Women’s Health Product Training

Deanne LaFace

October 2016
Market Overview & Trends – Women’s Health

Welch Allyn is the only manufacturer to offer two Integrated Reusable Illumination Systems

- Cordless Illumination System for Convenience
- Corded Illumination System for those who require High Level Disinfection

55% of Market use Disposable Vag Specs and 45% use Reusable (Metal) Vag Specs

- Trend is moving toward disposable use → Opportunity to convert Metal Users

- Welch Allyn is market leader in Premium Disposable Vag Specs
  - 85% market share in US*
  - Majority of business (78%) is 590 Series Premium Disposable Vaginal Specula

- Competition is old 580 style knock offs (private label vag specs – made in China)

* Q3 2015 GHX Data
Why Welch Allyn Disposable Vaginal Specula?

Market Leader for Disposable Vaginal Specula
- Expertise in disposable Vaginal Specula made in USA since 1960’s
- Made from 100% Acrylic – will not pinch or bind tissue
- Only Disposable Vaginal Speculum made in USA

Only Manufacturer to offer all four sizes for single use
- Small, Medium and Large
- New X-Small Vag Spec

Cordless LED light source
- Works with our 590 vag specs - Easy and convenient
- Provides 5,500° K color temperature for true tissue color – a comfortable and quicker exam for clinician and patient

Metal vs Disposable Proof Point brochure
- Educational brochure to support metal vag spec conversions
- Continuing annuity with practically no in-service
Welch Allyn KleenSpec® Disposable Vaginal Speculum and Cordless Illumination System enhances office efficiency and helps support patient safety—now in four sizes to fit a wide range of patients.
INTRODUCING
KLEENSPEC® 590 SERIES DISPOSABLE EXTRA SMALL VAGINAL SPECULA

Rounds out the most complete line of disposable vaginal specula which enables clinicians to perform exams on a wide range of patients including:

• Adolescent (Pediatric/Virginal)
• Post-menopausal
• Post-hysterectomy
• Sexual abuse/trauma
Metal Vaginal Specula
Have An Environmental Impact You May Be Missing

- Reprocessing involves the use of powerful detergents, disinfectants, solvents, and plastics which all end up as dangerous waste products.5
- Resterilization almost always requires the use of ethylene oxide (EtO) or sporicidal disinfectants, both of which are harmful to the environment.6
- Facilities frequently release persistent bioaccumulative toxins (PBTs) when medical chemical waste is incinerated. PBTs are long-lived toxic chemicals that have been linked to serious human and ecological health problems. 8

Sources:

Welch Allyn
KleenSpec® Advantage
Metal vs. Disposable Vaginal Specula
Metal vs. Disposable

the Choice is Clear

Welch Allyn
KleenSpec® Disposable Vaginal Specula
- Enhance efficiency: Spend less time cleaning and disinfecting metal specula
- Reduce costs: Save over $8,000 per year in cleaning and maintenance costs associated with metal specula
- Improve patient safety: Disposable design helps reduce the risk of cross-contamination
- Make patients comfortable: Smooth acrylic improves patient comfort during an exam

the Cost Savings is Clear

<table>
<thead>
<tr>
<th>Metal Vaginal Specula*</th>
<th>Disposable Vaginal Specula</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purchase of Autoclave</strong></td>
<td>$900</td>
</tr>
<tr>
<td><strong>Training of Staff</strong></td>
<td>$113</td>
</tr>
<tr>
<td><strong>Reprocessing Time</strong> (includes soaking, cleaning, rinsing, placing in and removal from autoclave, replacement in exam rooms)</td>
<td>$13,666</td>
</tr>
<tr>
<td><strong>Annual Cleaning Solution Cost</strong></td>
<td>$650</td>
</tr>
<tr>
<td><strong>Weekly Testing of Autoclave</strong></td>
<td>$911</td>
</tr>
<tr>
<td><strong>Recordkeeping</strong></td>
<td>$911</td>
</tr>
<tr>
<td><strong>Purchase of Inventory</strong></td>
<td>$260</td>
</tr>
<tr>
<td><strong>Total Annual Expense</strong></td>
<td>$17,411</td>
</tr>
</tbody>
</table>

