

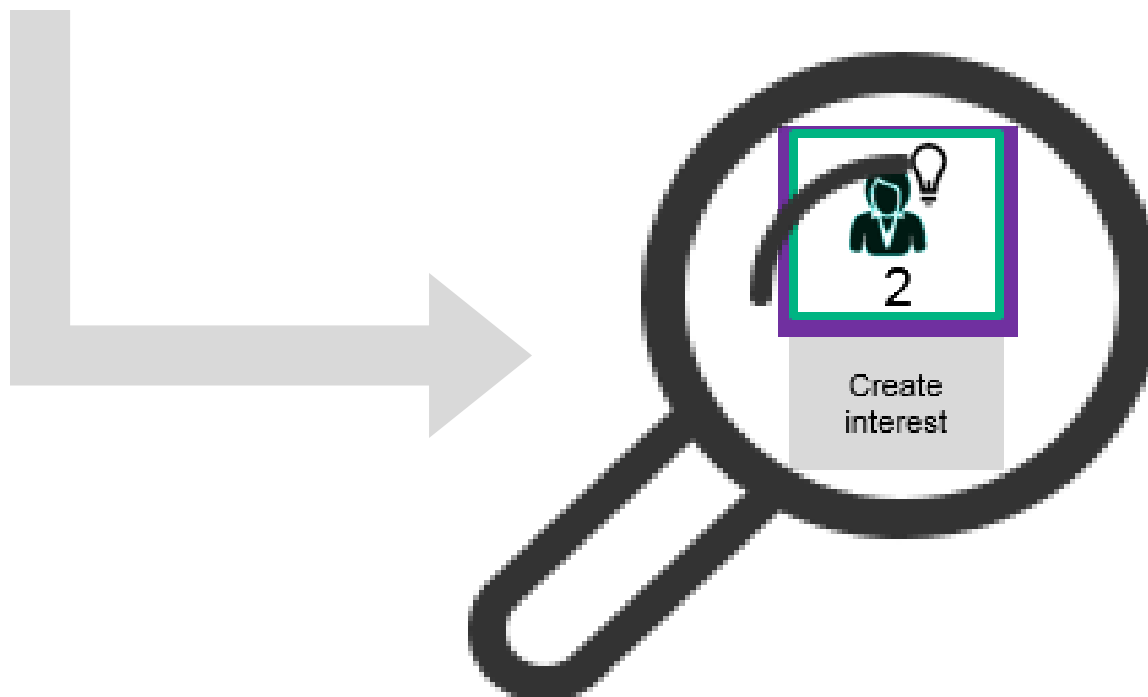
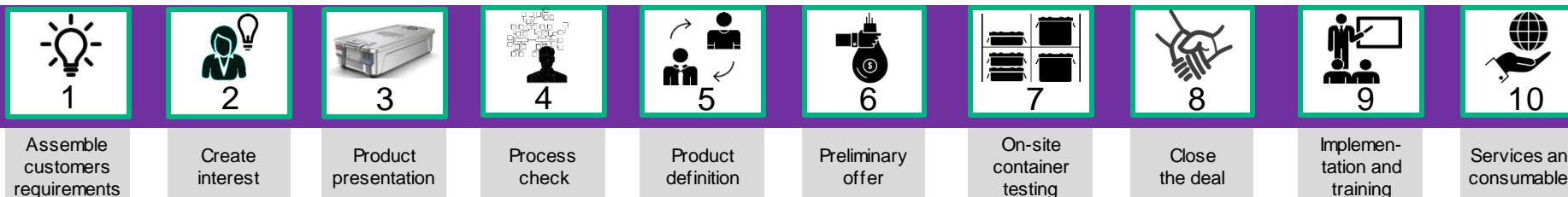


AESCULAP Aicon® – GUIDANCE FOR...

