

PACK INCLUDES:
Unique Selling Points
How to Demonstrate and Sales Tools
Surgeon Feedback/Invitation to Return Form
Marketing Support



Product Launch Pack



CORONET™ Clear-Vue™ (PK) Recipient Vacuum Trepine

08/09/2016

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Clear-Vue™ Recipient Vacuum Trepine Launch Pack

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Product Name: Clear-Vue™ Recipient Vacuum Trepine

Brand: CORONET

Patented Protected: Patent Pending

Trademarked: Yes

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Clear-Vue™ Recipient Vacuum Trephine Launch Pack

Intended Use:

The CORONET™ Clear-Vue™ Recipient Vacuum Trephine is designed specifically for performing a full Penetrating Keratoplasty (PK) on the recipient eye, during corneal graft surgery.

Unique Selling Point (USP)/Competitive Feature:

Next Generation Vacuum Formation

The Clear-Vue™ is the only Trephine on the market not to effect the topography of the Cornea. The patent protected skirt sits on limbus as opposed to cornea and conforms to all topography's. Whilst the vacuum forms away from incision and holds trephine securely in place with minimal impact on IOP.

Product Description

The CORONET™ Clear-Vue™ Recipient Vacuum Trephine has been specifically designed to deliver a reliable and consistent vertical incision, giving improved wound architecture and reduced endothelial cell loss.

The trephine features exclusive CORONET™ *Cathedral* Blade Technology, creating an ultra-thin and sharp blade, to minimise undercut and tissue distortion. *Blade progression 0.063mm downward per quarter turn and 0.252mm per full rotation.

- Developed specifically for full Penetrating Keratoplasty surgery (PK)
- Lightweight and transparent body with open windows for 360° visualisation
- Patent pending skirt sits on limbus as opposed to cornea and conforms to all topography's
- Vacuum function forms away from incision and holds trephine securely in place with minimal impact on IOP
- Improved cross hair for easier centralisation
- Ultra-thin blade provides improved approximation between the donor button and patient cornea
- Ergonomic finger grips work in harmony with natural hand position
- Marker pin feature enables tracking of blade progression
- Supplied sterile, single use only, one per box, declared 3 year shelf life
- Manufactured in the UK

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Clear-Vue™ Recipient Vacuum Trepine Launch Pack

Size Range and Codes:

Trepine Size (mm)	Product Code
6.50	51-842-6.50
6.75	51-842-6.75
7.00	51-842-7.00
7.25	51-842-7.25
7.50	51-841-7.50
7.75	51-842-7.75
8.00	51-842-8.00
8.25	51-842-8.25
8.50	51-842-8.50
8.75	51-842-8.75
9.00	51-842-9.00
9.50	51-842-9.50

Material Specification:

Product Component	Specification
Trepine Blade and cross hair	Stainless Steel (Blade Depth 1.15mm)
Trepine Body and finger grips	Polycarbonate
Skirt	Thermoplastic Elastomer
Black Capstan	ABS
Tubing	Medical Grade Silicone
Syringe	Luer-Lok (5ml capacity)
Blister Packaging	0.76mm PETG Blister/ TYVEK Lid (271mm x 82mm)
Outer Box/Carton	500 Micron Printed White Boxboard

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Packaging and IFUs:

Sterilisation:

Products are sterilised by Ethylene Oxide (EO) according to a validated cycle and the requirements of BS EN ISO 11135-1:2007, by an approved sterilisation sub-contractor, Synergy Health Plc. Doncaster, England. The products have a declared sterile shelf life of three years. Devices are designated for Single Use Only.

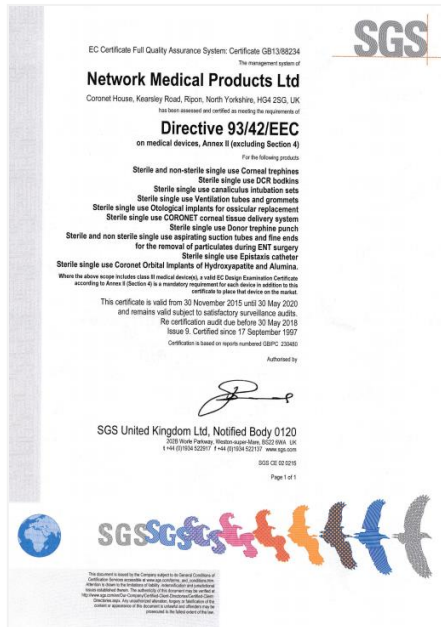
Conformity to the European Directives:

The CORONET™ Recipient Vacuum Trephine is classified as a surgically invasive device intended for transient use, (Rule 6, Annex IX 93/42/EEC Medical Devices Directive, as amended by 2007/47/EEC) and is therefore classified as a Class IIa device.