$8,285 TOTAL ANNUAL COST SAVINGS

Disposable Vaginal Specula
- Pelvic Exams (Quantity: 75/week)
  - Cost of Disposable: $2.34
  - Cost per Site/Week: $176
  - Total Annual Expense: $9,126

the Time Savings is Clear

Process to use:
- **Metal Vaginal Specula**
  - Step 1: Clinician Conducts Pelvic Exam
  - Step 2: Contain and Transport Contaminated Specula
  - Step 3: Clean Specula
  - Step 4: Disinfect and Sterilize
  - Step 5: Inspect and Restock
  - Time Spent Per Day: 1.75 hours

- **Disposable Vaginal Specula**
  - Step 1: Clinician Conducts Pelvic Exam
  - Step 2: Dispose Specula
  - Step 3: Move On
  - Time Spent Per Day: Virtually None

455 HOURS SAVED EACH YEAR

Make A Clear Improvement in Patient Safety

Disposable vaginal specula reduce these patient safety risks of metal specula:
- Cleaning and sterilizing procedures that are not always followed, which increases the risk of cross-contamination
- Reprocessing can alter the specula surface, resulting in the potential for device failure or malfunction
Women’s Health Brochure

Ordering Information

KleenSpec® Vaginal Specula—Premium 590 Series

5901S KleenSpec 590 Series Premium Disposable Vaginal Specula, X-Small (24/box; 4 boxes/case)
590100 KleenSpec 590 Series Premium Disposable Vaginal Specula, Small (24/box; 4 boxes/case)
59001 KleenSpec 590 Series Premium Disposable Vaginal Specula, Medium (24/box; 4 boxes/case)
59004 KleenSpec 590 Series Premium Disposable Vaginal Specula, Large (16/box; 4 boxes/case)

KleenSpec Vaginal Specula—Premium 590 Series with Smoke Tube

59005 KleenSpec 590 Series Premium Disposable Vaginal Specula with Smoke Tube, Small (12/box; 4 boxes/case)
59006 KleenSpec 590 Series Premium Disposable Vaginal Specula with Smoke Tube, Medium (12/box; 4 boxes/case)

KleenSpec Cordless Illumination System

7921S Complete KleenSpec® Cordless Illuminator, with charging station
7923S Same as above, for export purposes—specify country and voltage; conforms to IEC 601-1
7922O Complete KleenSpec® Cordless Illuminator with Charging Station and Auxiliary Power Cord
7925S Same as above, for export purposes—specify country and voltage; conforms to IEC 601-1
7921O KleenSpec Cordless Illuminator
7921O Charging Station for Cordless Illuminator. For export purposes: 7921O (European), 7921P (UK), 7921E (Australia)
7922O Auxiliary Power Cord Accessory for Cordless Illuminator. For export purposes: 7922O (European), 7922P (UK), 7922E (Australia)
59200 Disposable Sheath for Cordless Illumination System (100/box; 5 boxes/case)

KleenSpec Storage Systems

59214 KleenSpec® Vaginal Speculum Dispenser

Green Series™ Exam Light IV—Another LED Innovation from Welch Allyn

48830 GS Exam Light IV with Table/Wall Mount
48950 Mobile Stand for GS Exam Light IV
52640 Disposable Sheath for Exam Light III and GS Exam Light IV (25/box; 5 boxes/case)

Explore the entire Welch Allyn women’s health line, including the KleenSpec Series and Cordless Illumination System online at welchallyn.com/womenshealth or call us at 800.335.6663.

