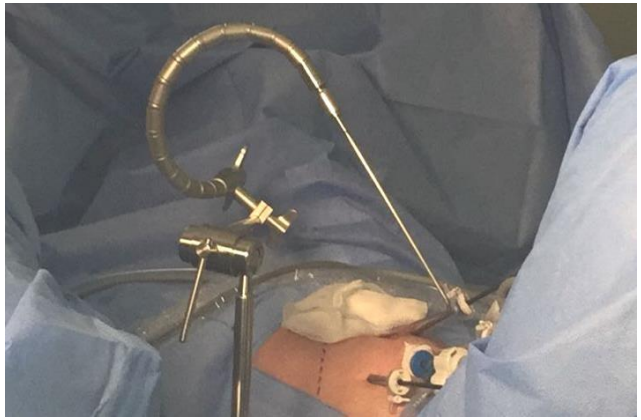
Laparoscopic Holding & Positioning Devices

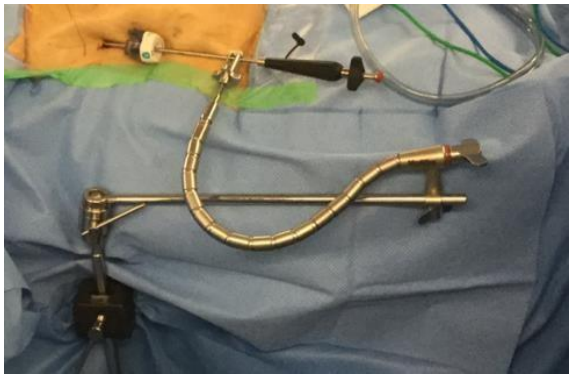
PRODUCT LINE OVERVIEW

Surgical Holding & Positioning Arms

FLEXARM VERSATILITY













Surgical Holding & Positioning Arms
FLEXARM SYSTEMS & COMPONENTS

Single Arm System with
Long Reach Post
99054-QCLR



Twin Arm System with
Long Reach Post
99055-QCLR



Single Arm System with
Standard Post
99054-QC





Long Reach Mount Post
69098
Height Adjustability

Heavy Duty
OR Rail Clamp
69099



FlexArm Plus
Companion Arm





Standard Mount Post
69053
Integrated Rail Clamp

Surgical Holding & Positioning Arms
PRODUCT FEATURES / APPLICATIONS

FlexArm™ Plus

- Provides static image, required by all surgeons
- Ability to make adjustments intra-operatively when arm is tensioned
- Low profile, arm and handle are parallel to prevent field interference
- Few handle turns to go from loose to rigid
- Holds virtually any instrument, retractor or scope
- Wear resistant, extended product life
- Easy, quick to set-up





