



Distributor Representative Training

Introduction to
Biocomposites
and STIMULAN®
Speaker Notes

Introduction

This speaker notes booklet is designed to help you maximize the training experience for your sales representatives.

Preparation is key and inside you will find a checklist to follow as well as aims, tips and additional information to use as you deliver the training.

Tips

- i Be organized
- i Set expectations at the beginning of the session: 2 hour duration, objectives, trainee participation questions
- i Create interest by linking content to current applications
- i Set a positive tone

Getting ready – checklist

Welcome email	Email template to invite sales representatives to training session and to complete e-learning modules for pre-training <ul style="list-style-type: none">✓ Introduction to Biocomposites✓ Introducing STIMULAN
Pre-training performance tracking	Prepare a spreadsheet ahead of the meeting to see who has completed the pre-training modules
Presentation	Presentation available in Adobe PDF and PowerPoint - with or without pre-loaded videos
Videos	<ul style="list-style-type: none">✓ Biocomposites corporate video✓ OSTEOSSET® hydrophobic demonstration video✓ STIMULAN Rapid Cure preparation video✓ STIMULAN Bullet Mat and Introducer video✓ STIMULAN testimonial video
Handouts	<ul style="list-style-type: none">✓ 510(k) clearance letter for STIMULAN Kit / Rapid Cure (#K141830)✓ Template for urgent unsolicited request response✓ W-9 form✓ Vendor set up form✓ New hospital account form✓ Delivery order form (DOF)
Collateral	<ul style="list-style-type: none">✓ Biocomposites brochure✓ STIMULAN brochure✓ STIMULAN conference flyer✓ STIMULAN Bullet Mat and Introducer flyer✓ STIMULAN DRY26® brochure
Demo kits	<ul style="list-style-type: none">✓ In-service demo kit

Time allocation

Time management is critical, as there is a substantial amount of content to cover in 2 hours. Our recommendation for each session is as follows:

Welcome and introduction

 **5** minutes

Introduction to Biocomposites

 **5** minutes

Musculoskeletal infection

 **10** minutes

Selling STIMULAN

 **30** minutes

Power to transform – applications & case studies

 **20** minutes

Compliance

 **15** minutes

Account management

 **15** minutes

Why should I sell STIMULAN?

 **10** minutes

Useful resources

 **10** minutes

Introduction to Biocomposites

Aim

To position Biocomposites as the company behind STIMULAN-pioneers in calcium compound technologies, with a portfolio of products and a global footprint

Additional information

- Our portfolio also includes: genex®, Allogran-R®, Bilok® and Biosteon®
- Our products have featured in over 562 peer reviewed publications
- Biocomposites started with a management buyout in 1997
- All research and development, manufacturing, testing and packaging take place in Keele – giving us unrivaled quality control

Slides: 4 - 6



Time allocated

🕒 5 minutes

Tips

- 📘 Use the speaker for the video as sound quality is an important part of the experience

Musculoskeletal infection

Aim

To establish the social and economic challenges of musculoskeletal infection and set up the need for STIMULAN

Additional information


In England

- Surgical site infections (SSI) account for 16% of all healthcare associated infection
- 16% of hip revisions and 23% of knee revisions are carried out due to infection (all references are on the website)



Slides: 7 - 12



Time allocated

 10 minutes

Tips


-  Be careful not to take up too much time in this section
-  Ask trainees for their observations about the incidence of infection in their hospitals

Selling STIMULAN


Aim

To position STIMULAN as the perfect partner for cases with an infected site and identify the key messages to use when talking to surgeons

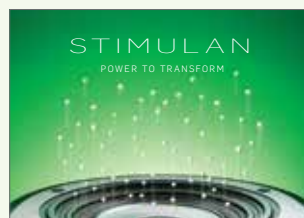
Additional information

 Patented manufacturing process for consistent and reliable performance:


1. Pharmaceutical grade reagents are processed to form a calcium sulfate powder (free from insoluble impurities)
2. The calcium sulfate powder is dehydrated
3. The powder is rehydrated and recrystallized to impart a unique crystal structure
4. Finally, a hydrothermal treatment is conducted to form STIMULAN

 The unique crystal structure and reduced water demand give STIMULAN its consistent mixing and setting characteristics and optimal absorption rate



Slides: 13 - 29



Time allocated

 30 minutes

Tips

-  It is our aim to give reps confidence that STIMULAN is different - not to teach the steps of our DRy26 recrystallization process
-  It's the consistent and reliable properties our process gives us that matters
-  Don't go too deep into competitors as we have a separate training program on this topic