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(p) 800.335.6663 (f) 315.686.3361
WWW.WELCHALLYN.COM

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An advancement in women’s health technology that’s nothing short of brilliant.
Welch Allyn KleenSpec® Disposable Vaginal Speculum and Cordless Illumination System—
now in every size for every type of patient.

Introducing the industry’s first extra small disposable vaginal speculum

590 Series KleenSpec Disposable Vaginal Speculum
Enhance Patient Comfort
- The new x-small speculum allows you to perform a comfortable exam with vaginal/pediatric patients as well as post-menopausal and post-hysterectomy women—no more referrals or uncomfortable exams using metal speculums or the wrong size
- Smooth, molded acrylic designed to prevent pinching or binding of tissue for greater patient comfort

Help Reduce Cross-Contamination
- Single-use speculum helps to reduce cross-contamination for improved patient safety while eliminating the time and expense of reprocessing metal speculums

Improve Staff Productivity
- Features a wider handle design for improved manuevability and better balance during exams
- A strong grip and yoke that’s more flexible than low-cost substitutes

KleenSpec Cordless Illumination System
- LED technology offers a whiter, brighter light and true tissue color during an exam
- No bulb replacement necessary for a reduced cost of ownership
- Features a cordless design so you’ll never have to worry about cords getting in your way, breaking or needing to be cleaned, speeding the exam and giving you a full range of motion
- Fits every size speculum
- Uniform spot—no dark or hot spots—for enhanced visualization of the exam area
- Produces much less heat than traditional lamps and has a continuous on time of 80 minutes
- A lithium ion battery provides a recharge time of six hours

A site that conducts 75 exams per week can save over $8000 per year by switching from metal to disposable specula*
Introducing the Welch Allyn Single-Use Sheath
for the Welch Allyn KleenSpec® Cordless Illuminator.

Now you can help prevent cross-contamination and keep your cordless illuminator even cleaner with the single-use sheath designed specifically for the Welch Allyn KleenSpec Cordless Illuminator used with the 590 series Disposable Vaginal Specula.

Ordering Information
Part # 59010 Disposable Sheath  (100/box, 5 boxes/case)

For more information, contact your local Welch Allyn representative or call 800.535.6663
Product Overview - Disposable Vaginal Specula

KleenSpec® 590 Disposable Vaginal Specula

KleenSpec® 580 Series with Sheath

KleenSpec® 590 with Smoke Tube
Illumination Systems

KleenSpec® LED Cordless Illuminator

KleenSpec® Single Use LED Vaginal Specula

KleenSpec® Corded Illumination System
Hands on training
Introducing the Single Use LED Vaginal Specula

Integrated LED light source that is ready to use out of the package, simply pull switch when ready.
Part Numbers and Description- Look for the color coded handles!

<table>
<thead>
<tr>
<th>Part Numbers</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>590XS-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula X-Small (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59000-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Small (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59001-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Medium (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59004-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Large (14/Box, 4 Boxes/Case)</td>
</tr>
</tbody>
</table>
Key Customer Segments

**Acute Care Key Customer Segments**
- Hospital Emergency Departments
  - ER Clinicians
  - Purchasing
  - Infection Control
- Hospital L&D
- Urgent Care Centers
- Ambulatory Care Surgery Centers
- Free Standing Clinics
- Treatment Centers

**Positioning**
- Convenience *(no need for an additional light source)*
- Cross Contamination *(no need to clean or reprocess a light source)*
Product Features and Differentiators

Integrated LED Light Source

- All in one solution for convenience
- No need to locate light source
- On time > 30 minutes
- Nothing to reprocess or clean
- Pull switch to activate

Lithium Primary Batteries

- Single Use only
- Long shelf life (over 5 years)
- Optional removable battery for recycling
Welch Allyn
KleenSpec® Single Use LED Vaginal Specula

Integrated light source that is ready to use out of the package, simply pull switch when ready.
Single Use LED Vag Spec Brochure

