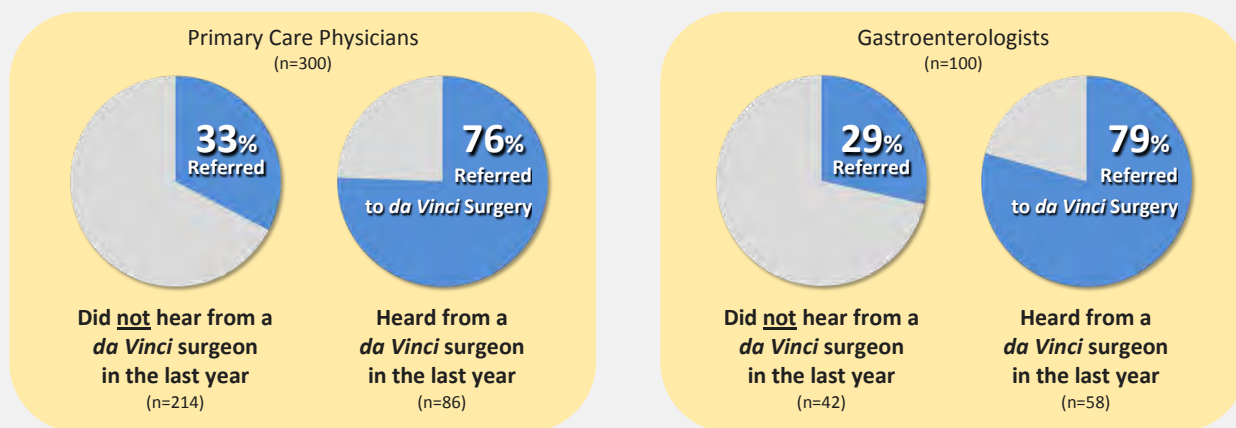


How to Educate and Grow Your Referral Network

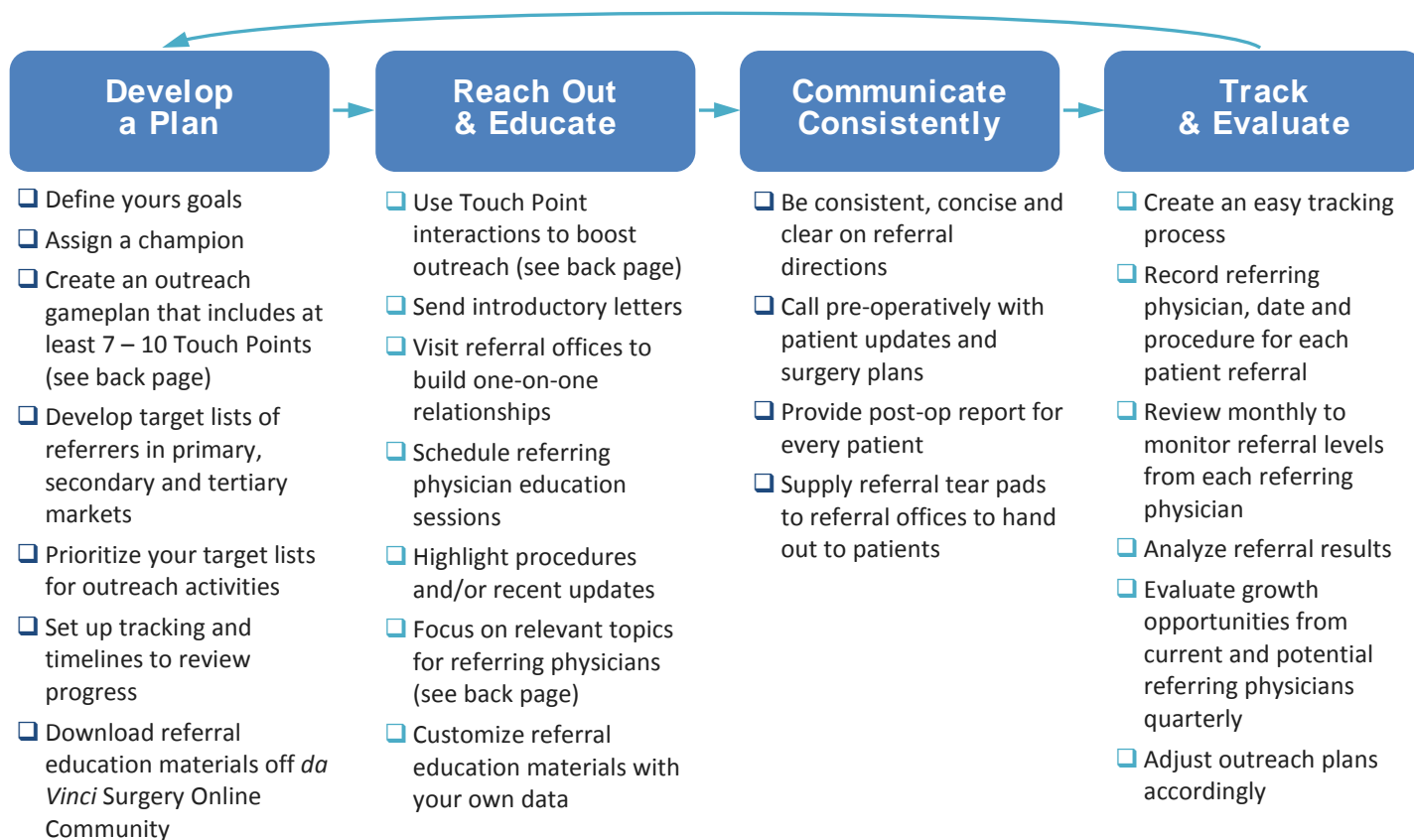
Patients often choose surgeons based on recommendations from referring physicians. By educating the referring physician on *da Vinci* Surgery, you can better reach the diagnosed patient during the decision-making process.

