



## Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barriers

The Building Blocks for Successful Selling

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY –  
FOR INTERNAL CONVATEC USE ONLY.

This document is for training purposes only. This material is not to be used in sales presentations. This material is not to be left with any customers. This material is confidential and is for the use of ConvaTec Marketing Management and Sales Organization only.

FC-000899-MM | © 2011 ConvaTec Inc.

Slide no: 001

This training initiative for the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier—the latest addition to the wide range of skin barrier options available with the Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System—will provide you with a comprehensive understanding of this innovative product.

In addition, it will help you to better implement selling strategies and handle objections from health care providers regarding the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier.



## Learning Objectives

### Upon completion of this training initiative, you will be able to:

- Describe the **Esteem synergy**<sup>®</sup> Two-Piece Ostomy System and available skin barrier options
- Explain the features and benefits of the **Esteem synergy**<sup>®</sup> Flat Moldable Skin Barrier
- Implement strategies for selling this skin barrier and address objections from health care providers about this product
- Describe the unique design of **ConvaTec Moldable Technology**<sup>™</sup> Skin Barriers
- Correctly apply the **Esteem synergy**<sup>®</sup> Flat Moldable Skin Barrier
- Develop a better understanding of the product and selling strategies through several role plays

Esteem synergy is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

2

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 002

Upon completion of this training initiative, you will be able to describe the Esteem synergy<sup>®</sup> Two-Piece Ostomy System and the types of skin barriers available with this system. You will also have a better understanding of the features and benefits of the Esteem synergy<sup>®</sup> Flat Moldable Skin Barrier and the unique design of ConvaTec Moldable Technology<sup>™</sup> Skin Barriers.

Additionally, you will be able to implement several selling strategies for the Esteem synergy<sup>®</sup> Flat Moldable Skin Barrier, while addressing objections from health care providers about the product—for example, cracking and rigidity—and determine when to use flat and convex skin barriers. Finally, you will learn how to correctly apply the Esteem synergy<sup>®</sup> Flat Moldable Skin Barrier. Several role plays will reinforce these learning objectives.



## Table of Contents

- I. What Is the Esteem *synergy*® Two-Piece Ostomy System?
- II. Esteem *synergy*® Flat Moldable Skin Barrier—Features and Benefits
- III. ConvaTec Moldable Technology™ Skin Barrier
- IV. Skin Barrier Offering Table
- V. Sales Strategies and Objection Handling
- VI. Application Tips—Italian Study Findings
- VII. Clinical Evidence
- VIII. Sales Collaterals
- IX. Role Plays
- X. Moderator’s Addendum

3

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC—FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 003



## I. What Is the Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System?

---

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 004

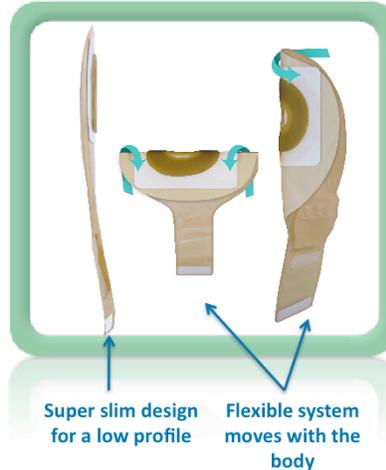
This section will provide you with a brief overview of the Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System.

## Esteem *synergy*® Two-Piece Ostomy System: Description



- A lifestyle-focused ostomy system that uses a **soft foam adhesive ring** on the pouch to connect to a flat flexible landing zone on the skin barrier
- This type of connection is known as **Adhesive Coupling Technology™**
- Patients with a colostomy, ileostomy, or urostomy can use this system

The Esteem *synergy*® Two-Piece Ostomy System is discreet, comfortable, and versatile



Esteem *synergy* is a registered trademark and Adhesive Coupling Technology is a trademark of ConvaTec Inc.

