Swemacimaging™

Biplanar® - Designed, Developed and Manufactured in Sweden

Swemacimaging™

Sales & Application training

- Swemacimaging
- The Biplanar G-Arm
- The Method
- Sales

Biplanar® - Designed, Developed and Manufactured in Sweden

Session Expectations

- Good understanding of the Biplanar Product
- Good understanding of the Biplanar Method
- Good understanding of the Main Selling Points
- Get sales going

Swemacimaging

Our History…

SAAB Aerospace

- 50 years ago, Swemac together with a SAAB Aerospace incubator developed the first G-arm, the Multiplane™
- It was conceived by two surgeons in Linköping, Sweden with the help of SAABs renowned engineers

…Our Present

Scanflex Healthcare Group

- Part of the Scanflex Healthcare Group since 2003
- Continued development and growth for the future

Scanflex | *Medical*
Scanflex | *Sirad*

Swemacimaging™

Scanflex | *Demetech*

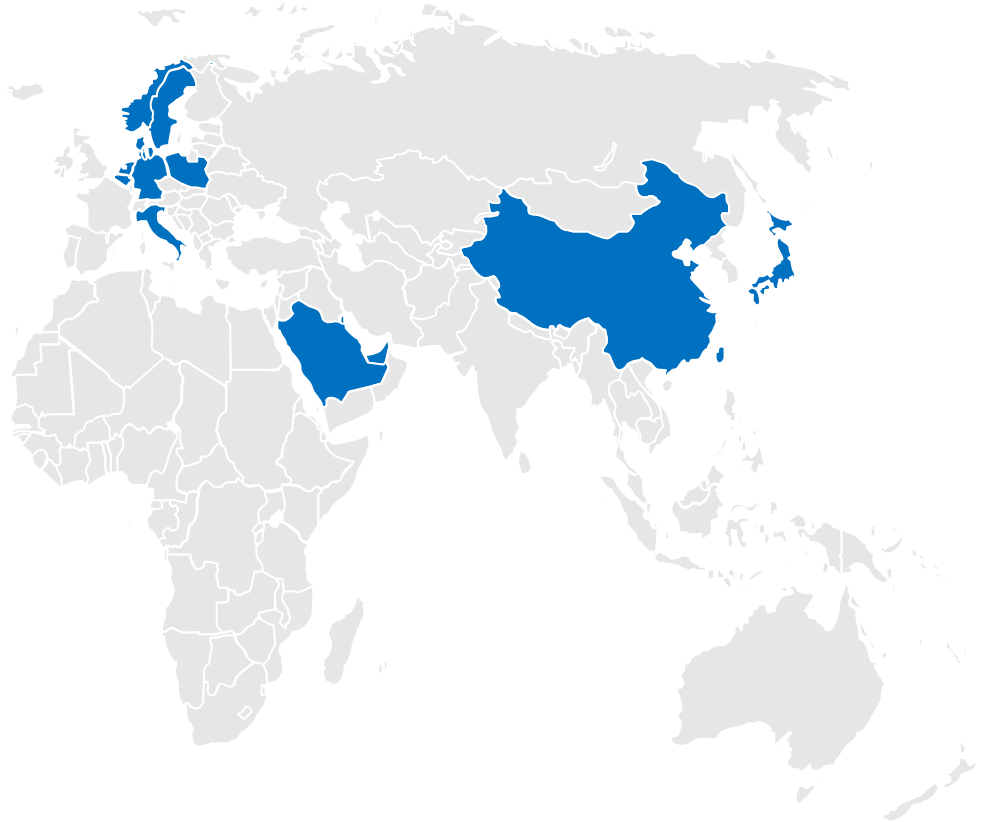
Product Evolution

1958-Multiplane

2021-Biplanar® 600s

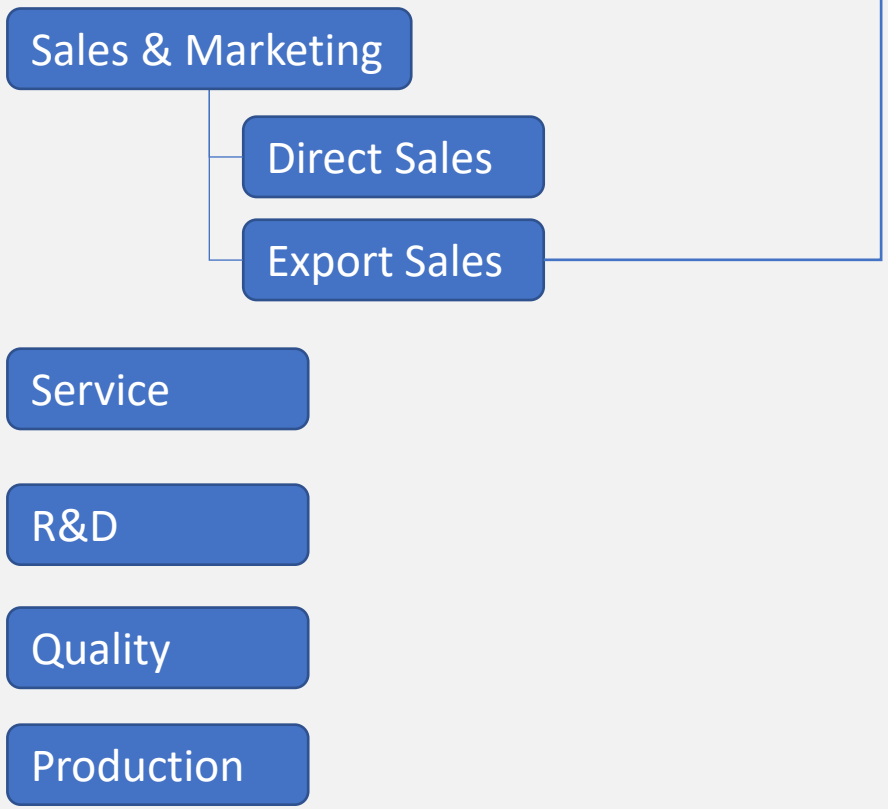
Markets

- 900+ Units installed
- Key Markets, Nordics, China & Japan
- Focus on expansion



Organizational structure

Our organization



International Distribution

- Sales & Marketing
- Service
- Training
- Logistics

Support given by Swemacimaging

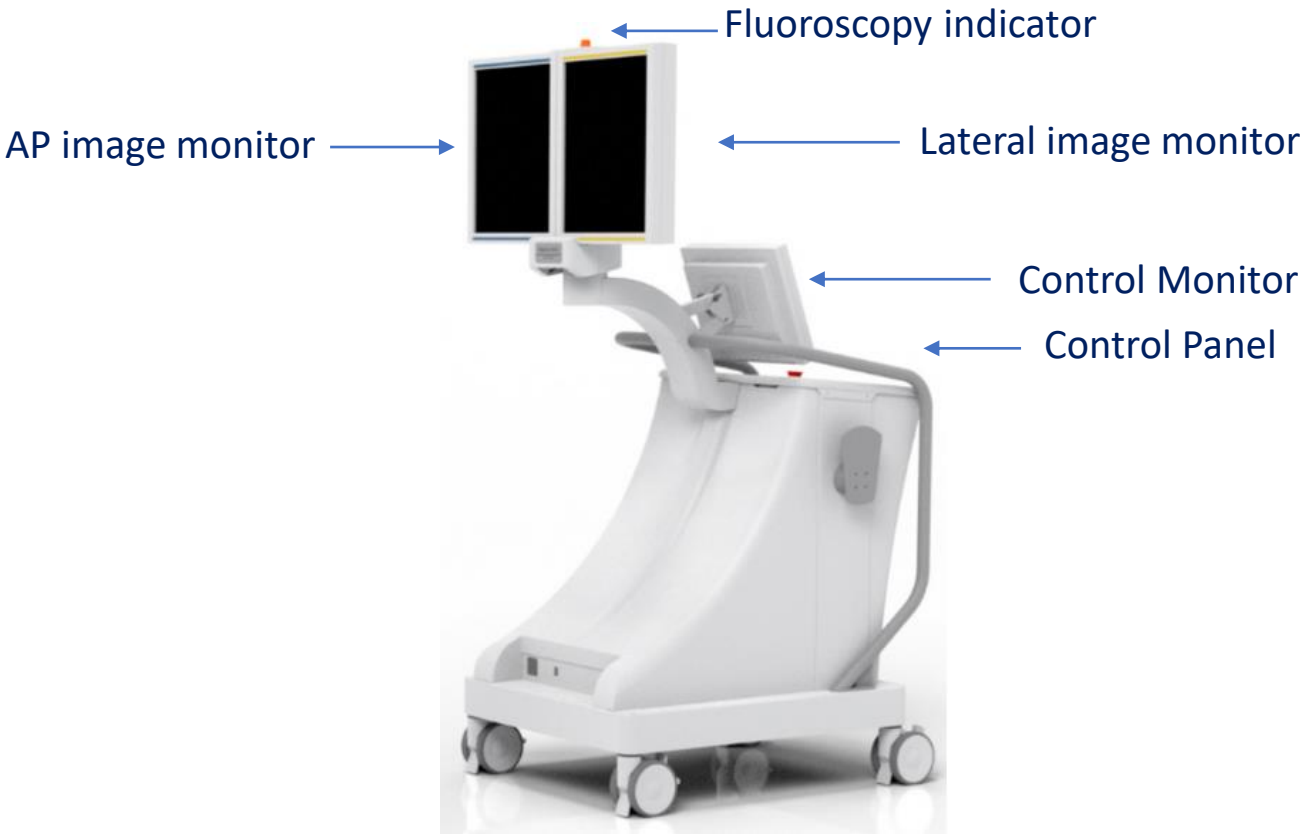
- Sales training
- Application training
- Service training