Welch Allyn
KleenSpec Single Use LED Vaginal Specula

LED Technology
> Provides continuous output for 30 minutes
> Emits crisp white light with no blue or yellow hues for true visualization of tissue color
> Produces uniform light output, with no hot spots, to help provide the visualization needed for improved patient exams

> LED light source is sealed within handle to reduce patient risk and placement provides unobstructed view of exam area
> 360° soft rounded edges designed to provide maximum patient comfort
> 100% acrylic, as opposed to an acrylic-styrene mix, is 50% stronger minimizing the chance of cracking or breaking
> Ready to use out of the package, simply pull switch when ready
> Look for color-coded Welch Allyn handle colors

> Lithium-primary battery provides longer shelf life and withstands extreme temperature variations better than alkaline
> Option to remove lithium-primary battery and LED for disposal or recycling
> Designed for quality and durability from a trusted manufacturer and made in the U.S.A.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>59005-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula, Extra Small (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59000-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula, Small (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59001-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula, Medium (24/Box, 4 Boxes/Case)</td>
</tr>
<tr>
<td>59004-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula, Large (14/Box, 4 Boxes/Case)</td>
</tr>
</tbody>
</table>

For more information, please contact your local Welch Allyn representative or call 1.800.535.6663.

WWW.WELCHALLYN.COM
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Enhancing outcomes for patients and their caregivers.
Are you using Welch Allyn KleenSpec® Single Use LED Vaginal Specula in your hospital?

Know the difference
Welch Allyn versus OBP ER-SPEC:

**Welch Allyn**
- **Packaging**: Look for the company logo on the clear plastic bag.
- **LED Light Output**: LEDs provide uniform, crisp, white light with no hotspots.
- **LED Location**: Located away from patient, at bottom of handle.

**OBP**
- **Packaging**: ER-SPEC
- **LED Light Output**: Look at where LED pull switch is located.
- **LED Location**: Located in brake, near patient area.

**Welch Allyn Part Numbers**:
- S9002S-LED Extra Small Case (96 specula)
- S9000-LED Small Case (96 specula)
- S9003LED Medium Case (96 specula)
- S9004-LED Large Case (96 specula)

**OBP Part Numbers**:
- CG20301-1 Small Case (72 specula)
- CG20110-1 Medium Case (72 specula)
- CG20120-1 Large Case (64 specula)

Welch Allyn vs OBP Comparison piece
## Welch Allyn vs OBP Medical

<table>
<thead>
<tr>
<th>Welch Allyn KleenSpec</th>
<th>OBP Medical ER Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Made in USA</strong></td>
<td>Made in China</td>
</tr>
<tr>
<td><strong>100% Acrylic that provides smooth molded edges better for patient comfort</strong></td>
<td>Styrene/Acrylic Blend with sharper edges</td>
</tr>
<tr>
<td><strong>50% stronger than competitor</strong>&lt;br&gt;Vag Spec reduces risk of cracking or breaking</td>
<td>Not as strong as 100% acrylic</td>
</tr>
<tr>
<td><strong>Light Source located in the handle and sealed away from patient</strong></td>
<td>Light Source located in blade not sealed away from patient</td>
</tr>
<tr>
<td><strong>Removable battery and LED for recycling/disposable</strong></td>
<td>Non removable battery and LED</td>
</tr>
<tr>
<td><strong>2 Lithium Primary Batteries</strong></td>
<td>3 Alkaline Batteries</td>
</tr>
<tr>
<td><strong>Shelf Life &gt; 5 Years</strong></td>
<td>Shelf Life 2 Years</td>
</tr>
<tr>
<td><strong>Light output – Uniform light output, no hot spots or shadows</strong></td>
<td>Light output – Not uniform light output, hot spots, and shadows</td>
</tr>
</tbody>
</table>
Welch Allyn vs OBP Medical ER Spec

Welch Allyn

OBP Medical ER Spec

Hot Spot

Shadow

Light Source and Alkaline Batteries located in blade not sealed away from patient
Welch Allyn LED Vag Spec

Light Source Distracting and Obstructs view

3 Batteries and LED not sealed. Located in lower blade inside patient.

Patient Safety Issue if they become dislodged.

