



Make the presentation 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.***

