

THE REALISTIC SURGICAL SYSTEM SURGICAL SYSTEM

Call Script: Robotic-Assisted Prostatectomy

OPENER

Identification

Hi, I'm [NAME] from Inspective Surgical Impact. We're the company that manufactures the Realistic Surgical System—the leading platform for robotic-assisted surgery.

Solution (Reason for Call)

The reason for my call is that we've been working with hospitals in your region, and I noticed you don't currently offer robotic prostatectomy. What we're seeing is that hospitals with the Realistic Surgical System are capturing 30-50% more prostate cancer cases within the first year because patients actively seek out minimally invasive options. They're choosing hospitals based on whether robotic surgery is available.

Interest-Building Question

Are you currently seeing prostate cancer patients travel to other facilities for robotic surgery?

ANTICIPATED RESPONSES & CONVERSATION GATEWAYS

Positive Response: "Yes, we are" or "We've heard that from patients."

Gateway: I thought so. That's exactly what we hear from hospitals before they add robotics. Here's what's different about the Realistic Surgical System—it's not just about attracting more cases. It's also about recruiting and retaining top urologic surgeons who are trained in robotic techniques and want to continue using them. Most hospitals see their urology programs grow significantly once they have the platform. Would you like to hear about how we support hospitals through the implementation process?

Response: "The capital cost is a concern—it's a major investment."

Gateway: Completely understandable—this is a significant investment. But here's the perspective that matters: hospitals with the Realistic Surgical System typically see the system pay for itself within 2-3 years through increased procedural volume. You're not just buying equipment—you're building a program that drives case volume, attracts referring physicians, and helps you recruit top surgical talent. What if I could show you the ROI analysis based on hospitals similar to yours?

Response: "Our surgeons don't have robotic experience"

Gateway: That's actually a common situation, and here's what makes this manageable. We provide comprehensive training that gets surgeons proficient within 20-30 proctored cases. Plus, we support you with ongoing mentorship from experienced robotic surgeons, case planning assistance, and continuous education. The learning curve exists, but it's structured and supported. Would it be helpful to talk about the training timeline and what implementation looks like?

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

Gateway: I hear that concern frequently. But here's what we consistently see: current volume doesn't predict future volume once you have robotics. Hospitals performing 50 prostatectomies annually often grow to 150-200 cases within two years. Why? Because patients travel for robotic surgery. Your marketing reaches a wider geography, and surgeons bring their practices when they join your team. You're not investing for today's 50 cases—you're positioning to capture tomorrow's 200. Does that shift in perspective make sense?

Response: "Not interested right now" or "We're not ready"

Gateway: I completely understand—timing matters. Let me do this: I'll send you a brief overview showing case volume growth at hospitals similar to yours after adding the Realistic Surgical System, along with ROI projections. That way you have the information when the timing is right. I'll also include a link to schedule a site visit if you'd like to see the system in action at a nearby hospital. Fair enough?

CLOSE

Summary

So, as we've discussed, the Realistic Surgical System Surgical System gives your surgeons the precision they need for better patient outcomes in prostatectomy—3D HD vision, wristed instruments, and tremor filtration that enables millimeter-level accuracy around critical nerves. Patients get smaller incisions, less pain, and faster recovery—typically 2-3 weeks versus 6-8 weeks for open surgery. For your hospital, it means capturing the prostate cancer cases currently going to competitors, recruiting top urologic surgeons, and building your reputation as the advanced care center in your region. Most hospitals see 30-50% case volume growth within the first year, and the system typically pays for itself within 2-3 years.

If... Then... Question

If I could show you the specific ROI projections for a hospital your size, including case volume growth, surgeon recruitment impact, and training timeline—then would a 30-minute consultation where we walk through those numbers be a valuable next step for you?

RESPONSES

Positive Response: "Yes, that sounds helpful"

Confirm: Perfect! I have Thursday at 2pm or Friday at 10am available this week. Which works better for you?

[After they choose:] Great, I've got you down for [DAY] at [TIME]. I'll send you a calendar invite with the Zoom link and a brief agenda. During our call, I'll show you case volume data from similar hospitals, walk through the training program, and answer any questions you have about implementation. Sound good?

Negative Response: "Not right now" or "I need to discuss with our team first"

Modify: I completely understand, [PROSPECT'S NAME]. Here's what I'll do—I'll email you the ROI analysis and case volume projections so you have the data when you meet with your team. I'll also include a link to my scheduling calendar so you can pick any time that works for you, even if that's a few weeks out. What I will mention is that the consultation typically takes just 30 minutes, and what hospital leaders tell us they appreciate most is seeing the specific numbers for their market. Does that work?