

# THE REALISTIC SURGICAL SYSTEM

*Cold Prospecting Email: Robotic-Assisted Prostatectomy*

## SUBJECT LINE

How to capture 50% more prostatectomy cases

## EMAIL BODY

Hi Stewart,

I noticed [HOSPITAL NAME] doesn't currently offer robotic prostatectomy. Here's why that matters.

68% of prostate cancer patients actively seek out minimally invasive robotic surgery.

When they discover it's available at a competitor hospital 45 minutes away, you lose them.

The Realistic Surgical System gives your surgeons the precision they need—3D HD vision and wristed instruments that preserve nerves better than traditional approaches. Patients get faster recovery (2-3 weeks vs 6-8 weeks) and better outcomes.

Hospitals see 30-50% case volume growth within the first year.

Curious if this could work for [HOSPITAL NAME]?

I'd like to show you ROI projections based on hospitals of your size. This is real data.

Would a quick 20-minute call help in answering any questions you may have, grab any time here: [CALENDAR LINK]

Best,

Pat