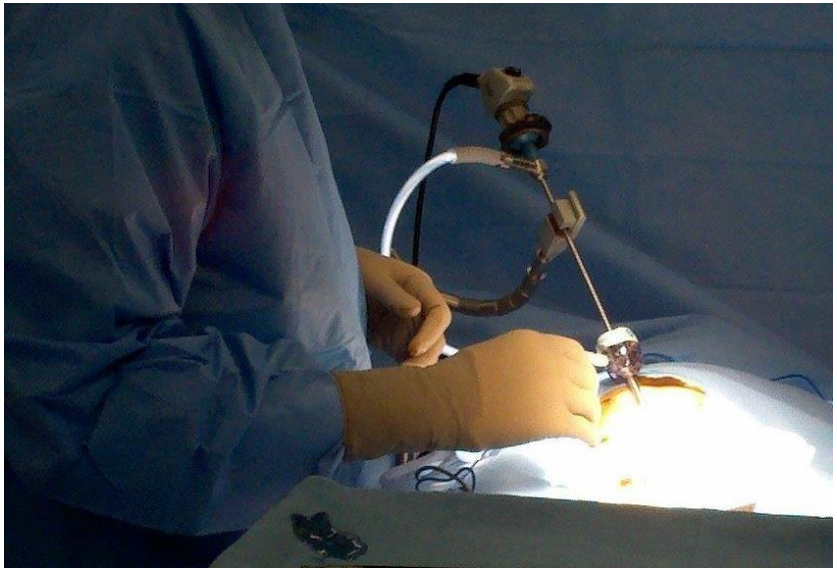


Surgical Holding & Positioning Arms
PRODUCT FEATURES / APPLICATIONS



Monolithic FlexArm™ Plus

- One-piece system with built-in Rail Clamp
- Provides static image, required by all surgeons (GS, GYN, etc)
- Ability to make adjustments intra-operatively when arm is tensioned
- Low profile, arm and handle are parallel to prevent field interference
- Easy, quick to set-up. Few handles turns to go from loose to rigid
- Holds virtually any instrument, retractor or scope
- Wear resistant, extended product life



Surgical Holding & Positioning Arms
FLEXARM APPLICATIONS

Ideal for holding devices that need to be occasionally moved or repositioned during surgery:

- Laparoscopes
- Fundus graspers in lap-chole
- Bowel Grasper in Urological cases
- Kidney Retraction
- Uterine Manipulators
- Fatty tissue or other retraction requirements

Scope Holding



Retractor Holding



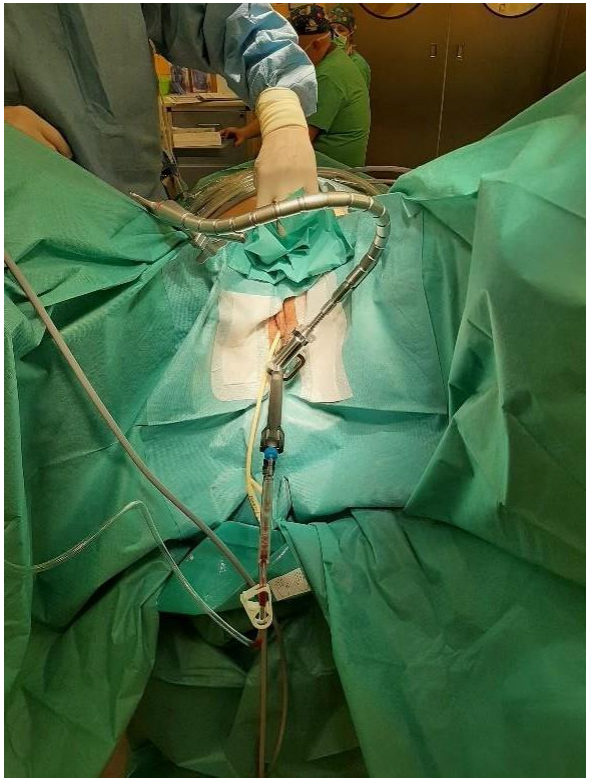
Surgical Holding & Positioning Arms
FLEXARM APPLICATIONS