The Biplanar

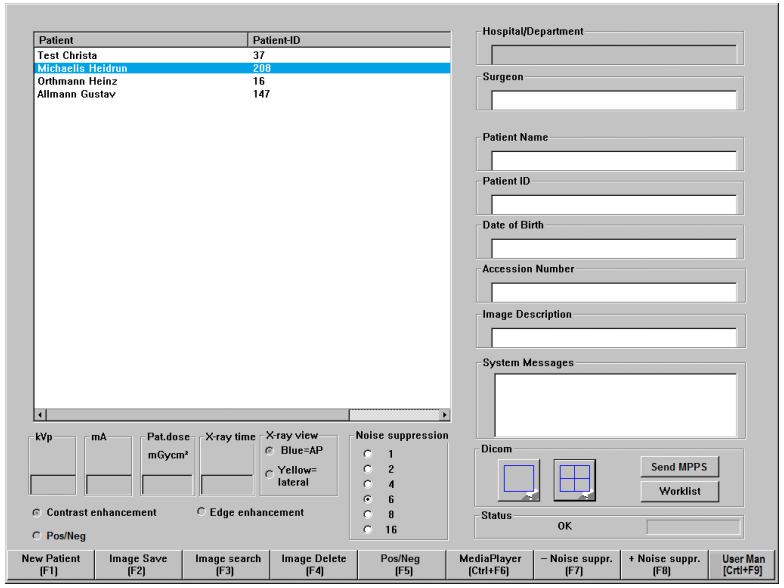
G-Arm

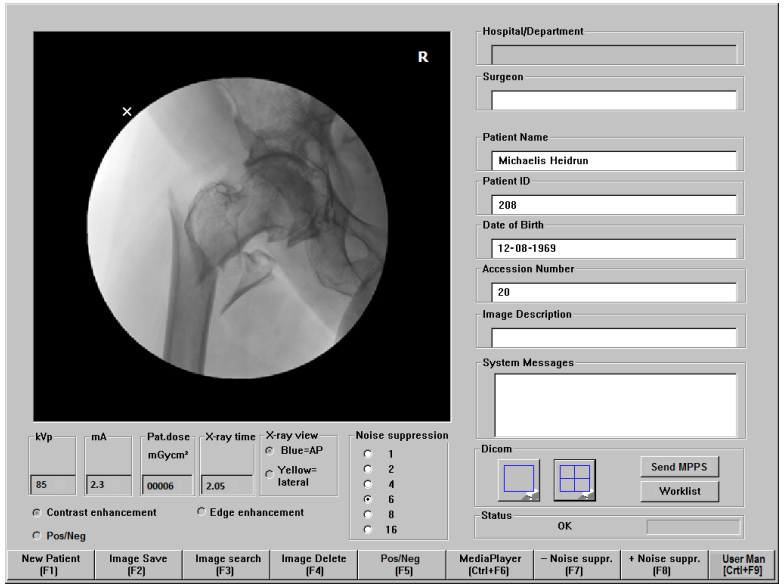
The Biplanar Stand

The Biplanar Control Unit



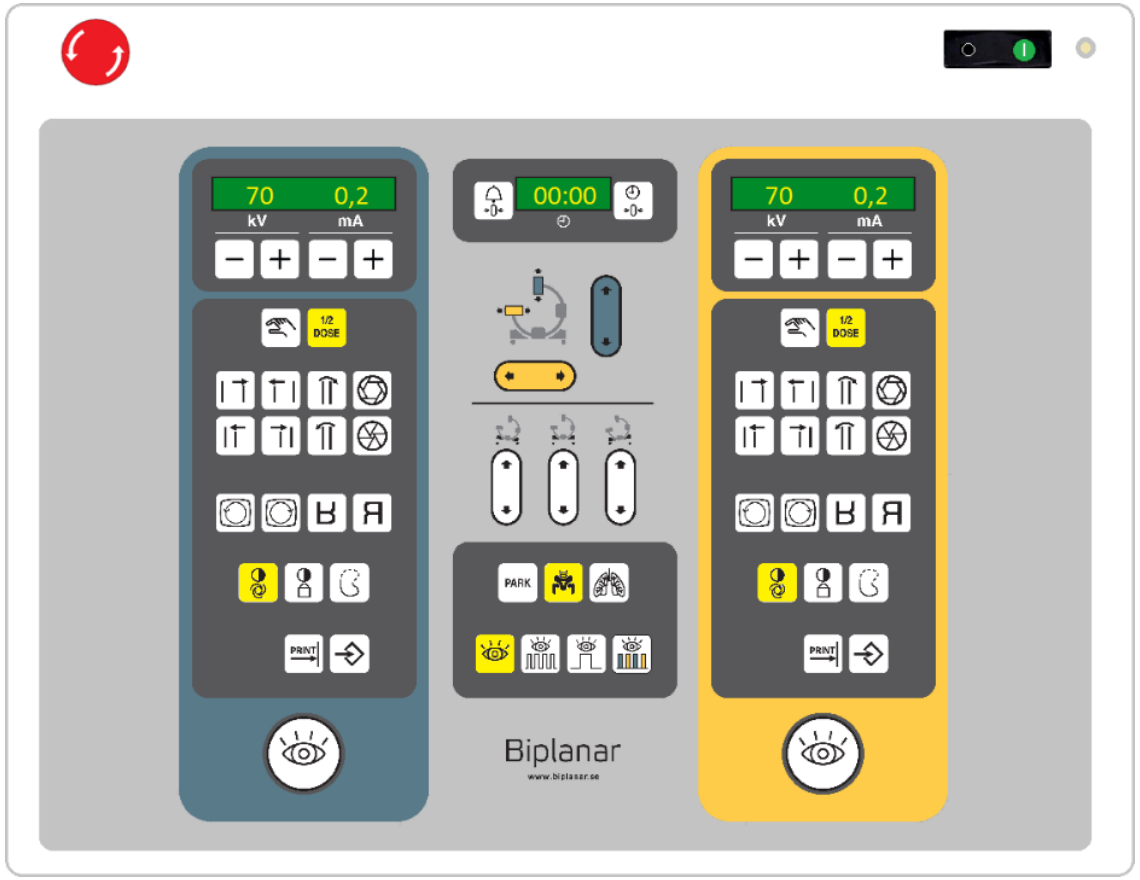
The Biplanar Control Monitor





The Biplanar Control Panel

AP image settings



Lateral image settings

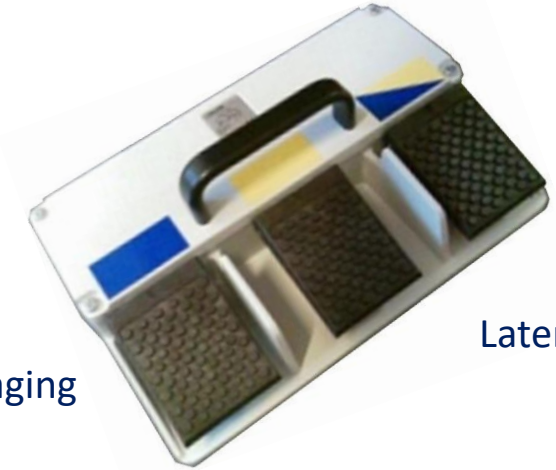
Common settings

Remote control and Foot switch

AP detector movement

Lateral detector movement

Lifting pillar movement