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CE Certificate:



GB13.88234

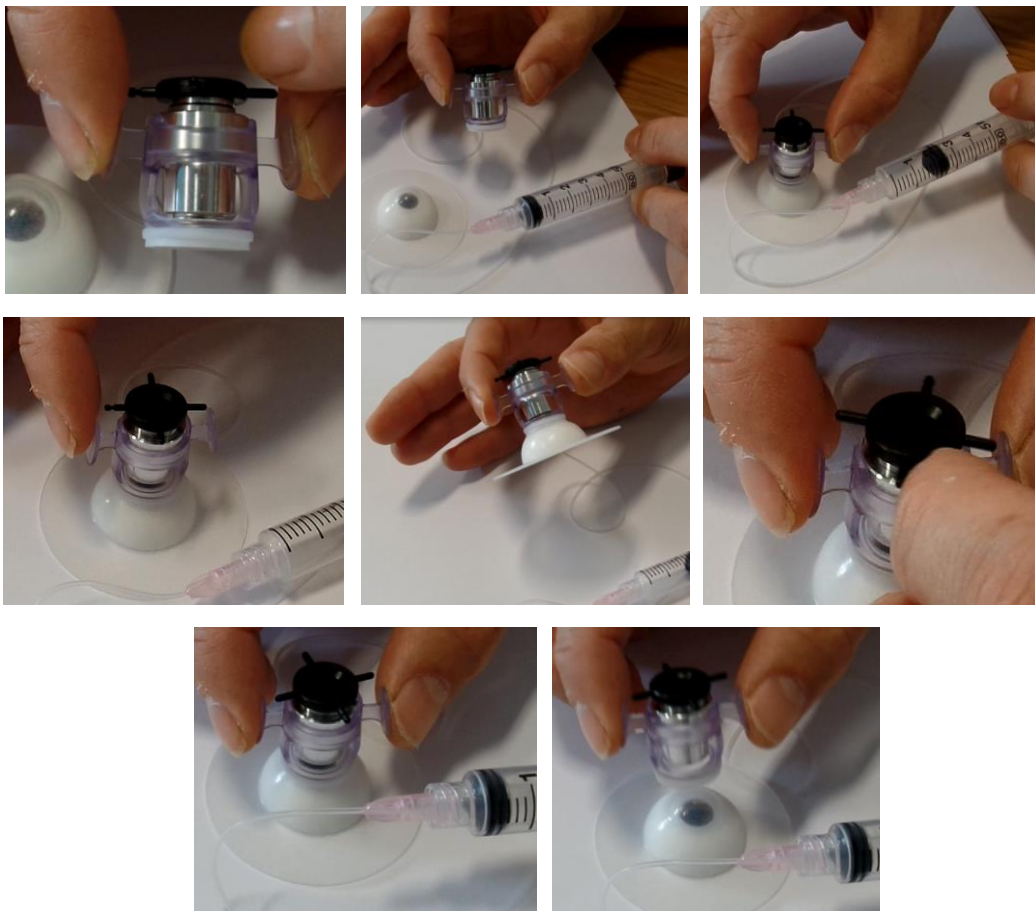
<http://www.networkmedical.co.uk/app/uploads/2016/06/SGS-GB13.88234.pdf>

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How to Demonstrate:

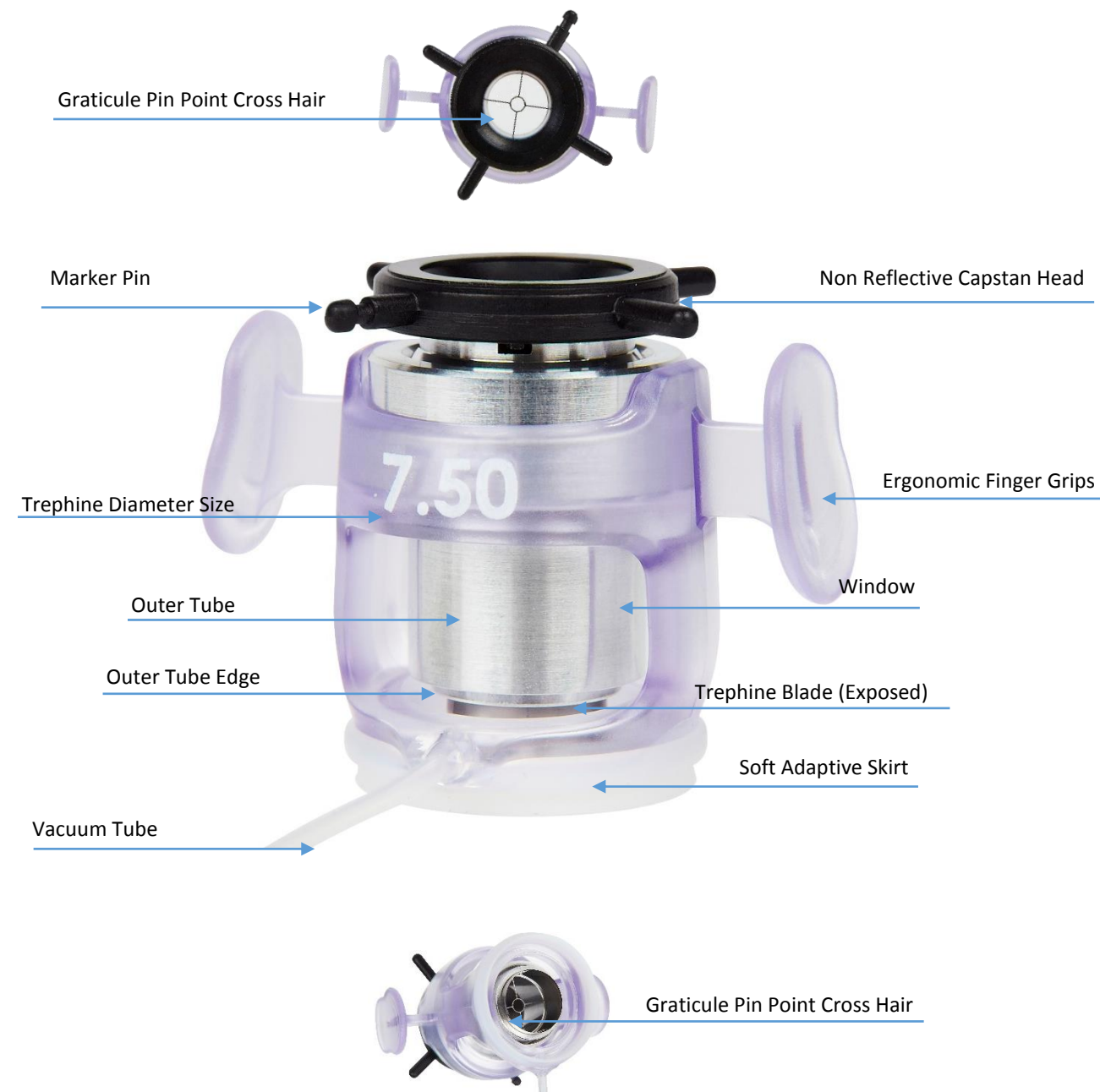
- 1) Using the finger grips, hold the Clear-Vue™ on its side, allowing the surgeon to view the trephine blade through the window.
- 2) Looking through the window, slowly $\frac{1}{4}$ turn the capstan head anti-clockwise until the blade is in line with the outer tube.
- 3) Once the blade is in line with the outer tube stop, the blade is now zeroed
- 4) Next evacuate the air from the syringe by pressing in the plunger
- 5) Holding the syringe plunger in, place the Clear-Vue™ onto a demonstration eye or similar item
- 6) Release the syringe plunger to form a vacuum, and remove hand from Clear-Vue™
- 7) The Clear-Vue™ will now stay in place, to demonstrate gently nudge on both left and right finger grips
- 8) Next $\frac{1}{4}$ turn the capstan head clockwise to demonstrate the cut
- 9) Finally press the syringe plunger in and hold whilst lifting the Clear-Vue™ to remove



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Key Features:



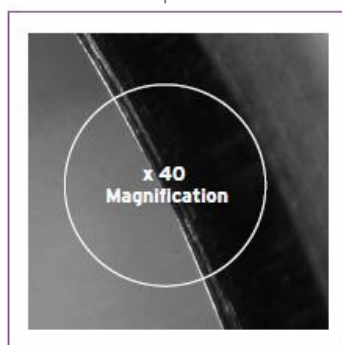
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Key Discussion Points:

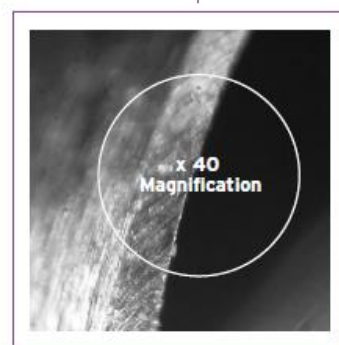
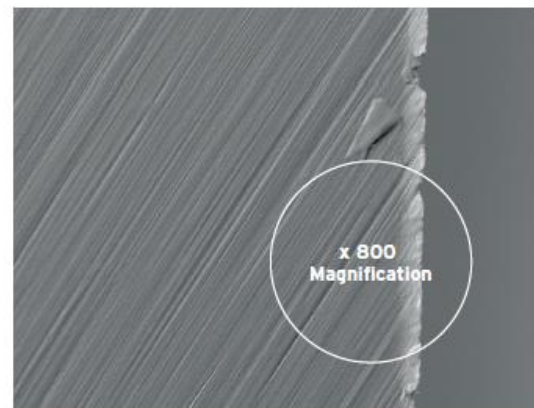
- Easy and consistent vacuum is formed on the white sclera – firm but gentle
- Vacuum maintains integrity of underlying structures
- Cornea remains in optimum anatomical position to produce a vertical cut
- Vacuum formation designed not to cause excessive increase in IOP
- Proprietary soft skirt conforms to any corneal topography
- Lightweight body with open windows to view corneal surface
- Ergonomic design of finger grips for user control
- Anti-reflective black head with notch for orientation
- CORONET™ *Cathedral* blade technology

**CORONET™ TREPHINE
CATHEDRAL BLADE TECHNOLOGY**



Smooth ultra-sharp 70 nanometer trephine blade edge
Double bevelled and multi-faceted *Cathedral Structure*

**TRADITIONAL TREPHINE
STANDARD BLADE DESIGN TECHNOLOGY**



Rough trephine blade edge with imperfect finish
Single bevelled blade edge on outside only

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Clear-Vue™ Recipient Vacuum Trephine Launch Pack

Invitation to Return (Surgeon Feedback Form):



Date:
Rep:
Hospital:
Surgeon:
Procedure:

Current Recipient Trephine Preference (Company/Product/SKU):

Please rate the 51-842 CORONET™ Clear-Vue™ against your current preferred product

1= worse , 3 = same, 5 = better

	1	2	3	4	5
1. Set up time/ Ease of use					
2. Instructions for use					
3. Vacuum formation at start of procedure					
4. Visibility of cornea during procedure					
5. Control/Precision of cut					
6. Quality of cut					
7. Sharpness of blade					
8. Vacuum stability throughout procedure					

How many ¼ turns for the blade to contact the cornea

How many ¼ turns for the blade to expose the aqueous

Please provide any positive/negative comments regarding your evaluation:

Evaluating Surgeon Signature:

Date:

Available to download from the distributor zone <http://www.networkmedical.co.uk/distributor-welcome/>

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Clear-Vue™ Recipient Vacuum Trepine Launch Pack

Add on CORONET™ Products to Sell at the Same Time:



51-835 CORONET™ Donor Punch



51-850 CORONET™ Donor Vacuum Punch



51-935 CORONET™ Artificial Anterior Chamber

Similar CORONET™ Products Already on Sale:



51-840 CORONET™ Recipient Vacuum Trepine



51-901 CORONET™ Standard Trepine with Cross Hair

Main Competitor Products:



Moria



Katena/ Hessburg



Surgistar

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Clear-Vue™ Recipient Vacuum Trephine Launch Pack

