

SimSuite Personal Simulator

The Power of Simulation at your Fingertips
with SimSuite Infinity™ Simulation Courseware



SIMSUITE®
MEDICAL SIMULATION CORPORATION

SimSuite Personal Simulator

From Medical Simulation Corporation, an industry leader in endovascular procedural simulators, comes the groundbreaking SimSuite Personal Simulator. Using the same world-class technology as our procedural simulator, the SimSuite Personal Simulator provides the SimSuite Infinity courseware in a portable 3D training experience anywhere, anytime.

CHALLENGE: Access to Physicians

In a 2008 Sermo survey, 90% of physicians said they wanted somewhat less or significantly less interactions with sales representatives in their practice.¹ Currently, the average call with a physician only lasts 80 seconds. How can you strategically and efficiently promote your products with limited access to key audiences in order to accelerate product adoption? How can you differentiate your products from your competitors?

SOLUTION: SimSuite Personal Simulator

Better than a brochure, the SimSuite Personal Simulator provides an “instant-on,” clinically based product presentation and training platform. With the Infinity simulation courseware, the SimSuite Personal Simulator:

- Highlights specific product features and benefits in full 3D by exploring the device, rotating, panning, and zooming in and out.
- Reinforces patient selection criteria and key deployment steps that are critical to the success of the procedure.
- Incorporates essential materials such as interactive sizing worksheets, product brochures, Instructions for Use (IFUs), and clinical studies.
- Allows your physicians to interact with your product “virtually” before entering the operating room, resulting in rapid conversion of customer accounts.



Why the iPad®?

- Ultralight, portable, and turns on instantly—when you’re ready to train, it’s ready too, whether you’re in the hallway between cases or in an elevator
- Screen size is perfect for one-on-one interactions between you and your customer
- Sophisticated—your very busy customer suddenly has time for you when you’re showing impressive technology on today’s hottest handheld technical device

Optimize your sales force. Make your meetings count with quality and impact. Only from MSC.

To schedule a demo, contact Medical Simulation Corporation at ManufacturerGroup@medsimulation.com or call 1-888-889-5882.

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¹Publicis Selling Solutions Inc. White Paper: What Physicians Want! Sermo “Hot Spot” Physician Survey (2008)