IMPORTANCE OF OUTREACH TO REFERRING PHYSICIANS

- ▶ Referring physicians who hear from *da Vinci* surgeons are more than twice as likely to refer patients to consider *da Vinci* Surgery¹



STEPS FOR REFERRAL OUTREACH



TOP 3 BEST PRACTICES FOR FOSTERING REFERRAL RELATIONSHIPS

1 Engage & Interact in Multiple Ways.

Reach out consistently with 7 – 10 touch points. "A letter is just not enough." That's what we hear from hospitals and surgeons. The effort must be multifaceted and consistent to have impact.

Assign a dedicated champion. This person will interact with all touch points, grow referrals, manage existing relationships, and track results.

2 Increase Familiarity.

Share your expertise. We often hear "I am not sure what procedures he/she does robotically." If referring physicians don't know this information about you, how would they know to refer patients to you?

Interact face-to-face. 77% of PCPs prefer to learn about *da Vinci Surgery* from a local surgeon.¹ They especially notice and remember any extra efforts outside of daily routines, such as an office visit or hallway conversation.

Keep educational topics relevant. Referring physicians want to learn about *da Vinci Surgery* as part of an overall surgery update relevant to their practice, including:

- Surgery options
- Surgeons & expertise level
- % MIS (surgeon vs. nat'l)
- How *da Vinci* works
- *da Vinci* procedures
- Clinical data (local/published)
- Potential patient benefits
- Patient selection criteria

3 Maintain An Ongoing Relationship.

Reach out regularly, even after referrals begin. They expect to hear from you for ongoing education. Keep top of mind with them by providing updates that reinforce your active referral relationship.

Make working with you easy. A positive referral experience will capture the attention of patients, physicians and staff.

Communicate consistently pre- and post-op. Communication is critical but be concise and consistent. Pre-op updates and post-op reports help referring physicians quickly hone in on key data points such as surgery type or complications.

Track by physician to identify growth opportunities. Tracking helps you know the results of any outreach activities, and alerts you when referral volume declines from any specific physician so you can take the appropriate follow-up action.

What Are Touch Points?

Touch points are interactions with referring offices and physicians to build awareness, provide education, and gain their trust for referrals.



QUESTIONS? Please contact PatientProgram@intusurg.com or call (408) 523-7211 (M-F 9am-5pm PST)

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Source: 1. Referring physician market research conducted by Intuitive Surgical April-Sept 2014. Data on file.