OBP Medical ER Spec

Batteries and LED sealed in handle, no patient contact
## Single Use LED Vag Spec Cross Reference

<table>
<thead>
<tr>
<th>Brand</th>
<th>Part #</th>
<th>Size</th>
<th>Material</th>
<th>Quality</th>
<th>LED Light Source Location</th>
<th>Battery Type</th>
<th># of Batteries</th>
<th>Shelf Life</th>
<th>Removable Battery</th>
<th>Made In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welch Allyn Single Use LED Vag Spec</td>
<td>590XS-LED, 59000-LED, 59001-LED, 59004-LED</td>
<td>X-Small, Small, Medium, Large</td>
<td>100% Acrylic, Stronger</td>
<td>High</td>
<td>In handle, sealed away from patient</td>
<td>Lithium Primary</td>
<td>2</td>
<td>5 years</td>
<td>Yes</td>
<td>USA</td>
</tr>
<tr>
<td>OBP Medical ER-Spec</td>
<td>C020100-1, C020110-1, C020120-1</td>
<td>Small, Medium, Large</td>
<td>Styrene/Acrylic Mix</td>
<td>Med</td>
<td>In blade, not sealed away from patient</td>
<td>Alkaline</td>
<td>3</td>
<td>2 years</td>
<td>No</td>
<td>China</td>
</tr>
</tbody>
</table>
## Pricing Information

<table>
<thead>
<tr>
<th>Welch Allyn PN</th>
<th>Description</th>
<th>Qty/Case</th>
<th>Net/Spec</th>
<th>Contract Pricing/Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>590XS-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula X-Small (24/Box, 4 Boxes/Case)</td>
<td>96</td>
<td>$4.23</td>
<td>$3.79 - $3.91</td>
</tr>
<tr>
<td>59000-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Small (24/Box, 4 Boxes/Case)</td>
<td>96</td>
<td>$4.16</td>
<td>$3.69 - $3.80</td>
</tr>
<tr>
<td>59001-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Medium (24/Box, 4 Boxes/Case)</td>
<td>96</td>
<td>$4.16</td>
<td>$3.69 - $3.80</td>
</tr>
<tr>
<td>59004-LED</td>
<td>KleenSpec Single Use LED Vaginal Specula Large (14/Box, 4 Boxes/Case)</td>
<td>56</td>
<td>$7.25</td>
<td>$6.32 - $6.52</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OBP Medical Item #</th>
<th>Description</th>
<th>Online/Spec</th>
<th>Contract Pricing/Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>C020100-1</td>
<td>ER-SPEC - Disposable Vaginal Speculum with Light 72/case (Small)</td>
<td>$4.30</td>
<td>$2.78 - $3.79</td>
</tr>
<tr>
<td>C020110-1</td>
<td>ER-SPEC - Disposable Vaginal Speculum with Light 72/case (Medium)</td>
<td>$4.30</td>
<td>$2.78 - $3.79</td>
</tr>
<tr>
<td>C020120-1</td>
<td>ER-SPEC - Disposable Vaginal Speculum with Light 64/case (Large)</td>
<td>$4.30</td>
<td>$3.13 - $4.25</td>
</tr>
</tbody>
</table>

**Difference in Case quantity (WA has more per case)**

**OBP is known to charge a lot for shipping (hidden charges)**

**OBP pricing varies, on avg. we are less on Premier and comparable or slightly more per spec on other contracts**
# Welch Allyn vs OBP Medical Quick Comparison

