


QUICK REFERENCE GUIDE

Bovie® Orca™ Integrated Smoke Evacuation Pencil

Value Proposition

The Bovie® Orca™ Smoke Evacuation pencil is a powerful, fully integrated, low profile device which provides Optimal Control and Better Protection for operating room personnel and health care workers performing electrosurgical procedures

Product Offering

Category	Product Code	Includes
Bovie® Orca Integrated Smoke Evacuation Pencil	Product code: ISEP1000 	<ul style="list-style-type: none"> • PTFE Coated Blade • 10ft tubing & holster • Packaged 10 per box
		<ul style="list-style-type: none"> • Cross-reference: SHK-VC-C-US, 0703-046-004 (Neptune, Stryker); SEP5000, SEP5015 (ValleyLab, Medtronic); 252510 (ZipPen, ETHICON); PLPRO4020, PLP1020 (Plume Pen, Conmed (BF))

Target Customers

Ideal Account Targets

- Neptune Smoke Pencil Accounts
- HPG Smoke Evacuation Contract #42956
- Bovie/Olsen/Symmetry Presence
- Accounts using pencils in packs (Custom Pack)
- Accounts where we have already approached with smoke evac but the customer needed integrated smoke evacuation pencil

Ideal Targets

- HCPs championing smoke evac within facility
- Plastic Surgery
- OR Directors
- Clinical Nurse Educators
- Material Management (If currently using SE)
- Surgery Centers
- Where we have recently converted energy business

Probing Questions

Surgical Coordinators:

- What kind of smoke evacuation products do you use?
- Are you using an integrated smoke evacuation pencil?
- Are you open to looking at other smoke evacuation options?
- Are you using pencils in packs?
- Any issues with the noise from the Neptune?

Materials Management:

Who are you currently using for Smoke evacuation products?

- Would you be interested in a better value (clinical and economical) option?
- What electrosurgical contracts do you have (HPG)?

SURGEONS, PAs, First Assist's:

- Would you be interested in looking at an integrated smoke evacuation pencil that performs better... has more powerful suction than its competitors?
- Is convenience and ease of use important to you in a smoke evacuation pencil?
- How often is cord management an issue (functionality)?
- Can you describe the ideal smoke evacuation pencil?
- How well do you think your current smoke evacuation pencil performs in evacuating smoke plume?
- Have you been implementing recent recommendations regarding smoke evacuation in the OR by the ACS, SAGES, etc..?
- Any issues with the amount of smoke that escapes when using the Neptune pencil?

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Key Features and Benefits

- Low Profile - Integrated Pencil
 - Provides Bovie cutting and coag electrosurgery pencil benefits combined with integrated smoke evacuation
 - Comes with coated electrosurgical blade to minimize build-up of eschar
 - Streamlined and evenly balanced pencil
- Ergonomic
 - Integrated Tubing and cable- easier to handle
 - Triangular-shaped Pencil with ribbed grip for optimal control and comfort
 - Swivel back end allows for fluid hand movements
- Enhanced Performance With Powerful Protection
 - Compared to competitors, Orca removed up to 55% more smoke from the surgical site, improving visibility and providing better protection
- Economical
 - Provides a cost efficient way to protect OR staff
 - Combined device - no need for multiple SKUs
 - Compatible with Smart Shark activator to maximize filter life
 - Includes coated electrode tip
- Compatibility & Ease Of Use
 - Plug and play design
 - Compatible with most electrosurgical units
 - Comes with 10ft tubing and 7/8inch diameter connection (fits most smoke evacuation units)
 - Minimal back-weighting on tubing makes it easier to use

Common Objections *O (Objection) R (Response)*

O: We already have a smoke pencil.

R: That's great that you are protecting your health care workers. Would you be open to trying something that is 55% more powerful at suctioning the smoke plume and may also provide a cost savings?

O: We don't really use smoke evacuation.

R: I understand that it can be costly and cumbersome to start using smoke evacuation. We have a great low profile solution that is cost effective and ultimately will protect your staff. Would you be interested in trying?

O: We are in a contract.

R: Often smoke evacuation products are carved out of the electrosurgical contracts because its an area where there are newer and better technologies such as the Bovie Orca. For better protection and potential cost savings, wouldn't you say that it may be good to check that this could be carved out?

O: We need a telescoping.

R: For most procedures Orca will satisfy your smoke evacuation needs with up to 55% better protection. Some surgeons don't like the longer length pencil as it can get in the way and impair visibility. For the smaller percent of cases where you need a longer length capture shroud, we do have nozzles that can be purchased and overall would be more economical than a telescoping pencil.

Product Resources

Symmetrysurgical.com; Boviemedical.com; Sales Rep Central, eUniversity

Optimal Control, Better outcomes Brochure

(<http://www.boviemedical.com/wp-content/uploads/2019/06/sm0082-smoke-evacuation-brochure-v3c.pdf>.);

Cross references, Videos.

Samples: samples@symmetrysurgical.com