5  
CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 005

The Esteem *synergy*® Two-Piece Ostomy System uses Adhesive Coupling Technology™—a soft foam adhesive ring on the pouch that connects securely to a flat, flexible, clear plastic landing zone on the skin barrier, creating a discreet, comfortable, and versatile system.

The Esteem *synergy*® Two-Piece Ostomy System is a lifestyle-focused brand, meaning that patients can get back to their normal daily activities with a feeling of confidence because they won't feel like they're wearing an ostomy device. The system consists of a super slim, two-piece design that is discreet under clothing and moves comfortably with patients day and night because there are no hard, bulky, plastic rings to snap together. The system's low profile may be particularly important to younger people who frequently engage in social activities. Individuals can also easily change the pouch as often as they want, providing versatility, when using the Esteem *synergy*® Two-Piece Ostomy System. This product is suited for all types of effluent and is appropriate for people with a colostomy, ileostomy, or urostomy. Overall, the system allows users to focus on living life—not on their ostomy.

In comparison, the Natura® Two-Piece Ostomy System is a durable and reliable product line with a wide variety of barrier and pouch options. It features a simple snap-off, snap-on design that helps users match pouches to activities such as exercise, travel, and sports, without removing the skin barrier. An audible click ensures security as the pouch and barrier join together.

In both of these product lines, pouches intended for use in people with a colostomy or ileostomy have been improved and now feature new filters and comfort panels. These new systems will be branded as Esteem *synergy*™+ and Natura™+ Two-Piece Ostomy Systems. For more information, please refer to the **“+ Portfolio Sales Training Initiative.”**

Urostomy pouches will remain unchanged and will continue to be recognized on the market as part of the Esteem *synergy*® and Natura® Two-Piece Ostomy Systems. Additionally, pouches in these older product lines that are designed for people living with a colostomy or an ileostomy will still be available and coexist on the market with the newer Esteem *synergy*™+ and Natura™+ Two-Piece Ostomy Systems.

Additionally, skin barriers indicated for use with Esteem *synergy*® and Natura® Two-Piece Ostomy Systems are also indicated for use with Esteem *synergy*™+ and Natura™+ Two-Piece Ostomy Systems, respectively.

Esteem *synergy*+ and Natura+ are registered trademarks in the United States.

## Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System: Patient Profiles



### Physical Features

- All abdomen types, including large and flabby
- Changing abdominal contours (pregnancy, hernia)
- Challenging stomas, such as those located inside skin folds
- Postoperative tenderness

### Patient Characteristics

- Full or limited dexterity
- Physically active or sedentary
- Socially active (including teenagers)

6

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark of ConvaTec Inc.

Slide no: 006

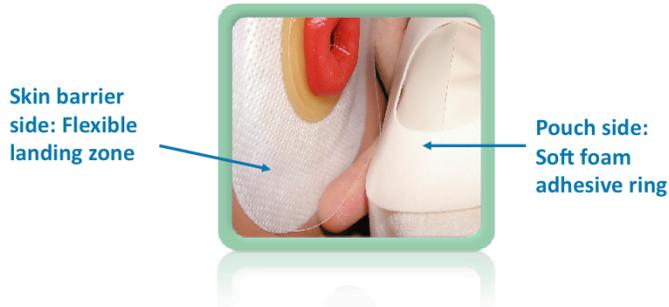
The Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System is appropriate for all abdomen types, including those that are large and flabby, and for changing abdominal contours as found in pregnancy or with a hernia. The system is a good choice for challenging stoma locations such as inside skin folds. The low-pressure application of the coupling system is an ideal solution for individuals with postoperative tenderness.

It can also be used in patients with either full or limited dexterity and in both physically active and sedentary individuals. The system is also a good option for people who often engage in social activities, including teenagers, because of its low profile.