<table>
<thead>
<tr>
<th>FAQ’s</th>
<th>Welch Allyn Single Use LED Vag Spec</th>
<th>OBP Medical ER Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>How long will the light source last?</td>
<td>30 mins of usage</td>
<td>20 mins of usage</td>
</tr>
<tr>
<td>What is the Shelf Life?</td>
<td>&gt; 5 years</td>
<td>2 years</td>
</tr>
<tr>
<td>Are batteries removable if I choose to recycle?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Does the Single Use LED Vag Spec come in X-Small Size?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>What is the type of battery?</td>
<td>2 lithium primary batteries</td>
<td>3 Alkaline Batteries</td>
</tr>
<tr>
<td>What is the type of light source?</td>
<td>LED</td>
<td>LED</td>
</tr>
</tbody>
</table>
Competitive Issues & Pain Points

Women’s Health- Single Use LED Vaginal Speculum
• Launched Nov 2014
• Large size launched Oct 2015

Pain Points
• Competitor OBP ER Spec released their product 2 years prior
• Customer confusion – customer’s think they are using ours when they are using OBP
• Welch Allyn product is more expensive, clinicians feel the OBP product is “Good Enough”
<table>
<thead>
<tr>
<th>FAQ’s</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>How long will the light source last?</td>
<td>30 mins of usage, will emit a low light for a few hours</td>
</tr>
<tr>
<td>What is the Shelf Life?</td>
<td>&gt; 5 years</td>
</tr>
<tr>
<td>Where is the expiration date located?</td>
<td>It is located on the pull switch in month and year format.</td>
</tr>
<tr>
<td>If customer choses to remove batteries, how do they remove them?</td>
<td>Pull illuminator out of handle and pull plastic housing apart</td>
</tr>
<tr>
<td>Does customer have to remove light source after use?</td>
<td>No, only if they choose to. They can dispose of the entire LED Vag Spec.</td>
</tr>
<tr>
<td>Are the Single Use LED Vag Specs Individually wrapped?</td>
<td>Yes, they are individually wrapped</td>
</tr>
<tr>
<td>Can I reuse the LED light source?</td>
<td>No, single use only</td>
</tr>
<tr>
<td>Will this work with the Cordless or Corded Light source?</td>
<td>No</td>
</tr>
<tr>
<td>What sizes does the Single Use LED Vag Spec come in?</td>
<td>X-Small, Small, Medium and Large</td>
</tr>
<tr>
<td>Is it available in a sterile version?</td>
<td>Not at this time. If there is a demand for it, we will look into adding it in.</td>
</tr>
<tr>
<td>Are you able to sterilize them one time only prior to use?</td>
<td>Yes</td>
</tr>
<tr>
<td>Will you still offer the existing line of Vag Specs?</td>
<td>Yes, no Vag Specs are being obsoleted.</td>
</tr>
<tr>
<td>What is the type of battery?</td>
<td>2 lithium primary batteries (single use only)</td>
</tr>
<tr>
<td>What is the type of light source?</td>
<td>LED</td>
</tr>
<tr>
<td>How do I activate it or turn it on?</td>
<td>Pull the clear switch out from the bottom of the handle.</td>
</tr>
<tr>
<td>Is there anything else I need to purchase?</td>
<td>No, it comes ready to use out of the bag.</td>
</tr>
<tr>
<td>Can I purchase the Single Use LED light source separately?</td>
<td>No, it only comes integrated into the vag spec.</td>
</tr>
<tr>
<td>How many in each Box? Case?</td>
<td>24/box, 4 boxes per case for a total of 96 per case.</td>
</tr>
<tr>
<td>Do the Cases/Boxes have a lot code?</td>
<td>Yes, they have a lot code that indicates the date of manufacture.</td>
</tr>
<tr>
<td>What style vaginal specula are the Single Use LED Vag Spec?</td>
<td>They are Pederson Style</td>
</tr>
<tr>
<td>Do they say Welch Allyn on them?</td>
<td>Yes, they say Welch Allyn on the thumb tab</td>
</tr>
</tbody>
</table>