SAM APP_CONTAINER CONDITION CHECK

SAM Team

Sales process



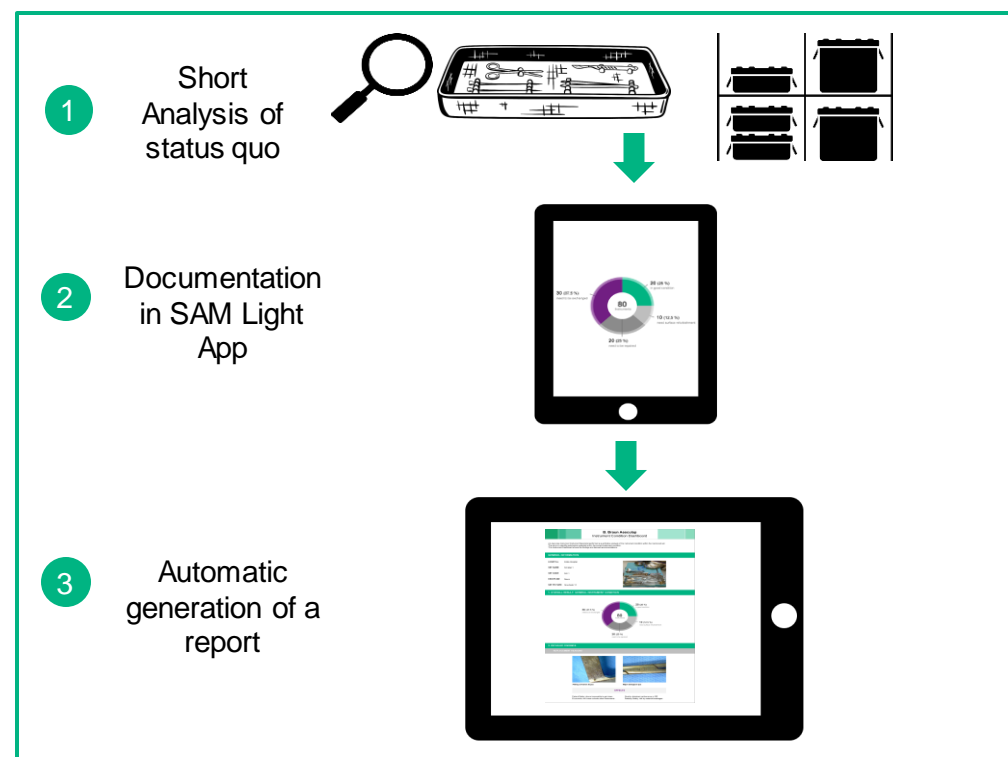
Create interest

- a Overview SAM Light App
- b How does the container condition check work

Create interest

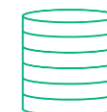
- a Overview SAM Light App
- b How does the container condition check work

Overview SAM Light App



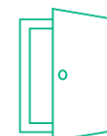
Sales argumentation with Insights

- ✓ Guided-Selling according to Insights4Value inclusive Evidence-Support Documents