## Esteem synergy® Two-Piece Ostomy System: Adhesive Coupling Technology™



- Connects the pouch to the skin barrier with a soft foam adhesive ring
- Creates and maintains a secure seal that people can trust



Skin barrier side: Flexible landing zone

Pouch side: Soft foam adhesive ring

Esteem synergy is a registered trademark and Adhesive Coupling Technology is a trademark of ConvaTec Inc.

7  
CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 007

Because of its important role in the Esteem synergy® Two-Piece Ostomy System, Adhesive Coupling Technology™ deserves some additional explanation as it creates a secure seal that patients and health care professionals can trust.

As mentioned on the previous slide, Adhesive Coupling Technology™ consists of a soft foam adhesive ring on the pouch that connects securely to a flat, flexible, clear plastic landing zone on the skin barrier.

The soft foam adhesive ring on the pouch side:

- Secures the pouch to the skin barrier using far less application pressure—no plastic rings to snap together results in less than half the pressure of traditional mechanical two-piece ostomy systems<sup>1-3</sup>
- Enables users to separate the pouch from the landing zone to view the stoma or to release gas

The flexible landing zone:

- Allows the pouch's adhesive ring to be observed and checked for leaks (users check the security of the pouch-to-landing zone connection by folding the landing zone forward)
- Enables users to apply or reapply the pouch for easy access to the stoma; this is especially beneficial after surgery
- Has a square shape, which makes attachment to the round, soft foam adhesive ring on the pouch easy
- Reduces removal pressure by allowing users to slip fingertips under the landing zone

#### References:

1. To determine the minimum application force necessary to create a leak-free coupling. A2-0089. March 12, 2002. Data on file, ConvaTec.
2. CITECH Competitive testing: Hollister CenterPointLock™ and ConvaTec Natura™ 45 mm. 490-447c. February 26, 2002. Data on file, ConvaTec.
3. CITECH Competitive testing: Hollister New Image® and ConvaTec Natura™45 mm. 490-447d. February 26, 2002. Data on file, ConvaTec.

## Esteem *synergy*® Two-Piece Ostomy System: Adhesive Coupling Technology™



### Lab Tested Security

- Seal created between the pouch and skin barrier maintained adhesion when tested at the equivalent of 3.5 times the capacity of standard 12-in (30.48 cm) pouch<sup>1,2</sup>

Esteem *synergy* is a registered trademark and Adhesive Coupling Technology is a trademark of ConvaTec Inc.

1. A2-0087. March 12, 2002. Data on file, ConvaTec Inc.
2. A2-0108. March 26, 2002. Data on file, ConvaTec Inc.

8

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 008

The Esteem *synergy*® Two-Piece Ostomy System is one of ConvaTec's most widely tested products. We'll discuss a few of these tests next.

Lab tests show that the Esteem *synergy*® Two-Piece Ostomy System adhesive maintains its seal at the equivalent of 3.5 times the capacity of the standard 12-inch (30.48 cm) pouch, where capacity is defined as 75% of the test volume in mL.<sup>1,2</sup>

In order to put the pouch-to-landing zone connection to a severe test, scientists connected several Esteem *synergy*® Pouches and Skin Barriers and hung a 4.4 lb (2 kg) weight (approximately 4 times the weight that would normally be carried in a full pouch\*) from each pouch. The test was performed for 8 hours. All the pouches stayed securely connected to the skin barriers.

\*Volume is based on ISO 6670-2:1996(E) Section 6.1

### References:

1. To determine shear resistance under load and ease of removal of Esteem *synergy*® coupling system. A2-0087. March 12, 2002. Data on file, ConvaTec Inc.
2. Determine capacities for Esteem *synergy*® pouches with medium collar. A2-0108. March 26, 2002. Data on file, ConvaTec Inc.