Uterine Manipulator Holding

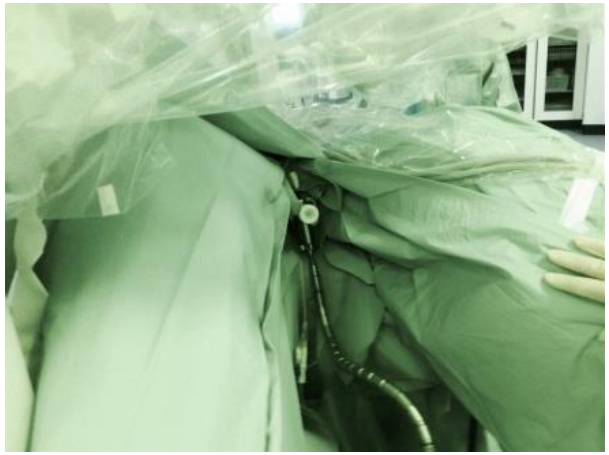


Surgical Holding & Positioning Arms
FLEXARM APPLICATIONS

Uterine Manipulator Holding

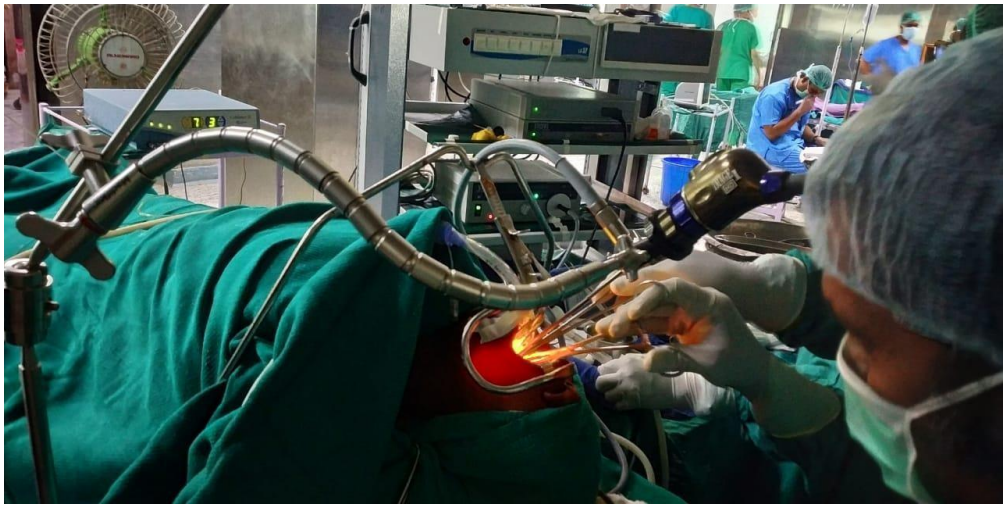






Surgical Holding & Positioning Arms
FLEXARM APPLICATIONS

ENT Procedures





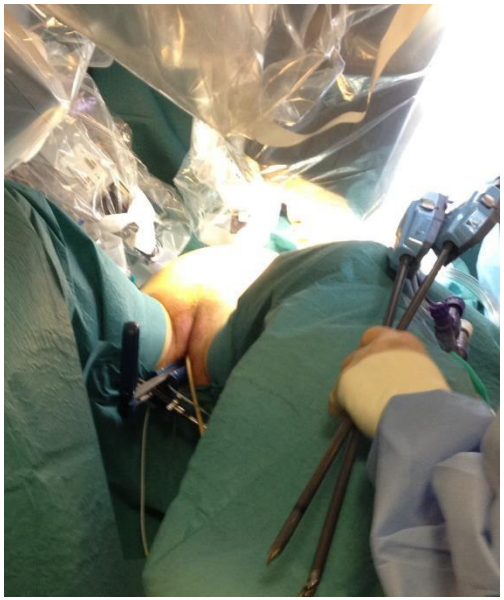
- ENT is a perfect example of high aerosolized working environments.
- The flexarm allows the surgeon to work at a safe distance requiring no additional assistance standing (breathing) above.

Surgical Holding & Positioning Arms
ROBOTIC-ASSISTED SURGERY

- Maximum surgical efficiency
- Reduces procedure costs
- Rapid set-up, flexible positioning; FlexArm does not block or hinder robotic arm movement
- Eliminates staff member, especially during Whipple and lap. hysterectomy procedures
- Atraumatic, static retraction of organs
- Complimentary instrumentation and accessories

FlexArm Plus holding Lapro-Flex Retractor; used to 'push' the left liver lobe out of the way in upper GI surgery

