



The Complete NOL[®]



Dear Commercial Partner

This document provides you with a step-by-step scheme as well as supporting documents, to ensure a successful introduction, evaluation and sale process for the NOL monitoring technology.

Click the square buttons to find the supporting documents.

Note that **red buttons are for internal use only**, and blue buttons are customer-facing documents.

2nd Edition, February 2021.

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MENU



1. Initial introduction pitch >



2. First introduction meeting >



3. Demo in the OR >



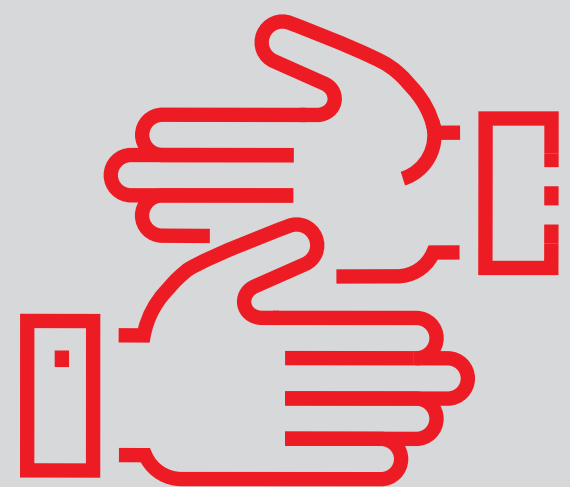
4. NOL evaluation period >



5. Tailoring a deal >



6. Post-sale follow-up >



1. INITIAL INTRODUCTION PITCH

Once you **target a relevant hospital/potential user**, use ideas from the **NOL Talk Track** to drive interest for a demo. You may adapt it for use in email/ call/ meeting.

Following the pitch, you may send the following materials as preparation for the meeting: **NOL Technology Fast Facts**, **NOL Technology Brochure** and **Medasense List of Publications**.

When coordinating the introduction meeting, make sure the following elements are considered:

- Meeting is coordinated with an influential clinical leader at the hospital.
- A procurement person is notified/invited to this meeting to ensure a smooth procurement process in the future.
- Other stakeholders and influencers should also be invited to the intro meeting: surgeons, pharmacists, biomedes, OR nurses.

Ensure there are no hospital policy barriers and technical requirements that may prevent implementation of NOL (that can't be resolved in the near future).

Targeting and Segmentation

For internal use only!

NOL Talk Track

For internal use only

NOL Technology Fast Facts

NOL Technology Brochure

Medasense List of Publications





2.

FIRST INTRODUCTION MEETING

The target of this step is to ensure a successful presentation is delivered to the relevant hospital stakeholders.

Show the **NOL presentation** – make sure you use the latest version. Share any relevant **case reports**, and make sure you are prepared for the meeting by going through the **Q&A Booklet and the NOL Algorithm White Paper** to address common questions.

Following the presentation, ask the audience what they perceive as the main target patients/ procedures for NOL.

Ask the audience to say in their own words how NOL can enhance their daily practice. If new insights and questions are raised - please share it with us.

Following a successful meeting, a demo in the operating room will be scheduled. Make sure the monitors pass biomedical engineering, prior to the scheduled demo date.

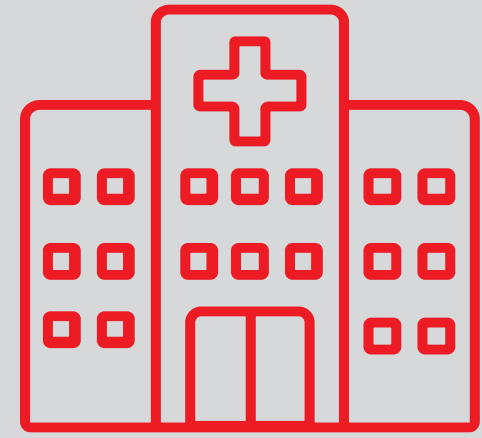
NOL
Presentation

Case Reports

Q&A Booklet

For internal use only

NOL Algorithm
White paper



3.

DEMO IN THE OR

Make sure to go over the **NOL Evaluation Checklist** before the demo. Only schedule demonstrations in the procedure types listed and remember the important points to highlight. Refer to the **NOL Intraoperative Medication Guide** if you are unsure of NOL's response to certain drugs.

Please print the **NOL Quick Guide** in advance for use during procedures.

Remind the clinician about the NOL outcome study results discussed during the initial presentation. It is a good idea to save the **NOL Presentation** on your mobile/iPad so that you can present it during the demonstration/ evaluation surgeries. We also recommend saving the **Intraoperative Medication Guide** and **Clinical Decision Modeling** documents to your electronic device so that you can refer to them during surgery if needed.

