



Sales Bulletin - 020521



Specialty Start Kits - Feb 05, 2021



Summary. If your prospective customer cannot commit to using

HemaClear on all patients - introduce them to the Specialty Start Kits so they use HemaClear on the patients who need HemaClear the most.



HemaClear - sterile, single-use exsanguinating tourniquets for limb surgery. No infection risk. Effective bloodless, sterile surgical field, with >95% exsanguination, mitigating risk of clotting & emboli. Effectively blocks arteries, prevents reentry of blood at a reduced occlusion pressure, with no electronic equipment. Applied in seconds. Narrow profile proven - less pain, less tissue compression, no reported nerve injury in over 1.5 million uses. Fits all patients and stays in place even with obese limbs. OHK Medical Devices, Inc. www.hemaclear.com

HemaClear Specialty Kits.

MHK-20112	Pediatric Ortho Specialty Kit – 2 Small Pink, 2 Medium Green, 2 Large Blue, 1 User Guide, 6 Measuring Tapes. Trifold brochure, All-In-One and Trifold Safer Sterile Tourniquets. Laminated position & pressure table.
MHK-20114	Foot & Ankle Specialty Kit – 3 Model A, 2 X-Large Black & White, 1 Large Orange, 1 User Guide, 6 Measuring Tapes. Trifold brochure, All-In-One and Trifold Safer Sterile Tourniquets. Laminated position & pressure table.
MHK-20115	Upper Extremity Specialty Kit (hand, wrist, arm) – 3 Model F, 2 Medium Yellow, 1 Large Orange, 1 User Guide, 6 Measuring Tapes. Trifold brochure, All-In-One and Trifold Safer Sterile Tourniquets. Laminated position & pressure table.
MHK-20116	Trauma Specialty Kit (Upper and Lower Extremity) – 2 X-Large Black & White, 2 Large Brown, 2 Medium Yellow. 1 User Guide, 6 Measuring Tapes. Trifold brochure, All-In-One and Trifold Safer Sterile Tourniquets. Laminated position & pressure table.
MHK-20117	Knee Specialty Kit (Arthroscopy and Arthroplasty) - 4 X-Large Black & White, 2 Large Brown, 1 User Guide, 6 Measuring Tapes. Trifold brochure, All-In-One and Trifold Safer Sterile Tourniquets. Laminated position & pressure table.

Selling the Kits - the guidelines.

- Specialty kits are available for sale now. You will receive a new 2021 Pricing & Terms document, listing each kit and part number for \$250.00.
- Kits are not on HPG agreement - HPG accounts may order at \$250.00 & HPG terms.
- Specialty Start Kits earn a 25% commission. Incentive commission rules do not apply to kit or subsequent orders; so judge your prospective account accordingly.
- Your customer may order the kits with their purchase order, or using the Pricing & Terms form by sending their order to Orders@hemaclear.com or fax to 866-430-6132.



Introduction. In a webinar this week, Dr. Gavriely spoke about six selective indications for use of HemaClear in high-risk patients. That webinar will be repeated again, in case you missed it. Your customer may want to order a Speciality Start kit with a mix of sizes and an attractive entry price, to get started with HemaClear on those patients.

Economic Reality. The use of HemaClear Sterile Exsanguination tourniquets has been shown to reduce adverse effects, and they are logistically superior to wide pneumatic tourniquets. Over 30 peer-reviewed articles speak to the advantages, especially with high risk patients. However, some administrators may view HemaClear as more costly than pneumatic cuffs and pumps, and be concerned about a noticeable step-change in the OR direct budget - a valid concern, which we mitigate with the start kits.

Other advantages. A review of the 2015 Recommended Practices for the Use of the Pneumatic Tourniquet in the Perioperative Practice Settings by the Association of periOperative Nurses (AORN), recommend that the pneumatic tourniquet and accessories should be cleaned after each use according to the manufacturer's written instructions.³

More recently - and in response to the Covid-19 pandemic, the CDC recommends that dedicated medical equipment should be used when caring for the Covid-19 patient, or that non-dedicated, non-disposable equipment [pneumatic pump] should be cleaned and [then] disinfected according to manufacturer's and facility policies. An EPA-registered disinfectant is to be used in the process.⁴ Instead, HemaClear applies in seconds, is always sterile, and disposed of after use. Time is saved in the application and in the post-OP cleaning & disinfecting of the OR and equipment.

Questions or comments on the kits? Bounce me back or call my cell - and Good Selling,



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References.

1. <https://www.cdc.gov/covid-data-tracker/#cases>
2. Position Paper on "The use of Non-Sterile Pneumatic Tourniquets in Limb Operations". Noam Gavriely MD, DSc & Larry Murdock, RRT, OHK Medical Devices, Ltd.
3. AORN, Recommendation VIII.a. "After use, personnel should turn off the pneumatic tourniquet and clean and inspect it according to the manufacturer's written instructions."
4. July 15,2000 Update, 2. Recommended infection prevention and control (IPC) practices when caring for a patient with suspected or confirmed SARS-CoV-2 infection, Environmental Infection Control.
<https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>