## Esteem synergy® Two-Piece Ostomy System: Skin Barrier Options Overview



### • ConvaTec Moldable Technology™ Skin Barriers



With  
**Stomahesive®**  
Technology  
—flat moldable



With  
**Durahesive®**  
Technology  
—convex  
moldable

### • Traditional Skin Barriers

- Pre-cut or cut-to-fit—flat



Example of full  
**Stomahesive®**  
Skin Barrier



Example of  
flexible skin  
barrier

9

CONFIDENTIAL AND PROPRIETARY TO CONVATEC—FOR INTERNAL USE ONLY

ConvaTec Moldable Technology is a trademark and Esteem synergy, Stomahesive, and Durahesive are registered trademarks of ConvaTec Inc.

Slide no: 009

Skin barrier options available with the Esteem synergy® Two-Piece Ostomy System include:

- Two types of ConvaTec Moldable Technology™ Skin Barriers—flat and convex.
- Traditional options include “full” Stomahesive® Flat Skin Barriers and flexible skin barriers with a hydrocolloid tape collar in pre-cut and cut-to-fit options.

## Flat and Convex Moldable Skin Barriers



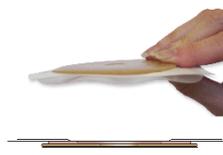
### Esteem synergy® Flat Moldable Skin Barrier



Front view



Back view



Side view

#### Indicated for:

- Patients with colostomy or ileostomy

### Esteem synergy® Convex Moldable Skin Barrier



Front view



Back view



Side view

#### Indicated for:

- Patients requiring convexity regardless of stoma type

10

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem synergy is a registered trademark of ConvaTec Inc.

Slide no: 010

The Esteem synergy® Flat Moldable Skin Barrier is indicated for people with a colostomy or an ileostomy. It provides durable and comfortable adhesion, both postoperatively and from hospital to home. This skin barrier also features Stomahesive® Technology. A more detailed description of this skin barrier's structure will be provided in future slides.

The Esteem synergy® Convex Moldable Skin Barrier is indicated for people who have a recessed or flat stoma, including those with a urostomy, ileostomy, or colostomy. This skin barrier features Durahesive® Technology.

Please note, the Esteem synergy® Flat Moldable Skin Barrier is not indicated for urostomy patients; however, if their stomas require convexity, convex skin barriers are an option.



Slide no: 011

This training initiative focuses on the flat moldable skin barrier of the Esteem *synergy*® Two-Piece Ostomy System. The Esteem *synergy*® Flat Moldable Skin Barrier has a number of unique features and benefits that will be addressed in this section, including the innovative components of ConvaTec Moldable Technology™. This is the only flat skin barrier to incorporate the benefits of both ConvaTec Moldable Technology™ and Adhesive Coupling Technology™.

## What Is the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier?



- An enhancement to our offerings in the **Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System**
- Features the **ConvaTec Moldable Technology<sup>™</sup>** unique trilaminate design
- Features a support ring to enhance performance of **ConvaTec Moldable Technology<sup>™</sup> Skin Barriers**
- Indicated for people with colostomies or ileostomies, both postoperatively and from hospital to home
  - Not indicated for use with urostomies



Sample of Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier

12

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 012

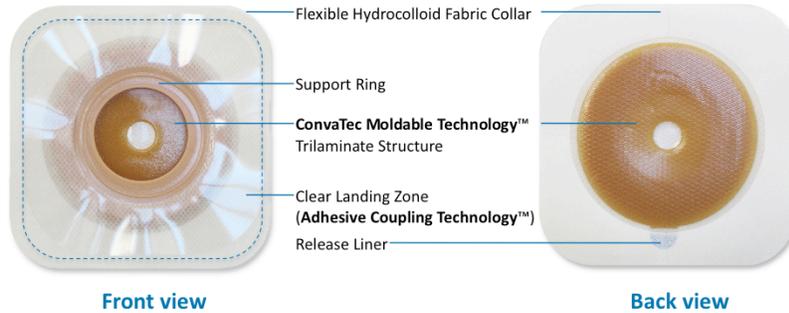
The Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System portfolio now includes a flat moldable skin barrier containing ConvaTec Moldable Technology<sup>™</sup>. Just like other ConvaTec Moldable Technology<sup>™</sup> Skin Barriers, it “turtlenecks”, or actively moves and swells up against the stoma and can be simply molded with the fingers to create a custom, secure fit.

The Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier also contains a support ring to enhance the performance of ConvaTec Moldable Technology<sup>™</sup> Skin Barriers.

The Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier is indicated for people with colostomies or ileostomies, both postoperatively and from hospital to home. This skin barrier is not indicated for people with a urostomy.

The recommended length of wear time for the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier is 2 to 3 days. However, wear time is determined by the patient and effluent characteristics and volume.

## Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier Features: Overview



Dotted line shows landing zone contours

13

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology and Adhesive Coupling Technology are trademarks of ConvaTec Inc.

Slide no: 013

This figure highlights the key features of the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barriers that distinguish them from other skin barriers.

Now, let's address the benefits of each of these features on the following slides.

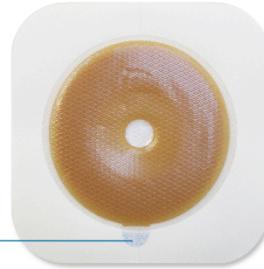
## Esteem *synergy*® Flat Moldable Skin Barrier Release Liner



### Release Liner Benefits:

- Helps protect **ConvaTec Moldable Technology™** while rolling back and molding the skin barrier
- Easy to remove prior to application of the skin barrier

Release Liner



14

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 014

The release liner, located on the back of the skin barrier, remains attached and protects the ConvaTec Moldable Technology™ portion of the skin barrier while it is being rolled back and molded.

The release liner is also easy to remove just prior to applying the skin barrier around the stoma. Please refer to the Instructions for Use for more details regarding the application process of the Esteem *synergy*® Flat Moldable Skin Barrier.

## Esteem *synergy*® Flat Moldable Skin Barrier Support Ring



### Support Ring Benefits:

- Enhances the performance of **ConvaTec Moldable Technology™**
- Provides more localized support at the base of the stoma, which helps to obtain a secure seal

15

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 015

The support ring was added to enhance the performance of ConvaTec Moldable Technology™ on the Esteem *synergy*® Flat Moldable Skin Barrier. The ring provides more localized support at the base of the stoma, which helps to obtain a secure seal and improves the patient's comfort.

## Esteem *synergy*® Flat Moldable Skin Barrier Flexible Hydrocolloid Fabric Collar



### Flexible Hydrocolloid Fabric Collar Benefits:

- Provides extra level of security and improves flexibility and comfort by gently adhering to sensitive peristomal skin
- Unique fabric collar ensures that all skin contacting the surface of the product touches skin-friendly hydrocolloids

16

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark of ConvaTec Inc.

Slide no: 016

A flexible hydrocolloid collar provides an extra level of security and improves flexibility and comfort by gently adhering to sensitive peristomal skin. Using this unique fabric collar ensures that all skin contacting the surface of the product touches skin-friendly hydrocolloids.

## Esteem synergy® Flat Moldable Skin Barrier Clear Landing Zone (Adhesive Coupling Technology™)



Dotted line shows landing zone contours

### Clear Landing Zone Benefits:

- Seals the pouch to the skin barrier
- Low pressure; no hard, plastic rings to snap together
- The discreet, low-profile design gives patients peace of mind
- Once attached, system remains flexible, allowing patients to move easily

17

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem synergy is a registered trademark and Adhesive Coupling Technology is a trademark of ConvaTec Inc.

Slide no: 017

As mentioned, innovative Adhesive Coupling Technology™ seals the pouch to the skin barrier landing zone. The coupling system eliminates the need for hard, plastic rings to snap together, which allows for low-pressure application and removal. The discreet, low-profile design gives patients peace of mind. This technology creates a comfortable, flexible system that moves easily with patients throughout the day and night.