Selling STIMULAN

Competitor differentiation summary

	STIMULAN Biocomposites	OSTEOSET Wright Medical	BonePlast® Zimmer Biomet®	Syntheticure™ Austin Medical Ventures	Calcigen®S Zimmer Biomet	Cerament® Bonesupport AB	OsteoBoost® OsteoRemedies®
Cleared for infected sites	Yes	Yes	Yes	Yes	Contra- indicated	Contra- indicated	Contra- indicated
Fully Absorbed	Yes	May not fully absorb	Unknown	Yes	Unknown	No	No
Claimed Absorption Rate	Approx. 30-60 days (4-8 weeks)	4-8 weeks	4-8 weeks	4-8 weeks	8-12 weeks	6-12 months	Not specified. Expected to be > 6 months
Bead Mat Included	Yes	Yes	No	Yes	No	No	Yes
Fast / Standard Set Option	Yes / Yes	Yes / Yes	No / Yes	Yes / No	No / Yes	No / Yes	No / Yes
Composition	CaSO ₄ , Sterile Water	CaSO ₄ , Calcium stearate	CaSO ₄ , Accelerating saline solution	CaSO ₄ , Mixing Solution	CaSO ₄ , Potassium citrate, Na ₃ PO ₄	CaSO ₄ , HA, Iohexol	CaSO ₄ , β TCP, HA, Distilled water
Source of CaSO ₄	Pharmace utical- grade reagents	Mined	Unknown	Unknown	Unknown	Unknown	Unknown
STIMULAN Key points of differentiation	N/A	<ul style="list-style-type: none"> •Purity – no impurities •No third body damage •Bullet option 	<ul style="list-style-type: none"> •Truly absorbable •Rapid Cure option •Bullet option 	<ul style="list-style-type: none"> •Standard injectable option •Bullet option •Peer- reviewed evidence 	<ul style="list-style-type: none"> •Cleared for infected sites •Truly absorbable •Bullet option 	<ul style="list-style-type: none"> •Cleared for infected sites •Truly absorbable •Bullet option 	<ul style="list-style-type: none"> •Cleared for infected sites •Truly absorbable •Bullet option

Power to transform – applications and case studies

Aim

To help focus your sales representatives' efforts on our target audience and illustrate the types of applications that can benefit from using STIMULAN

Additional information

- 📄 STIMULAN is used in over 30,000 cases a year
- 📄 All cases are available on the Distributor Hub and website

Slides: 30 - 53



Time allocated

🕒 20 minutes

Tips

- 📘 There is a lot of content in this section, so pick the slides you want to focus on
- 📘 Surgeon testimonials are available on the Distributor Hub and website

Compliance

Aim

To ensure that all of your sales representatives sell compliantly and understand how to follow the unsolicited request process

Additional information

- Each request must contain a level of detail for a specific response, including: product name, use/intended use and data type (clinical, efficacy, elution)
- Phrase request as closely as possible to the actual verbal request
- Avoid interpreting and elaborating
- Include the requestor's full name and credentials, affiliated institution and email address
- Specify deadlines

Slides: 54 - 58



Time allocated

🕒 15 minutes

Tips



- i** The Compliance e-learning module is available on the Distributor Hub

Account management

Aim

To minimize errors and time delays by ensuring your sales representatives know how to onboard a new account, manage distributor or hospital assigned inventory and place an order

Additional information

-  Process for establishing new accounts:
1. Set up Biocomposites as new vendor at hospital
 2. Set up new hospital account with Biocomposites
 3. Determine if inventory will be managed by distributor or consigned by customer
-  The sales representatives must ensure that the product is approved for use and that Biocomposites is set up as a new vendor at the hospital before the first case


Slides: 59 - 62



Time allocated

 15 minutes

Tips

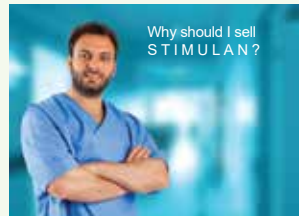
-  Hand out forms as you review them to increase engagement and understanding

Why should I sell S T I M U L A N

Aim

To motivate your sales representatives by discussing how STIMULAN can help them achieve their goals

Slides: 63 - 64



Time allocated

🕒 10 minutes

Tips



- 📘 Ask reps to share selling experiences/ STIMULAN success stories

Useful resources

Aim

To equip your sales representatives with the knowledge and tools they need to succeed


Additional information

-  The Distributor Hub app will provide instant online and offline access to sales information and workflow tools
-  Inform your reps that they're enabled for the app, and that they can download it from the Apple App store or Google Play store. Their login credentials are the same as the Distributor Hub




Slides: 65 - 66



Time allocated

 10 minutes

Tips

-  Ask your reps to login to the Distributor Hub to make sure their access is working
-  Help them navigate the Distributor Hub in the session
-  Let reps know they must login to the Distributor Hub prior to logging into the app

Company confidential

This material is intended for use by Biocomposites' employees.

This material is for information purposes only, not for clinical application.

Do not copy.

For indications, contraindications, warnings and precautions see Instructions for Use.

Concurrent use of locally administered antibiotics may affect setting time.

This brochure may include the use of STIMULAN or techniques that go beyond the current clearance / approval granted by the relevant regulatory authority. Please contact your local representative for further information.

©2019, Biocomposites, STIMULAN, Bilok, genex, Allogran, Biosteon, Bringing Calcium to Life, Power to Transform, DRY26 and Power to Restore are trademarks/registered trademarks of Biocomposites Ltd. All rights reserved. No unauthorized copying, reproduction, distributing or republication is allowed unless prior written permission is granted by the owner, Biocomposites Ltd.

Patents granted: EP I390086 BI, US 8632796, CN ZL02809I94.9, US 8496955, GB2367552, EP I204599 BI, US 678039I, EP I4360I9 BI, US 8563024, CN ZL02825I34.2, EP 259423I BI, US 8883063, CN ZL20I2I0466I17.X, GB24967I0, EP I954I99 BI, US 840925I, EP 3058899 BI, US I0390954

Patents Pending: GBI502655.2, US I5/I40075, CN 20I6I00897I0.5, GBI704688.9, EP I8275044.8, US I5/933936, CN I086I9579A