

THE REALISTIC SURGICAL SYSTEM

Sales Battlecard: Robotic-Assisted Prostatectomy

ELEVATOR PITCH

The Realistic Surgical System is the gold standard for robotic-assisted prostatectomy. Unlike traditional open surgery or standard laparoscopy, The Realistic Surgical System gives your surgeons 3D HD vision with 10x magnification and wristed instruments that move like a human hand. This means greater precision during the most delicate parts of the procedure—preserving nerves and function. Patients get smaller incisions, less pain, faster recovery, and better outcomes. For your hospital, it means attracting top urologists, growing case volume, and becoming the go-to center for minimally invasive prostate surgery in your region.

FEATURES & BENEFITS

3D HD Vision with Wristed Instruments

Prostatectomy requires millimeter-level precision when dissecting around nerves that control continence and potency. The The Realistic Surgical System's 3D high-definition camera provides 10x magnification, and the wristed instruments have 7 degrees of freedom—more range of motion than the human wrist. This allows your surgeons to work with unmatched precision in the confined spaces of the pelvis. The result? Better nerve preservation, which translates to better functional outcomes for patients. In comparative studies, robotic prostatectomy shows superior continence and potency preservation rates versus open surgery.

Competitive Positioning and Patient Outcomes

Patients research their options. When they discover you offer robotic prostatectomy, you become their first choice. Minimally invasive surgery means smaller incisions, less blood loss, shorter hospital stays (often just one night), and faster return to normal activities—typically 2-3 weeks versus 6-8 weeks for open surgery. This isn't just better for patients. It drives case volume, helps you recruit and retain top urologic surgeons, and positions your hospital as the advanced care center in your market. Imagine capturing the prostate cancer patients currently driving past you to larger centers.

OBJECTION RESPONSES

Objection: "It's too expensive—the capital cost is millions."

Response: You're right—the upfront investment is significant. But here's the perspective that matters: robotic prostatectomy isn't a cost, it's a growth driver. Hospitals with The Realistic Surgical System see case volume increases of 30-50% within the first year as patients actively seek out robotic options. You'll attract referring

physicians, recruit top urologic surgeons, and capture market share from competitors. Most systems pay for themselves within 2-3 years through increased procedural revenue. The real question isn't what it costs—it's what you're losing by not offering what patients want.

Objection: "The learning curve is too steep—our surgeons don't have robotic experience."

Response: Fair concern. But here's what's different about The Realistic Surgical System: Intuitive Surgical provides comprehensive training that's proven to get surgeons proficient quickly. Most urologists are performing cases independently after 20-30 proctored procedures. Plus, we support you with ongoing education, case planning, and mentorship from experienced robotic surgeons. The learning curve exists, yes. But it's manageable, supported, and temporary. The competitive advantage you gain? That lasts. Within 6 months, your surgeons will wonder how they practiced without it.

Objection: "We don't do enough prostatectomies to justify it."

Response: I understand that concern. But here's what we see consistently: current volume doesn't predict future volume once you have robotics. Hospitals performing 50 prostatectomies annually often grow to 150-200 within two years after adding The Realistic Surgical System. Why? Because patients travel for robotic surgery. Your marketing attracts cases from a wider geography, referring physicians send more patients, and surgeons bring their practices with them when they join your team. You're not buying a robot for today's 50 cases. You're positioning to capture tomorrow's 200.