### III. ConvaTec Moldable Technology™ Skin Barrier



ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 018

To provide you with a better understanding of the Esteem *synergy*® Flat Moldable Skin Barrier, the slides in this section present details on the composition of the ConvaTec Moldable Technology™ Skin Barrier.

## ConvaTec Moldable Technology™: The Only Trilaminare Structure Available



Layered adhesive design that makes the difference in skin barrier performance



### Trilaminare adhesive for molding:

- Inner, skin-side layer features **Stomahesive®** Technology
  - (OR **Duraheasive®** Technology on convex offerings)\*
- Middle layer of specially treated polyethylene film
- Outer layer of **Duraheasive®** Technology

Starter hole with molding release liner

\* Image features a flat skin barrier where the inner, skin side layer consists of **Stomahesive®** Technology.

19

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

ConvaTec Moldable Technology is a trademark and Stomahesive and Duraheasive are registered trademarks of ConvaTec Inc.

Slide no: 019

ConvaTec Moldable Technology™ Skin Barriers have a unique trilaminare (3-layer) structure. The inner, skin-side layer of the Esteem *synergy*® Flat Moldable Skin Barrier is composed of skin-friendly Stomahesive® Technology for standard wear.

The middle layer of the ConvaTec Moldable Technology™ Skin Barrier is a specially treated, protective polyethylene film that provides strength, durability, and added protection from stoma output. The polyethylene film is scored to minimize sharp or rough edges, also enhancing patient comfort.

The top layer is made of Duraheasive® Technology for easy molding and enables the “turtlenecking” effect for skin protection, which will be further explained in a later slide.

The Stomahesive® and Duraheasive® Technologies used in ConvaTec Moldable Technology™ Skin Barriers are made with different ratios of polyisobutylene (PIB) or other elastic polymers, which contribute to the stickiness of the adhesive, in addition to hydrocolloid powder, which absorbs moisture. Notably, as the hydrocolloids in the Stomahesive® Technology layer absorb stoma output, they form a protective gel that creates a secure seal at the edge of the adhesive where it contacts the body. Over time, as these hydrocolloids absorb moisture from the skin, the adhesive will slowly begin to release its bond, aiding in the gentle removal of the skin barrier.

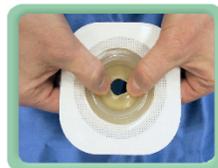
ConvaTec Moldable Technology™ Skin Barriers are also latex-free and made of 100% non-sensitizing ingredients so it is well tolerated by most wearers.

## Unique Feature #1: Rebounding Memory Technology™

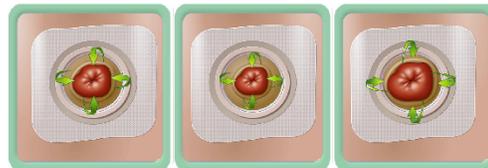


### Mechanism behind ConvaTec Moldable Technology™ Skin Barriers

- Molded material gently returns to its original shape to hug the stoma, which allows for a custom fit, regardless of the stoma shape and size
- The adhesive gently expands and contracts along with the stoma as it changes size throughout the day



1. Rolling back a starter hole to create an opening for the stoma



2. Adapting to the functioning stoma

20

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Rebounding Memory Technology and ConvaTec Moldable Technology are trademarks of ConvaTec Inc.

Slide no: 020

ConvaTec Moldable Technology™ Skin Barriers feature Rebounding Memory Technology™, which helps patients to easily achieve a custom fit that will reduce the risk of leakage.

The rebounding material in ConvaTec Moldable Technology™ Skin Barriers is soft and pliable. Using fingers, the opening is gently rolled back to the approximate size needed by a patient to fit around the stoma. Because of the Rebounding Memory Technology™, the skin barrier will return to its prerolled shape, still allowing a custom fit to be achieved if it is inadvertently rolled back too far during application. This also causes the skin barrier to maintain a good fit as it absorbs moisture.

