

Olsen[®] Single-Use Midas Touch[™] Bipolar Forceps Selling Tips

SYMMETRY SURGICAL INTERNAL USE ONLY

Midas Touch Coating

Symmetry Surgical's genuine Midas Touch coating has a solid clinical track record on our reusable forceps.

For the surgeon who requires reliable non-stick bipolar forceps on delicate procedures where lower power settings are desired, Symmetry Surgical's Midas Touch bipolar forceps provide the reliability of single-use and have a proprietary non-stick coating that is durable and highly conductive. It is referenced as the base device for the SILVERglide forceps.

Benefits

- Coating is an excellent conductor
- Allows for lower power settings which, in turn may:
 - Decreases tissue adhesion
 - Decreases thermal spread
 - Decreases smoke generation
- Resists scratching better than noble metals (Ag, Au, etc)
- Cleans easily with a damp sponge

Clinical Applications

- Plastic, ENT, Neuro

Clinical Indications

Midas Touch bipolar forceps are intended to grasp and coagulate tissue. The Midas Touch can be attached by a cable to a standard electrosurgical bipolar generator in any general surgery procedure that requires coagulation and/or tissue cauterization to achieve hemostasis.

Clinical Overview

Q: Why are non-stick surfaces needed?

A: During delicate surgery, electrosurgical charring and unwanted tissue adhesion can cause delays with cleaning of charred material from tips. Tissue adhesion (sticking) can cause tears in adhered tissue and subsequent additional bleeding. Charred tissue (eschar) increases electrical resistance and decreases heat transfer across the tips requiring increased power.

Competition

- Kirwan Liberty Aura Elite
- Aesculap Disposable Rose Gold
- SILVERGlide

Talk Tracks

Surgeons using single-use non-stick bipolar forceps to cauterize tissue during various plastic, ENT, and neuro procedures

- Which single-use, non-stick bipolar forceps do you use to coagulate vessels and tissue?
- How well does the non-stick technology work?
- What happens when there are problems with bent or broken tips?
- What problems do worn or scratched coatings pose during a procedure?
- How important is it for you to have a variety of patterns and tip sizes?
- What power settings do you typically use?
- What benefits would bipolar forceps that operate at lower power settings (15W-25W) provide for you ?

OR Nurses/CSTs

- How important are single-use non-stick bipolar forceps to your surgeons?
- What are they currently using? On which procedures?
- How easy it to clean the tips during surgery?
- How often do you experience broken bipolar forceps for these cases?
- How long does it typically take to get a replacement to the OR?

Plastic, ENT, and Neuro Coordinators

- How important are single-use non-stick bipolar forceps to your surgeons?
- What are they currently using? On which procedures?
- How easy it to clean the tips during surgery?
- How often do you experience broken bipolar forceps for these cases?
- How long does it typically take to get a replacement to the OR?

SPD Manager

- Do you ever have non-stick, bipolar forceps with broken or bent tips?
- How often do you have to send them out for repair?
- What happens when non-stick, bipolar forceps tips cross, or when they are contaminated during surgery?
- How long does it typically take to get a replacement to the OR?