NOL Evaluation Checklist

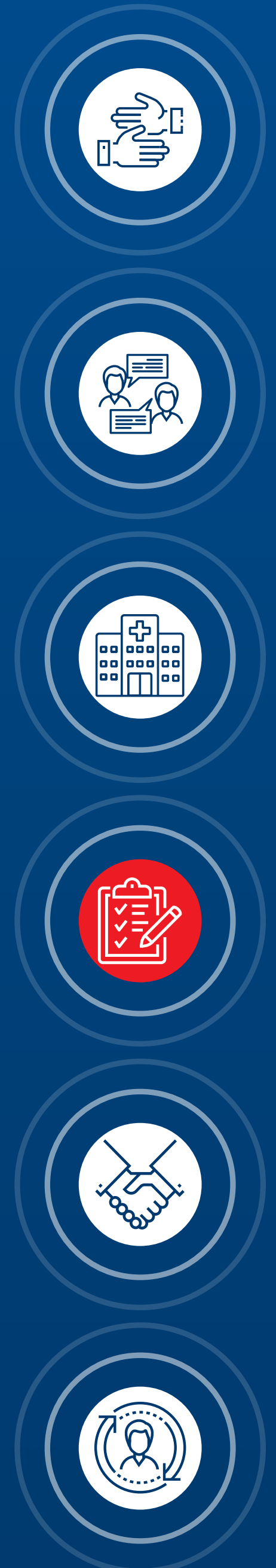
For internal use only

NOL Intraoperative Medication Guide

For internal use only

Printed Quick Guide

NOL Clinical Decision Modeling



4. NOL EVALUATION PERIOD

Following a successful demo, the clinicians may wish to conduct a product evaluation. Consult the **NOL Evaluation Checklist**, (from the previous page), in advance. Make sure to collect feedback based on the clinical targets, criteria and outcomes agreed upon.

Prior to the evaluation, make sure to share the **NOL Pocket Guide** with clinicians, to help them get a deeper understanding of NOL-guided surgery. You can also share our list of **Clinical Resources** that lays out all of our key assets.

During the evaluation, the clinicians may want to use an evaluation protocol, depending on their anaesthesia regimen.

Spend at least 2 days performing on-site training, then appoint a responsible champion and make sure to have a daily call and weekly visit to address any new use case/clinical questions/technical issues that the users may encounter.

The **Evaluation Presentation Template** will help organise the findings and should be presented to hospital management at the end of the evaluation.

In case of required technical support send us an email to:

serviceteam@medasense.com.

NOL Pocket
Guide

Medasense
Clinical
Resources

Evaluation
Protocol
Fentanyl

Evaluation
Protocol
Remifentanyl

Evaluation
Presentation
Template

For internal use only



5.

TAILORING A DEAL

Congratulations on starting the procurement process! Flexibility of pricing and models are key for making the deal happen! Stay in touch with your customer to make sure the quote meets his expectations.

A ROI calculator tool, and an **associated explainer**, is available to demonstrate the economic saving from using NOL monitoring. This tool is based on published evidence that used a propofol-remifentanyl regimen, linking the rate of intraoperative hypotension to NOL use/ non-use. The calculator also adjusts the risk of postoperative AKI and MI

based on whether patients experience intraoperative hypotension or not.

When using the ROI calculator adjust the inputs, based on hospital's data, and get a full report on potentials savings. Please contact your Medasense representative to access the ROI calculator.

You can also use the **Economic Value** presentation to explain the potential post-operative cost savings from NOL monitoring. This economic value assessment examined cost savings related to acute postoperative pain treatment following NOL-guided anaesthesia (using a sevoflurane-fentanyl regimen).

ROI Explainer

Economic Value Presentation





6. POST-SALE FOLLOW-UP



A successful sale is the first step towards prosperous relations with a satisfied customer. Maintain a weekly call and a monthly visit on site to make sure the team is well trained and using NOL in daily practice. During these visits, check whether the users have encountered any new use case/ limitation, or require special service. You can also ask them to complete the digital **Post Marketing Surveillance (PMS) form**.

Encourage the clinicians to register for the **Medasense Academy** training platform. Make sure to document any interesting case reports using the **Case Report Template** (after signing **the Data Share Agreement**). Please contact your Medasense

representative for further assistance with generating case reports.

Your next challenge is to spread the enthusiasm among new users, expand NOL usage within the hospital, and to get NOL incorporated in the hospital's protocols and guidelines.

If the users are satisfied with the technology - ask if they are willing to be listed as a reference site.

Be sure to update the users on new NOL publications, NOL's User Group meet-ups, and other marketing/education initiatives.

We hope this toolkit meets your needs. For any suggestions, contact the Medasense marketing team.

Digital PMS

Medasense Academy

Case Report Template

Data Share Agreement



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