

- *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.***