History of NPWT & Overcoming Objections
LEARNING OBJECTIVES

- History of NPWT
- NPWT options
- The NPWT Inservice
- Roles
- Overcoming Objections
- Looking forward into the future
The concept of negative pressure wound healing has been around for centuries. The Babylonians, Egyptians, Romans and Chinese used a form of negative pressure called cupping.

Using negative pressure via cupping was so successful it was considered indispensable to the Roman Army for treating battle wounds.
During the past 60 years the Russians have utilized negative pressure and in 1985 Dr. Nail Bagaoutdinov, a Soviet Surgeon, began using a negative pressure unit with foam dressings to treat infected wounds. Modern NPWT systems, as we know it today, came in the 1990's with the use of polyurethane foam and a mechanical vacuum pioneered by Drs. Louis Argenta and Michael Morykwas of Wake Forest University School of Medicine.
TODAY'S OPTIONS
PURPOSE OF IN-SERVICE

- Provide training and education
- Understand customer expectations and challenges
- Review Superior Clinical Outcomes
- Demonstrate Advanced Technology
- Describe the Exceptional Service
- Offer a true partnership for a seamless referral process
KNOWING YOUR ROLE
SALES REP ROLES

- Open in-service with introduction of self and company
- State the purpose
- Uncover pain points by asking questions
- Introduce Clinical Specialist to detail product/outcomes
- Close the gap and provide a solution to the pain (Generally it is not product pain)
- Detail service model
- Answer questions
- Ask for the business
CS/PRODUCT SPECIALIST ROLE

Focus on the clinical decision maker
- Share clinical outcomes and product features/benefits
- Demonstrate use of pump/supplies
- Overcome objections
- Build relationship with clinical team/decision maker

Prepare clinical customer to present to clinical team
- Confidently compare to competitive product that yours is same or better

Do not give “sales pitch”; Stick to clinical outcomes
Clinical Specialist and Sales Rep partner together
Determine goal of meeting/in-service
Anticipate objections prior to meeting
Determine sequence and content of meeting/in-service
Agree on who will lead each topic
Understand the competition prior to the in-service
Be prepared to overcome objections
IN-SERVICE GUIDELINES

- Introductions of CS and Sales Rep
- Present goal of meeting (Sales Rep)
- Uncover pain points by asking appropriate questions (Sales Rep)
- Transition to product demonstration (Clinical Specialist)
- Provide a solution to their pain/Overcome objections (Clinical Specialist)
- Answer questions (Sales Rep and Clinical Specialist)
- Close the meeting
QUESTIONS TO ASK

- What has your experience been with this product line?
- What kind of challenges do you run into?
- What expectation do you have of a NPWT Provider?
- How would you rate your current NPWT provider and what would you change?
- Do you get many complaints from patients on NPWT?
- What type of clinical follow up do you get today?
- What level of service would be helpful to you?
- What keeps you from using this product today?
COMMON OBJECTIONS

"Your tubing is smaller, I'm worried about a clog."

"Our tubing has the same interior diameter or lumen."

"Their pump measures at the site of the wound and the yours
Contrary to popular belief, their sensors are actually IN THE PUMP"

"In a closed environment it shouldn't matter where you measure the pressure, the pressure will be the same throughout."

Furthermore, many calibrate pumps to overcome the many variables that exist with wound care. Our pump has been tested to be +/- 2 mmHg every time.

"Your competitor has a lot of case studies and proof they are the best."

"We have studies and clinical staff who would be glad to work with you on a personal case study"

"The proof is in the pudding. I'm looking for an opportunity to show you how effective and easy our pump really is"

"Your foam is much thinner than BRAND XXX"

"We make our foam thinner because it saves you the hardest cut; the sandwich cut."

"Not only is it the hardest cut, but also the one most likely to produce whiskers, which can flake off."
We currently see and will continue to see pumps get smaller, more powerful and more portable.

- Surgical line management
- Billed via CPT code
- Designed for small wounds
- Easy to conceal

- Simple non powered design
- Indicated mall wounds
- Little to no drainage
- Use on areas that seal easily

- Easy to use manual design
- Inexpensive
- Cleanses wound bed