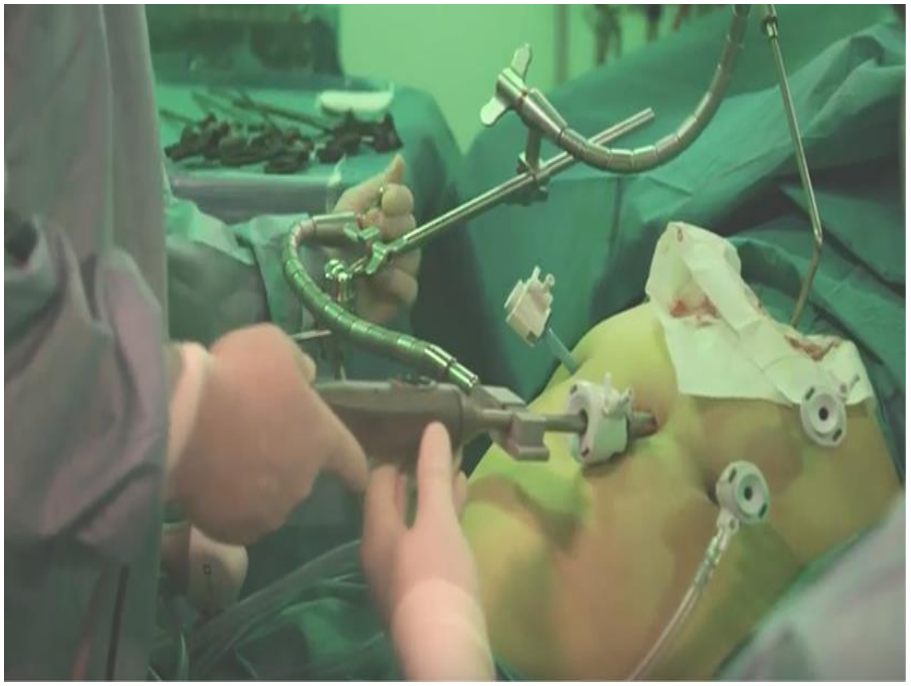




FlexArm Plus holding uterine manipulator in GYN procedure

Surgical Holding & Positioning Arms

FLEXARM TWIN SYSTEM PRESS RELEASE / VIDEO





https://youtu.be/l3ieMx5W7dw

Surgical Holding & Positioning Arms
PRODUCT FEATURES

StrongArm™ System

- Single Tensioning Knob that unlocks/lock all three joints simultaneously
- 1-piece design
- Height adjustable
- Easy learning curve
- Quick disconnect feature allows for a variety of distal working tips to be used on the same arm
- Hexagonal fitting design prevents axial rotation (slippage of liver from Nathanson hooks moving)
- Wide variety of options (TM, FM, Short Arm and Curved Post design) allow for marketing of many procedures/disciplines.
- For use in both open and laparoscopic procedures



Surgical Holding & Positioning Arms
KEY APPLICATIONS

StrongArm™ System

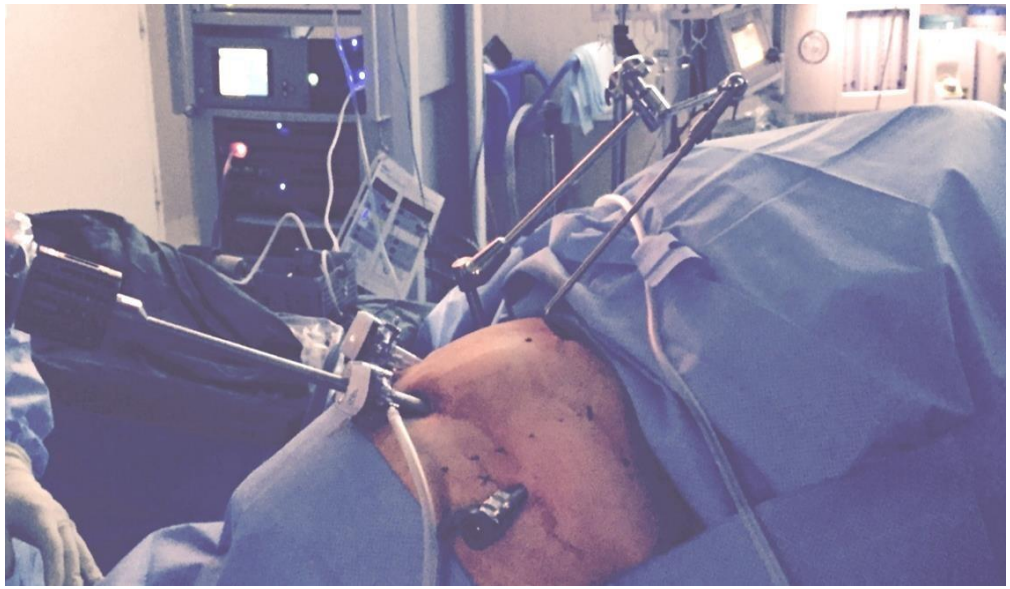
- Liver Retraction for Bariatric patients including:
  - Sleeve Gastrectomy
  - Gastric Bypass
  - Lap banding
- Liver Retraction for Bariatric/Regular patients
- Nissin Fundoplication
- Colectomy
- Bowel retractor
- Robotic procedures; due to low profile aspect