Sales and Marketing Support Materials: Product/Lifestyle Images



Clear-Vue™ Product Image 1



Clear-Vue™ Product Image 2



Clear-Vue™ Product Image 3



Clear-Vue™ Product Image 4



Clear-Vue™ Product Image 5



Clear-Vue™ Product Image 6



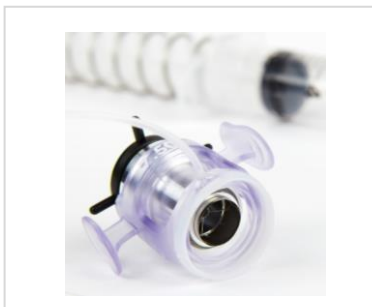
Clear-Vue™ Product Image 7



Clear-Vue™ Product Image 8



Clear-Vue™ Lifestyle Image 1



Clear-Vue™ Lifestyle Image 2



Clear-Vue™ Lifestyle Image 3



Clear-Vue™ Lifestyle Image 4

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Sales and Marketing Support Materials:



Brochures

Includes complete CORONET™ range, key product features and blade technology overview

<http://www.networkmedical.co.uk/a pp/uploads/2016/08/Network-Medical-CORONET-Brochure.pdf>

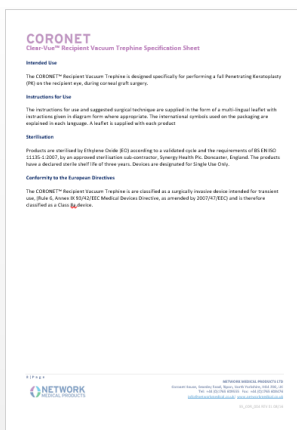
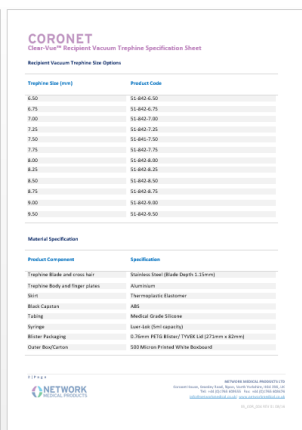
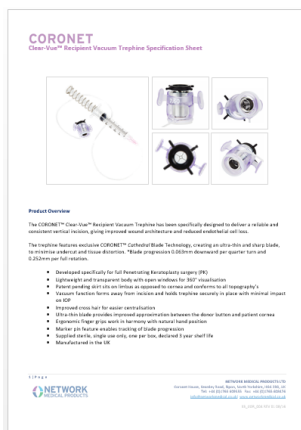
Available as PDF download via website, printed copies also available on request

Specification Sheet

Product specific information, includes product features, size options and codes, material specification, sterilisation and EU directive conformity information.

<http://www.networkmedical.co.uk/a pp/uploads/2016/07/CORONET-51-845-CLEAR-VUE-Recipient-Vacuum-Trephine-Spec-Sheet.pdf>

Available as PDF download via website



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Sales and Marketing Support Materials:



E-Blasts/E-mail Marketing

E-mail marketing support available on request
List of email contacts required

Detailed analysis summary reports with individual response data and action plan available post email-blast



Exhibition Graphics

H 200cm x W 800cm Pop up/Roller banner artwork available on request (as per image)

PDF file format

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Clear-Vue™ Recipient Vacuum Trephine Launch Pack

Press Release

Press Release to be circulated between September- November 2016

NETWORK MEDICAL PRODUCTS
PRESS RELEASE
08.09.2016

Next Generation Vacuum Trephine Technology

The launch of the CORONET™ Clear-Vue™ by Network Medical marks a step change in corneal trephine technology.

Developed to address the challenges of eye topography, the Clear-Vue™ features a soft adaptive skirt, which conforms to the individual patient.

The unique design features a lightweight and transparent body which sits on the limbus as opposed to the cornea, to form a consistent and secure vacuum away from the incision. In addition to providing 360° visualisation of the cornea throughout the procedure.

The Clear-Vue™ also features ergonomic finger grips to work in harmony with the surgeons natural hand position and a precision cross hair for increased accuracy.

Network Medical has been designing and manufacturing high quality precision trephines for over 20 years.

"Modern technology, materials and design are at the heart of the CORONET™ brand, it is what drives our continuous product innovation" Philip Weston CEO

-ENDS-

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Note to editors:
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Accompanying Press Release Image

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PR_008_001 09/16



Accompanying Press Release Image

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