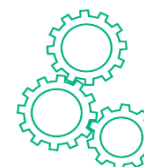
Generation of daily sales

- ✓ e.g. ATS orders



Door-opener for SAM Projects

- ✓ Potentially SAM Project-generator



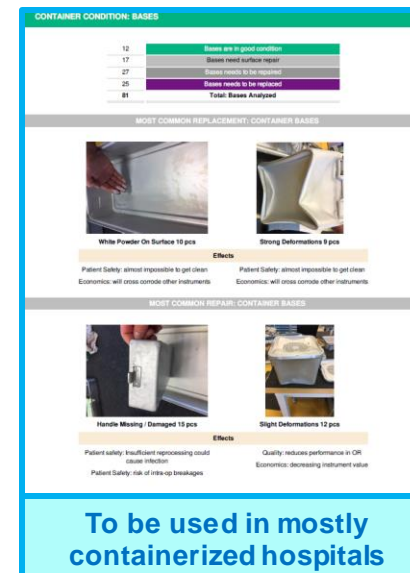
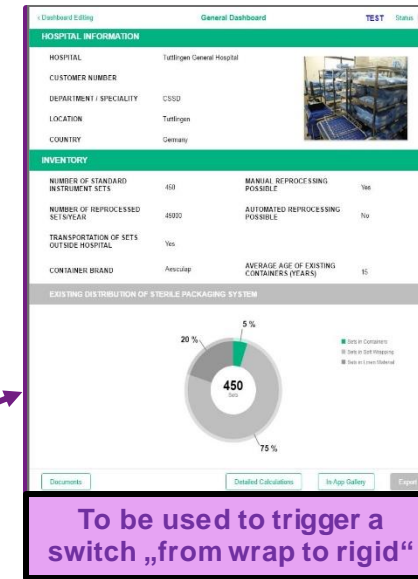
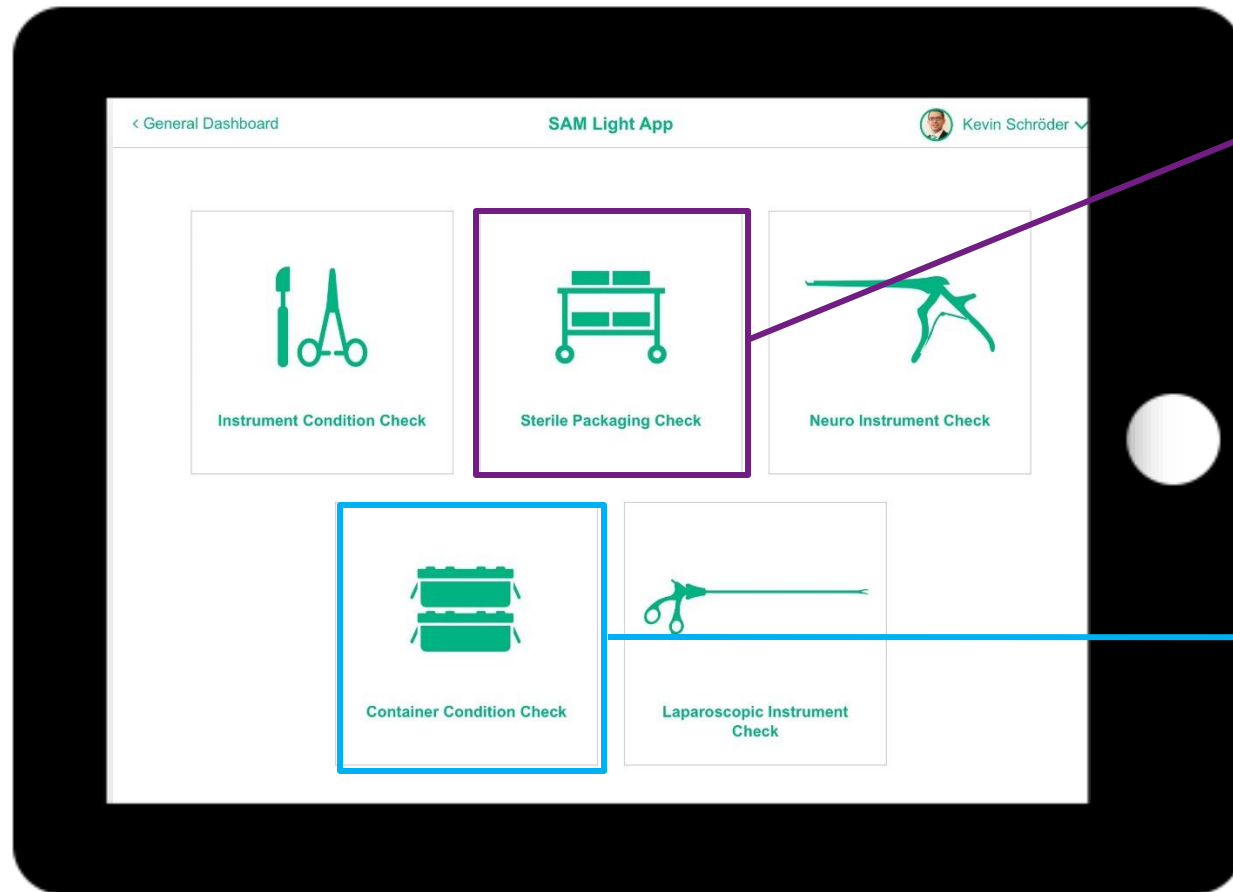
Data Collection for marketing purposes

- ✓ E.g. Benchmarks about instrument/sterile packaging condition

What is the SAM Light App?