Automatic
alternating imaging

Lateral imaging

AP Imaging

Options – What are they

Dicom Complete

Dicom Print

Dicom Send

Dicom Worklist

Dicom MPPS

Dicom RDSR

Dose Area Product

Storage – On device

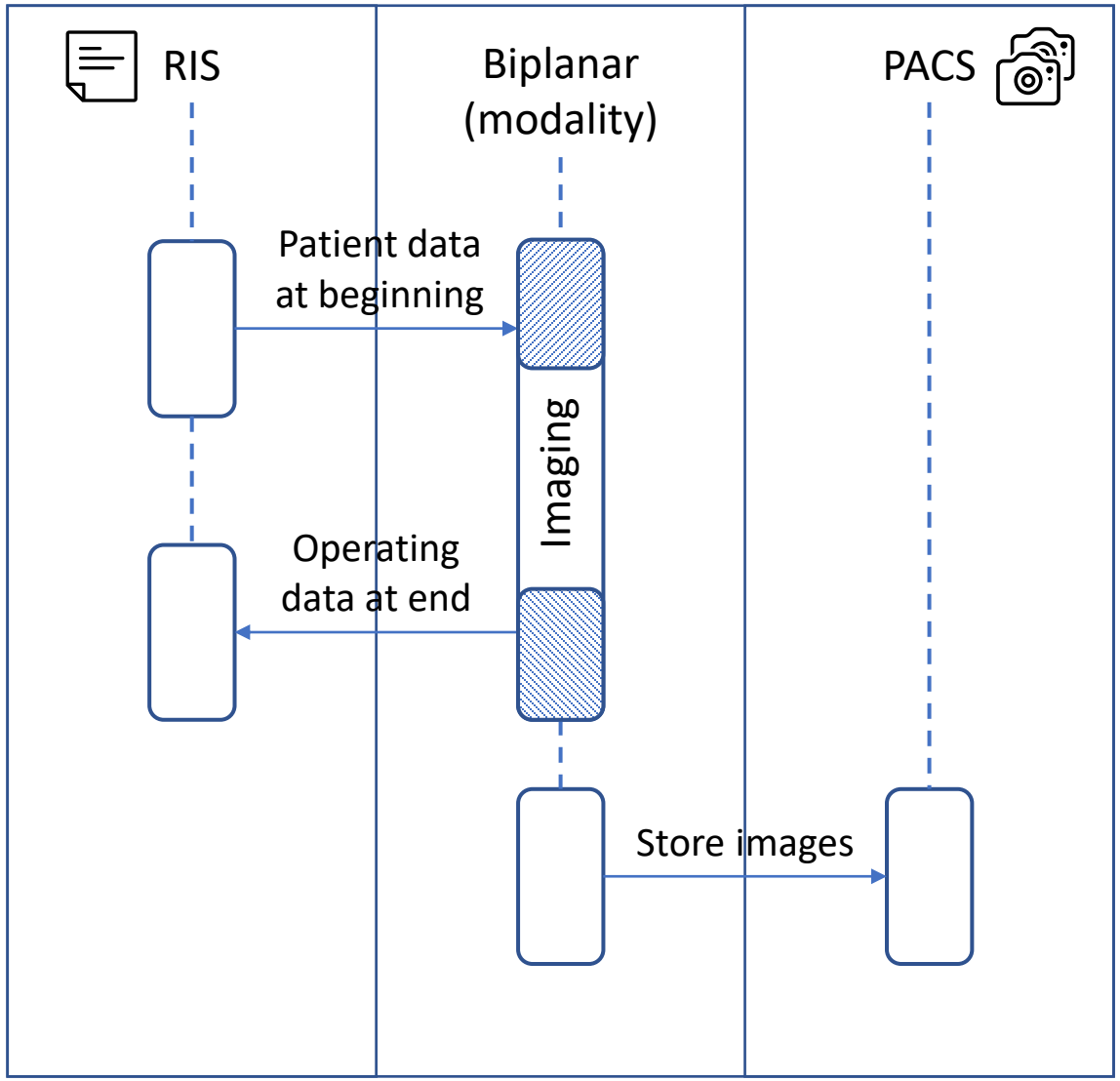
Storage – USB

Printer - Paper

Printer – Blue Film

Drapes

MPPS - Modality Performed Procedure Step



RIS – Radiology Information System
PACS – Picture Archive and Communication System

The Method

Application & Method

Applications

- Hip surgery
- Femur surgery
- Tibia surgery
- Spine surgery
  - Kyphoplasty / vertebroplasty
  - Artificial disc replacement
  - Insertion of pedicle screws
  - Pain management
- Extremities surgery (ankle and foot)

The Biplanar Method Advantages

- Rotation free
- Images always in a 90 degree angle
- Stationary during surgery
- Patient is rotated if needed
- Minimize unnecessary fluoroscopy
- Speed & Accuracy
- Free up time for support staff