Surgical Holding & Positioning Arms
ROBOTIC-ASSISTED SURGERY

Robotic Sleeve Gastrectomy



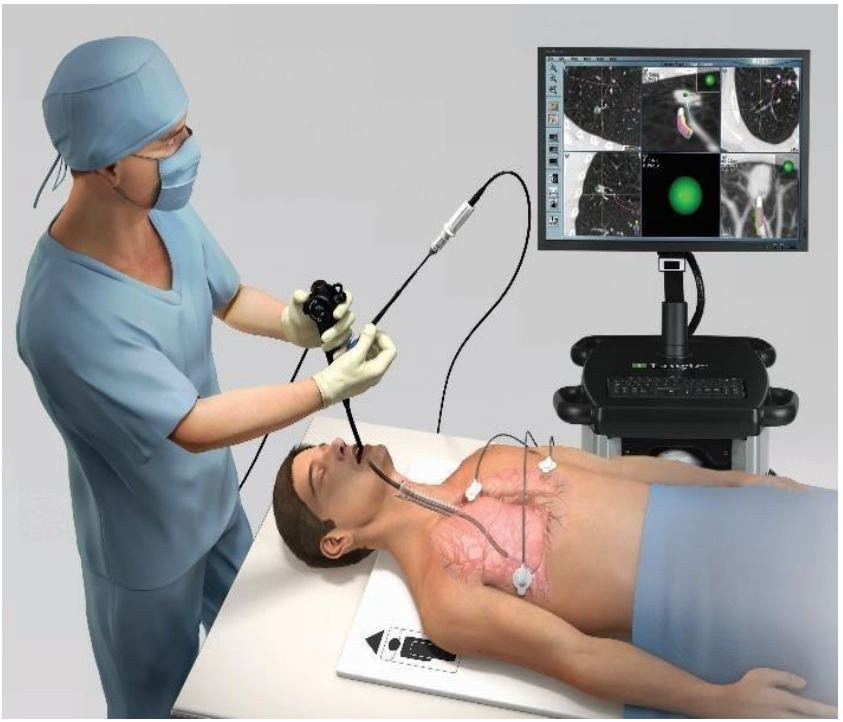


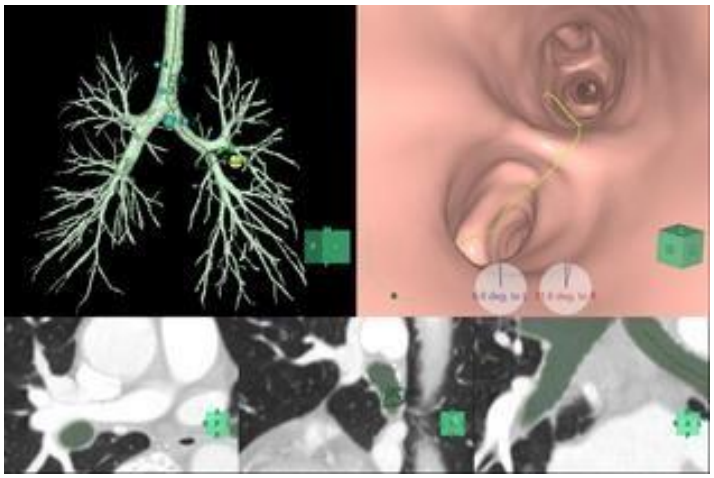
Surgical Holding & Positioning Arms
PULMONARY APPLICATIONS