This rolling action of the ConvaTec Moldable Technology™ Skin Barrier not only provides a means by which the barrier can be sized and shaped, it also provides greater protection from leakage, impeding adhesive breakdown.

Moreover, the rebounding process adjusts to the shape of the stoma without causing trauma, and the adhesive should have no effect on the stoma mucosa.

## Unique Feature #2: “Turtlenecking” Effect



“Turtlenecking” effect for even greater leakage protection

- Durahesive® Technology outer layer absorbs liquid output and gently swells up the stoma, creating a snug fit

21

Durahesive is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

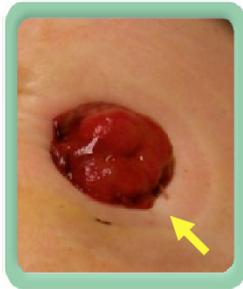
Slide no: 021

ConvaTec Moldable Technology™ Skin Barriers are designed to be resistant to effluent and maintain a custom and secure fit. Once the skin barrier comes into contact with effluent, it will absorb moisture and “turtleneck,” or gently and actively swell up around the stoma to deliver a snug fit. The “turtlenecking” effect, which is a feature of the Durahesive® Technology outer layer, occurs when hydrocolloid powder in the adhesive absorbs moisture and swells. This feature helps to improve the seal of the adhesive around the stoma, further minimizing the potential for leakage.

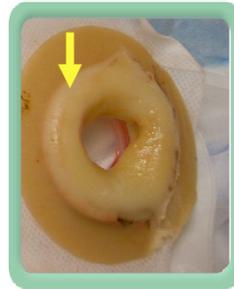
## Unique Feature #2: “Turtlenecking” Effect (cont’d)



Peristomal skin and “turtlenecking” effect of skin barrier upon removal



Skin barrier successfully helps protect peristomal skin



“Turtlenecking” effect of the Durahesive® Technology outer layer

22

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

Durahesive is a registered trademark of ConvaTec Inc.

Slide no: 022

As demonstrated on this slide, ConvaTec Moldable Technology™ Skin Barriers successfully help to protect peristomal skin. The “turtlenecking” effect is illustrated by the image on the right.

## Benefits: ConvaTec Moldable Technology™



### ConvaTec Moldable Technology™ Benefits:

- Smart and adaptable adhesive creates and maintains a secure and custom fit by gently hugging stoma contours
- Flexible material moves with patients to maintain the seal, further helping to prevent leakage
- Has ability to expand and contract as stoma changes
- Easy to teach and easy to use<sup>1</sup>
  - Mold with fingers to create a custom fit
  - No scissors needed
  - The skin barrier with demonstrated clinical experience that helps prevent skin issues<sup>2</sup>

ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

1. Hoeflok J et al. *Ostomy Wound Manage.* 2009;55(5):62-69.
2. Scott VA et al. WOCN 2009 Poster, Orlando, FL

23

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 023

ConvaTec Moldable Technology™ Skin Barriers, such as the Esteem *synergy*® Flat Moldable Skin Barrier, were developed to create and maintain a secure and custom fit between the stoma and adhesive.

This smart, adaptable skin barrier helps prevent leakage and promotes healthy skin because it actively adjusts to gently hug stoma contours, creating a secure seal. Built-in Rebounding Memory Technology™ causes the skin barrier to gently recoil (come back) against the stoma wall, eliminating gaps, which helps to prevent leakage and subsequent complications (irritation, redness, etc.). Flexible material moves with patients to maintain this seal, helping to prevent leakage all day and all night.

A differentiating benefit of ConvaTec Moldable Technology™ Skin Barrier is its ability to expand and contract as the stoma changes size throughout the day. ConvaTec Moldable Technology™ provides an adhesive that is gentle to the skin, yet highly durable when exposed to effluent. It expands and contracts with the stoma, making it a smart, adaptable skin barrier that creates and maintains a custom, secure fit.