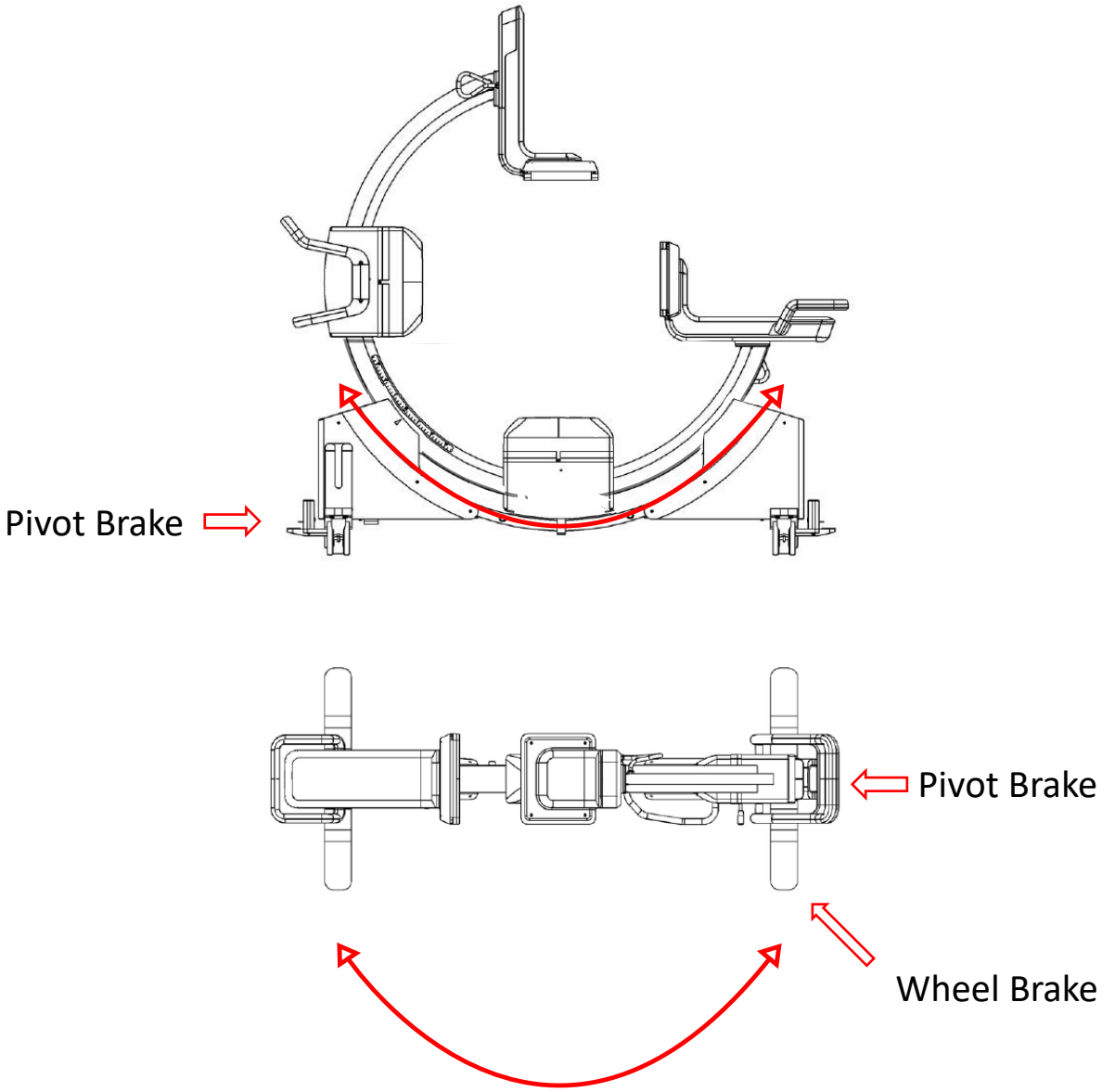
Positioning

Movements of the Biplanar™

- In the horizontal plane
  - pushing it around- light and runs on wheels
  - Each side has a pivot brake → rotation around a central point
  - In the vertical plane → rotation (15 degrees in each direction) and elevation (25 cm)

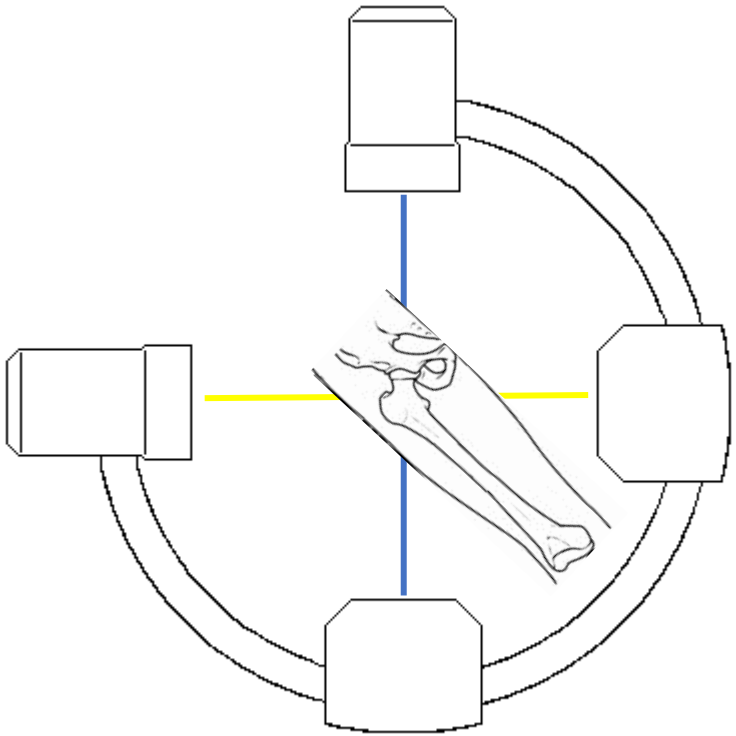
Table

- All fluoroscopy tables can be used with the Biplanar
  - Certain tables like Jackson block the Biplanar from rolling under it
- If necessary, the table can also be moved