Electromagnetic Navigational Bronchoscopy (ENB)

- Combines a special bronchoscope with an electromagnetic imaging platform and real-time CT/CBCT (Cone Beam CT) images to create 3-D map of lungs

- Allows access and treatment to difficult to reach peripheral lung lesions





Surgical Holding & Positioning Arms
PULMONARY APPLICATIONS



Real-Time Cone Beam CT requires physicians and staff to be away from the radiation source – often they leave the room.

This is one of the key purposes of needing a Bronchoscope Stabilization System – to maintain scope positioning during imaging.

Surgical Holding & Positioning Arms
PULMONARY APPLICATIONS

Why is a Bronchoscope Stabilization System needed?

1) Eliminates an assistant for scope holding
ENB procedures can be lengthy making it difficult for the physician or an assistant to hold the scope for the duration of the procedure.

2) Reduces radiation exposure
The physician(s) and staff are able to step away from the patient or leave the room during imaging to prevent exposure to harmful radiation.

"**3) Maintains scope position during imaging and intervention**
The Bronchoscope Stabilization System provides static, hands-free holding of the flexible bronchoscope throughout the procedure - for safety, accuracy and precision.

4) Helps to reduce trauma to the anatomy
Static scope holding minimizes inadvertent movement (caused by a fatigued assistant) which helps to reduce trauma to the anatomy.

5) Shortens procedure time
As optimal positioning of the scope is maintained, less time will be required for making adjustments – which will shorten procedure time.



Surgical Holding & Positioning Arms
PULMONARY APPLICATIONS

Specialized Accessories

Flexible Scope Tip (99706)
with hex fitting - requires Silicone Liners (sold separately).





Silicone Liners (070305)
12 per pack – Non-Sterile, Reusable/Sterilizable





Holding & Positioning Systems

Bronchoscope Stabilization System (38000) – Complete System with fixed Flexible Scope Tip, includes Rail Clamp

StrongArm (73000-SA)
StrongArm with short distal arm & hex fitting, includes Rail Clamp



Surgical Holding & Positioning Arms
PULMONARY APPLICATIONS

Sales Strategies

Target audience:
Interventional Pulmonologists

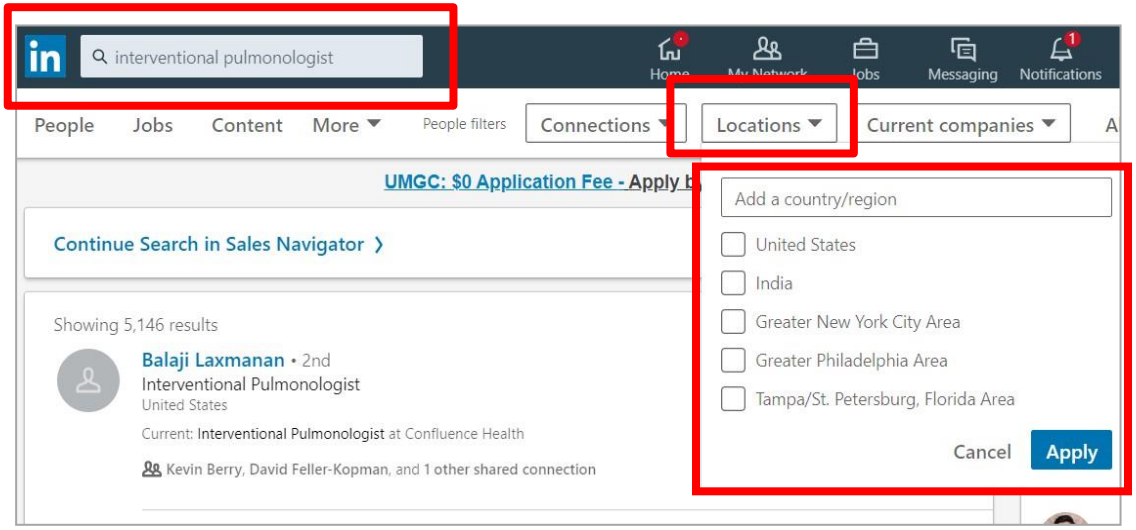
Location:
Endoscopy/Bronchoscopy Suites/Labs or the operating room