- Small software tool for sales reps to **collect digitally process data** of a customer in an **organized way** and short time.
- The tool immediately delivers a **report** from the collected data with which the sales representative **can professionally advise the customer**.

Overview SAM Light App



Create interest

a

Overview SAM Light App

b

How does the container condition check work

SAM Light Tools Screen

< General Dashboard

SAM Light App

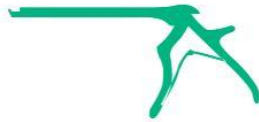
 Edward Kelly ▾



Instrument Condition Check



Sterile Packaging Check



Neuro Instrument Check



Container Condition Check

Example Report

AESCLAP® Container Condition Check

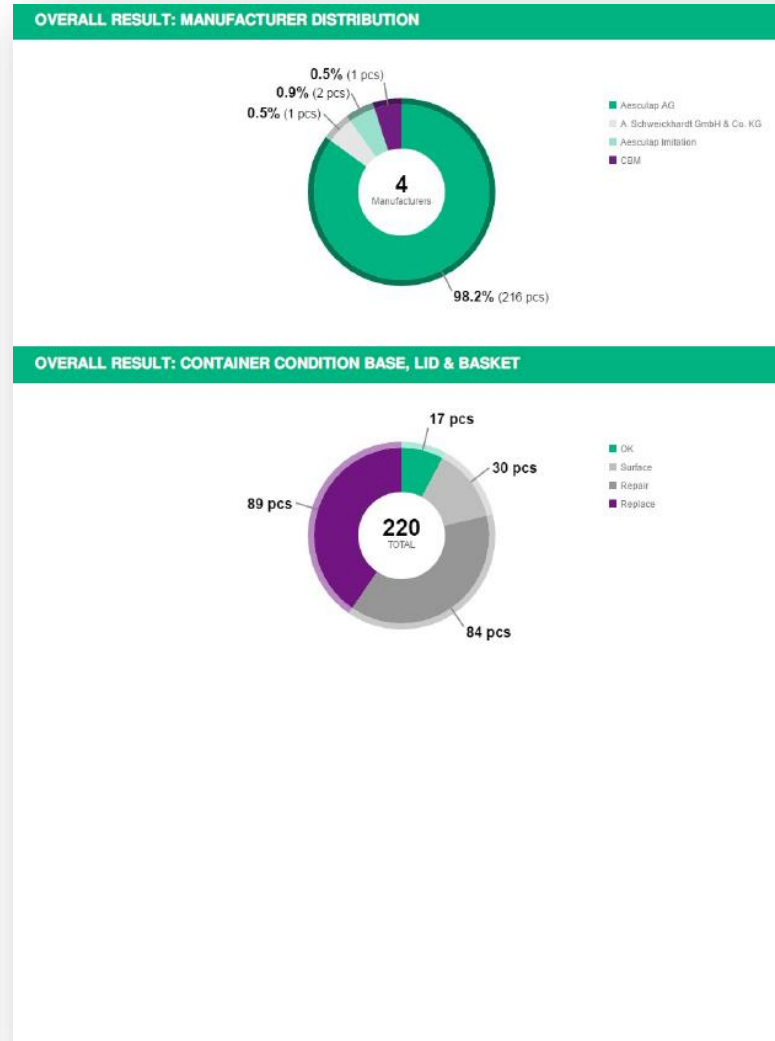
Note: The following containers were screened by an Aesculap sterile container specialist. However, this is a preliminary analysis. A final assessment of your container's condition will be performed by our Aesculap Technical Service. Also, not every container in the sterile stock may have been evaluated. Additionally other findings were documented, whenever there were serious issues.

