

- *Make your own. Inject humor, take the product seriously but not yourself.*
- *Target time: 15 minutes including questions*
- *Focus on showing the features while speaking to the benefits*

OPENING

- ◊ Thank them for having you.
- ◊ Intro: "I want to briefly highlight the features of our Negative Pressure Wound Therapy device and answer any questions you have."
- ◊ Name of pump: either: the "Cork Pump" or the "Nisus".
- ◊ At Cork Medical we manufacture and distribute all of our own wound care products in Indianapolis, Indiana.
- ◊ Our goal was to provide the best pump on the market with the power the clinician deserves and the portability the patient demands.

PUMP POWER

- ◊ Our pump provides optimal flow rate of 8-10 Liters Per Minute (LPM), stronger than most competitors
- ◊ Our pressure settings range from 40 mm/Hg ("millimeters mercury") – 200 mm/Hg
- ◊ The Nisus provides both Continuous mode as well as a true Variable Intermittent mode.

PUMP PORTABILITY

- ◊ The Nisus weighs just 2 lbs
- ◊ Battery life of up to 12-16 hrs.
- ◊ Comes with a cushioned, protective shoulder bag.

PUMP INTERFACE

- ◊ Turn the pump "on" (make certain tubing is pinched)
- ◊ Highlight battery indicator & run time
- ◊ Push "menu" and explain 4 icons:
 - Pushing the "Therapy" icon allows you to switch between Continuous & Intermittent modes.
 - "Alarm" allows you turn on & off the 2 alarms: Leak, Blockage
 - Cannot turn off Canister Full, Battery or Critical Battery
 - Troubleshooting
 - In "alarm" you can find "Log Display" that lists what alarm occurred and the date & time of the alarm.
 - "Troubleshooting" menu provides you and the patient with information on why the alarm occurred and how to resolve the issue. This decreases service calls by 60-70%
 - Under "Settings" you can change language, change date/time and reset the runtime.
 - Resetting the run time allows you to monitor the patient's compliancy of therapy.
- ◊ Demonstrate Locking.

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CANISTERS

- ◊ Easy, one-handed attachment and removal.
- ◊ Canister will not detach if pump is dropped or jostled.
- ◊ Never loses hermetic seal between pump and canister as you get a new plastic conduit with every canister.
- ◊ We offer both a 250 ML and 500 ML canister both of which fit on the same pump.

WOUND DRESSING KITS

- ◊ We offer both a medium & large foam kit
- ◊ Included in each kit is foam, 2 pieces of drape, port pad and a ruler
- ◊ Our foam is 30 pores per inch (PPI), providing optimal granulation rates, higher tensile strength and doesn't flake when cutting.
- ◊ The drape is 1-2-3. It will not delaminate when cutting and provides one of the best adherence properties on the market.
- ◊ Our port is made of soft silicone with a flush design that will not collapse.

CUSTOMER SERVICE

- ◊ Finally, we offer you and your patients a 24-hour service line: 1-866-904-2946

COMMON QUESTIONS/ANSWERS

- Do you offer white foam? **Yes**
- Do you offer Y-tubing connector? **Yes**
- What is KCI's pores per inch? **60 ppi. Their new foam is 45 ppi**
- What is the tubing made from? **Silicone. Others are made from Nylon which is thicker.**
- Do you measure the pressure at the pump or at the port? **Our software ensures consistent pressure from the wound to the pump.**