HOW TO FIND PROSPECTS…

1) Find the local Medtronic Lung Division Representative Medtronic has tested their navigational platform for compatibility with our Bronchoscope Stabilization System

2) Find doctors performing navigational bronchoscopy Perform LInkedIn search (refer to Distributor Guide in launch packet)

3) Find hospitals performing electromagnetic navigational bronchoscopy. Perform a internet/Google search to find local hospitals performing ENB



Surgical Holding & Positioning Arms

STERILIZATION TRAY COMPATIBILITY

COLOR KEY
Best Tray Option
Compatible Tray
Incompatible Tray

		Standard Tray  Ref. No. 69760 22.7" x 10.6" x 4.7" 57.6cm x 26.9cm x 11.9cm	Medium Tray  Ref. No. 69761 26.7" x 11" x 6" 67.8 x 27.9cm x 15.2cm	Extra Long Tray  Ref. No. 69762 31" x 11" x 6" 78.7cm x 27.9cm x 15.2cm
FlexArm™ Systems	99045 Series			
	99701			
	99702			
	99720			
	99050 Series			
	99054 Series			
	99054-LR Series			
	99055 Series			
	99055-LR Series			
	99190			
	99191			
StrongArm™ Systems	73000 & 73001			
	73000-DT			
	73000-LP			
	73000-NLR			
	73000-QG5 & QG10			
	73000-RBA			
	73000-SA & 73001-SA			
	73000-ST			
	73000-TM & 73001-TM			
	73005-NLR			
	73010 & 73012			
	73020-NLR & 73020-XL			
	73025-NLR & 73025-XL			
	73036-XL			
	73055-BC			
Nathanson Hooks	**EX SMALL / SMALL HOOKS** 69703-R9, 69738, 69738-3, 69703, 69735			
	MEDIUM HOOKS 69704, 69704-R9, 69736, 69636-R9, 69736-XL, 69736-R9-XL, 69736-R12-XL			
	LARGE HOOKS 69705, 69705-R9, 69737, 69737-XL			
	HOOK SETS 69709, 69709-R9,69710, 69710-XL			

9-2019

Surgical Holding & Positioning Arms

STERILIZATION CONTAINER COMPATIBILITY

COLOR KEY
Best Container Option
Compatible Container
Incompatible Container

		Small Container  Ref. No. 72153-A 22 2/3" x 11" x 5 1/3" 58cm x 28cm x 13.5cm	Large Container  Ref. No. 72152-A 23 1/3" x 15 2/3" x 7" 59.3 x 39.7cm x 17.7cm
FlexArm™ Systems	99045 Series		
	99701		
	99702		
	99720		
	99050 Series		
	99054 Series		
	99054-LR Series		
	99055 Series		
	99055-LR Series		
	99190		
StrongArm™ Systems	73000 & 73001		
	73000-DT		
	73000-NLR		
	73000-QG5 & QG10		
	73000-RBA		
	73000-SA & 73001-SA		
	73000-ST		
	73010 & 73012		
	73020-NLR & 73020-XL		
Nathanson Hooks	**EX SMALL / SMALL HOOKS** 69703, 69703-R9, 69735, 69738, 69738-3		
	MEDIUM HOOKS 69704, 69704-R9, 69736, 69736-XL, 69736-R9, 69736-R9-XL, 69736-R12, 69736-R12-XL		
	LARGE HOOKS 69705, 69705-R9, 69737, 69737-XL		
	HOOK SETS 69709, 69709-R9, 69710, 69710-XL		