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1st Quarter PTQ Rankings & Starts



Distributor lands Burn Center business



Customer Service Notes

Positive Outcomes Hand delivered

Lantz Medical

Trade Show Season

FLORIDA...Lantz Medical sponsored a meeting and dance for the **Florida Hand Society in Orlando** early in May. Our new Distributor in Florida, SportsMed, and brothers Gaby and Alan Macias contributed greatly to the success of this program. The setting was intimate and allowed access to everyone over the 2 day course.

Results from this meeting turned into 7 new referrals in the next 7 days, alliances and bonding with 5 significant Hand Surgeons and recognition that Lantz is a player in this growing market.

It is worthwhile noting that SportsMed is new to selling Hand CPM and meets with the same objections and curious expressions as we all have heard re-introducing continuous passive motion to our surgeons and therapists. What has worked for them is to have formulated a Market Plan and Targets as well as following up with all referrals to generate new referrals and establish a repeatable protocol.

Commitment makes the difference and yes SportsMed does have other products to sell. Plus Alan Macias found a great Latin band that coupled with cocktail hour resulted in

most of the attendees line dancing and making flexion gestures with their fists and shouting CPM! CPM! Wow, what a scene. Jerry McKeivitt



Dr. Halpern and wife Sylvia get it going

CHICAGO...Perry Mervar and Ted Brown exhibited the Vector1 and Scaption Wedge Kit at the Annual **American Burn Association Meeting in Chicago**. Plastic surgeons, burn unit nurses, OTs and CHTs stopped by the booth to get a closer look at both products.

Currently, standard CPM protocol for most burn units is application of the CPM 5 to 7 days post-graft. Some of the surgeons we spoke to expressed a more aggressive use of the CPM and are considering a protocol for applying **immediately** after graft application. The hope is that by using continuous passive motion even earlier post-graft that they might prevent tendons from adhering to the graft.

Several nurses and therapists expressed an interest in a pediatric version of the Vector1 and we were reminded that pediatric burn units routinely see patients up to 18 years-old.

The Scaption Wege Kit also drew interest.

The Scaption Wedge kit is an adjunct, non-technical product that can get your foot in the door to hospital PO systems while producing residual low end business for your Distributorship. We have already setup two meetings with hospitals in Ohio and one in New York.

(See page 2 for Arizona success story)



Gaby Macias (left) makes friends

INDIANA...**Hand Care 2008**, presented by the Indiana Hand Center in Indianapolis, attracted hundreds of surgeons, nurses, therapists. The Lantz booth was in the doorway which made it a little difficult to gather folks for written leads. Nonetheless, the Vector 1 and Vector 2 were again highly received. While written leads totaled around 25, demonstrations drew interest for Lantz products from hundreds milling around the booth. Look for those written leads but review the forthcoming attendee list as well.