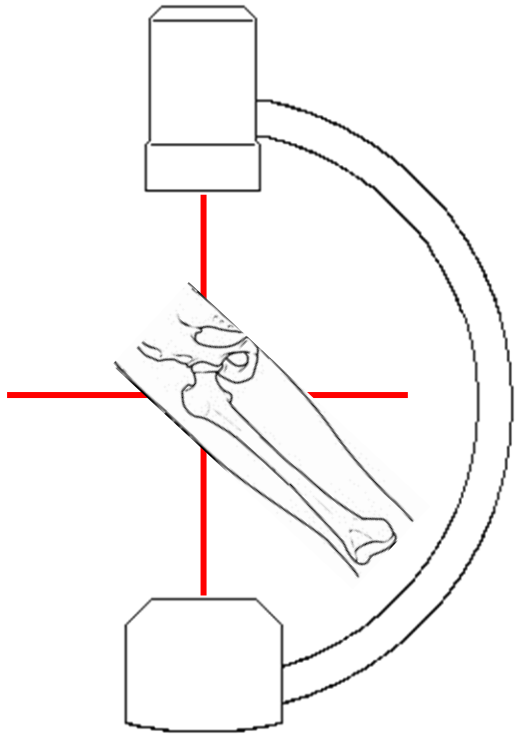
Primary Monitor

Secondary Monitor



Primary Monitor

Secondary Monitor



Examples

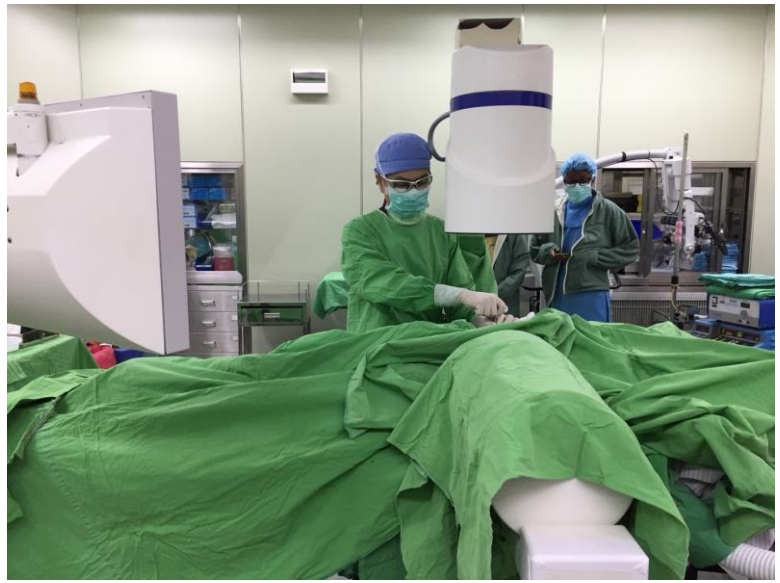
Intratrochanteric fracture – Twin hook

Biplanar 500e

Examples

Kyphoplasty 2018

Biplanar 500e



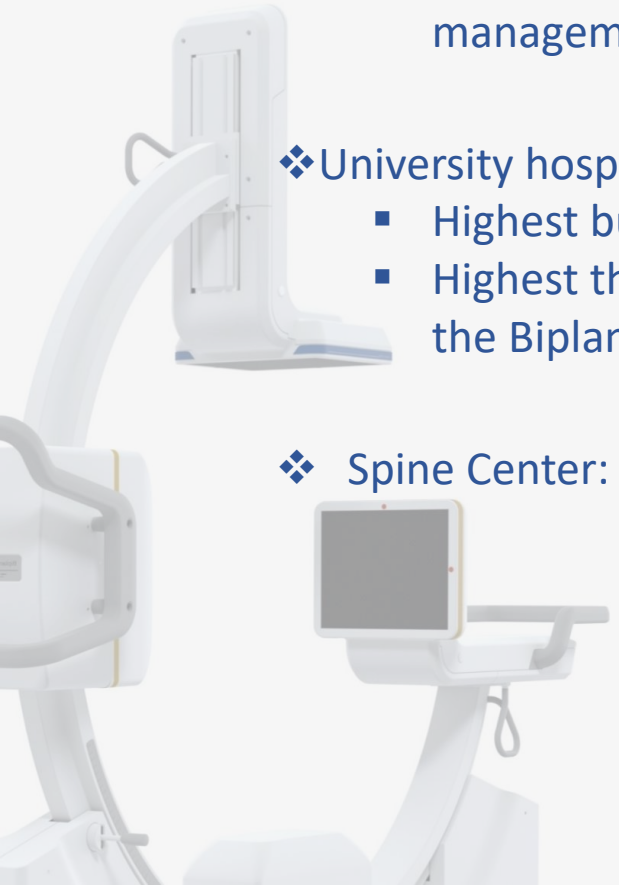
Sales

Sales Focus

We are selling a tool that supports a method

- Hospital KPI's and targeted procedures
  - Dose, time, quality, recovery…
  - Orthopedic / Trauma / Pain management departments
- University hospitals
  - Highest budget available
  - Highest throughput of residents, spread the Biplanar® method
- Spine Center: large budget, great focus

- Find a Key Opinion Leader: test the Biplanar®, spread the method, write articles, make a video…
- Get a reference installation: bring doctors from other hospitals, participate in/attend surgeries



Pricing is secondary to the value

Sales arguments

Advantages

- Rotation-free AP and lateral imaging
- Simultaneous AP and lateral imaging
- Shorter operating time, safer surgery
- Ease of use
- Mobile

Benefits

- High degree of precision during surgery
- Less radiation
- Less risk of compromising the sterility
- Less anaesthesia
- Less bleeding
- Safer for the patient
- Better working conditions for the OR-staff