HOSPITAL INFORMATION

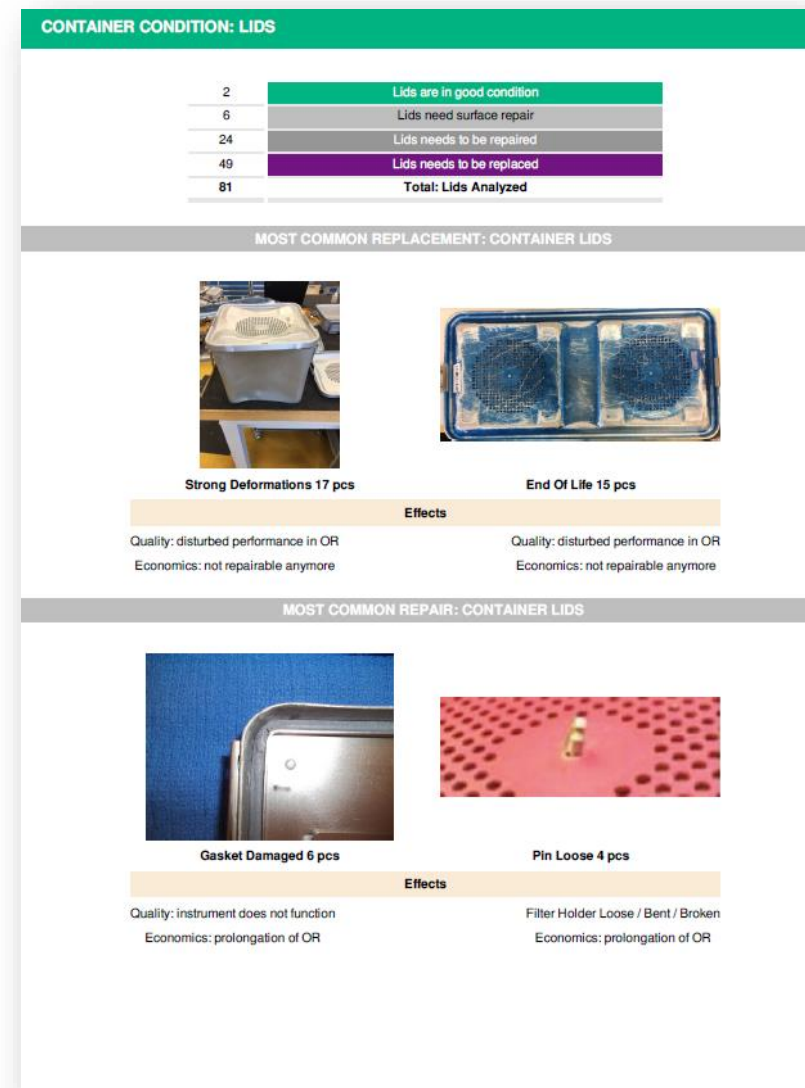
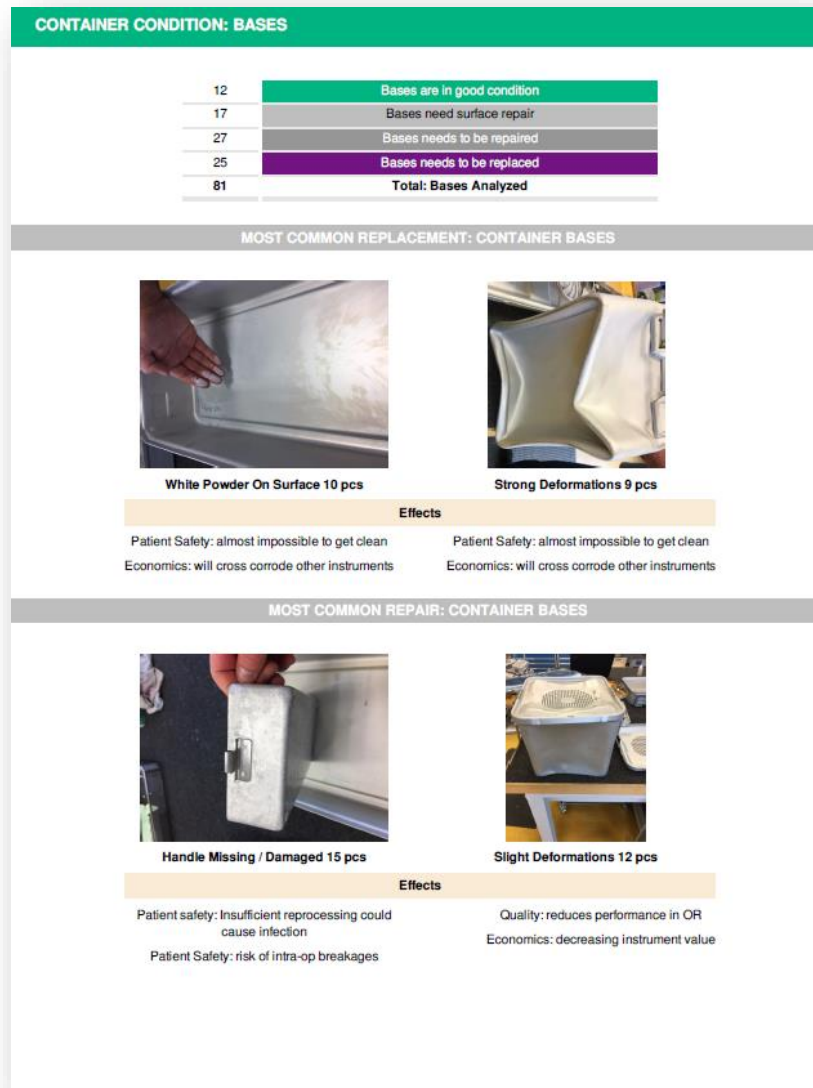
HOSPITAL	Univ of London Hosp
SPECIALTY/ DEPARTMENT	CSSD
CITY	London
COUNTRY	GB
CONTACT PERSON IN HOSPITAL	Ed Kelly
JOB TITLE OF CONTACT PERSON	CSSD Manager
STERILE STOCK INFO	Mixture of Soft Wrap and Containers