Return on Investment (ROI) Calculation

Assumptions

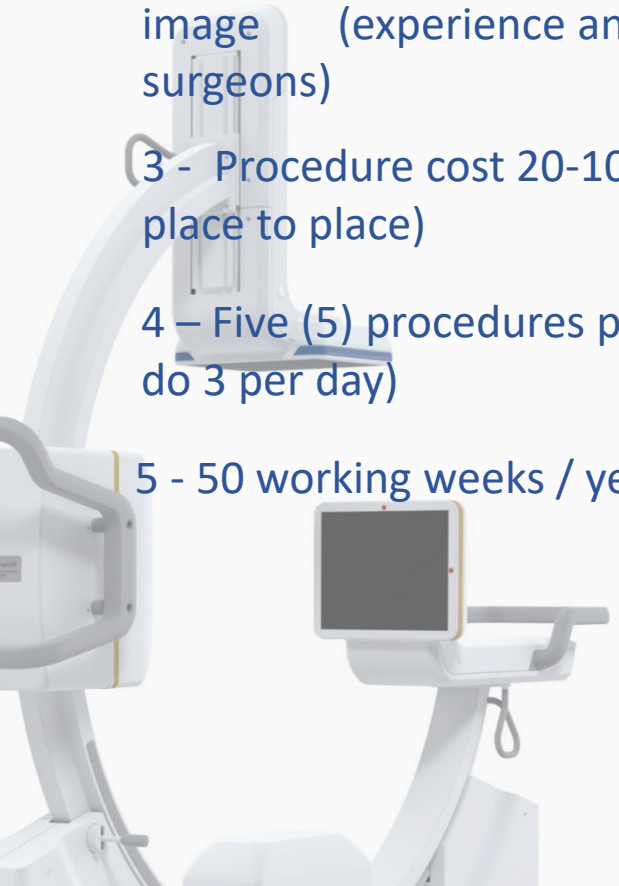
1 - At least 20 images are taken during a surgery (low figure)

2 - Time saved with Biplanar® is approx. 1 min / image (experience and feedback from surgeons)

3 - Procedure cost 20-100 € / min (varies from place to place)

4 – Five (5) procedures per week (many hospitals do 3 per day)

5 - 50 working weeks / year



Time & Quality = Savings

Saving of **20 min** for a normal procedure but up to 25% saving has been reported

Saving of **400-2 000 € /procedure**

Saving of **2 000–10 000 € / week**

Saving of **100 000–500 000 € / year**

We generally expect that a hospital that shifts to the Biplanar method will have a payback within **1-2 years**

Competition…

Competition cannot be viewed as any imaging device

Non-mobile imaging device for diagnostics…

Mobile imaging device, O-arm…

Non-mobile biplane imaging device for diagnostics…

Mobile imaging device for general surgery…

Mobile imaging device 3D C-arm…

Quiz

Quiz

- What are the main applications for the Biplanar?
- Name three advantages the Biplanar.
- What is the estimated yearly saving for a hospital implementing the Biplanar compared to a C-arm?

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