HOSPITAL STERILE CONTAINER SUMMARY

TOTAL SETS IN STOCK	500 Sets
% OF SETS IN CONTAINERS	45.0 % / 225 Containers
REPROCESSING METHOD	Automated (Machine) 2 Belimed W/D and 1 Cart Washer
NUMBER OF BASES AND LIDS SCREENED	81 Bases / 81 Lids
AVERAGE AGE OF CONTAINERS	Over 15 years
NUMBER OF SPECIALTIES INVENTORIED	11 Specialties
NUMBER OF SET TITLES INVENTORIED	20 Set Titles




Example Report




Example Report


AESCULAP CONTAINER SITUATION



Major Aesculap Container Type Primeline Pro



Original Aesculap Filter
Yes



Original Aesculap Seal
Yes


Effects

Validated for Use. Validated for Use.

Container Lid Type	Quantity	Sterile Technology
Older Generation Lids (before 1994)	80 pcs	Out of Date Technology
Total Aesculap Containers	80 pcs	

ADDITIONAL COMMENTS


AESCULAP IMITATION



Found a low quality version of the Aesculap container.

OVERALL RECOMMENDATIONS

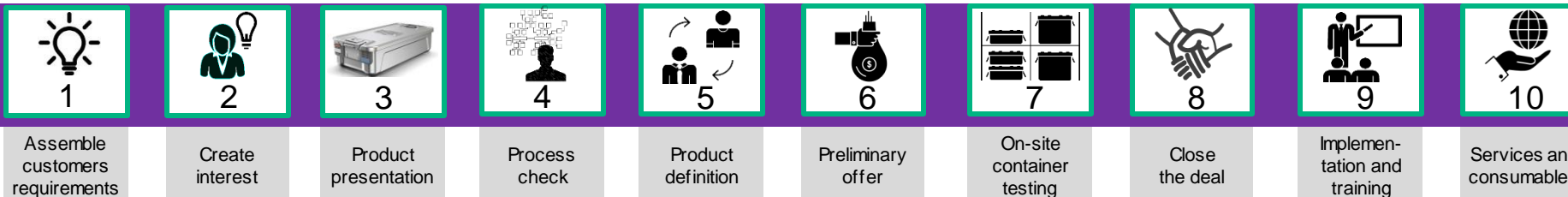
FULL CONTAINERIZATION



We recommend to do a trial of the new Aesculap Aicon® Container and a corresponding process check.

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Sales process



SELLING WITH INSIGHT

Thank you very much for your attention