ConvaTec Moldable Technology™ Skin Barriers are easy to use and easy to teach<sup>1</sup> because, unlike cut-to-fit and pre-cut skin barriers, they do not require cutting or measuring and can be molded with the fingers to fit virtually every stoma every time. The molding creates a thick roll of adhesive around the perimeter of the stoma, where protection of the skin is most critical. The product also facilitates ease of use for patients with limited manual dexterity or poor vision. Moreover, ConvaTec Moldable Technology™ Skin Barriers are the skin barrier with demonstrated clinical experience that helps prevent skin issues<sup>2</sup>

### References:

1. Hoeflok J, Guy D, Allen S, St-Cyr D. A prospective multicenter evaluation of a moldable stoma skin barrier. *Ostomy Wound Manage.* 2009;55(5):62-69.
2. Scott VA, Raasch D, Kennedy G, Heise CP. Prospective assessment and classification of stoma related skin disorders. Poster presented at: 41<sup>st</sup> Annual Wound Ostomy and Continence Nurses Society Conference; June 6-10, 2009; Orlando, Florida.



## IV. Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier Offerings

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 024

As you'll see on the following slide, the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier is available in a number of options.

## Esteem synergy® Flat Moldable Skin Barriers: Sizes and Pack Counts



Esteem synergy® Flat Moldable				
Stoma Range	Color Code	Skin Barrier Ordering Number	Pack Size*	Pouch Size
13-22 mm	●	411657	10	48 mm
22-33 mm	●	411658	10	48 mm
33-45 mm	●	411659	10	61 mm
Stoma Range	Color Code	Skin Barrier Ordering Number	Pack Size	Pouch Size
13-22 mm	●	411684	5	48 mm
22-33 mm	●	411685	5	48 mm
33-45 mm	●	411686	5	61 mm

\*Depends on market.

Esteem synergy is a registered trademark of ConvaTec Inc.

25

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 025

There are different Esteem synergy® Flat Moldable Skin Barrier sizes and pack counts. Please keep in mind that the pack count will vary by market. It is important to point out that the small and medium size skin barriers will use the same size pouch.

*Note to markets: this slide can be customized to include the local market pack size and ordering number if desired.*

## V. Sales Strategies and Objection Handling



CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 026

We've examined the various components of the Esteem *synergy*® Flat Moldable Skin Barrier and their benefits. Now, we'll move on to strategies to keep in mind when selling the product and handling potential objections that may arise. Please note that these sales strategies only serve as general guidance and can be customized to specific markets.

## Sales Strategy



- Engage in new patient capture (hospital accounts)—**Esteem synergy® Flat Moldable** Skin Barrier is an ideal solution for postoperative tenderness
- Address competitive accounts seeking to improve peristomal skin protection with discreet, flexible, low-pressure ostomy system solutions
- Focus on the low-pressure and low-profile solution provided by the **Esteem synergy®** Two-Piece Ostomy System
- Sell the benefits of the system's versatility (multiple pouch options)
- Sell the benefits of **ConvaTec Moldable Technology™**, which is now available in a flat skin barrier designed for the **Esteem synergy®** Two-Piece Ostomy System
- Emphasize that the **Esteem synergy®** Two-Piece Ostomy System is the only adhesive coupling system featuring **ConvaTec Moldable Technology™** Skin Barriers

27

Esteem synergy is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 027

When promoting the Esteem *synergy*® Two-Piece Ostomy System, remember that the Esteem *synergy*® Flat Moldable Skin Barrier is an ideal solution for postoperative tenderness and, consequently, can help with new patient capture in hospitals.

Additionally, keep in mind that competitive accounts are seeking to improve peristomal skin protection with discreet, flexible, low-pressure ostomy system solutions.

Focus on the Esteem *synergy*® Two-Piece Ostomy System as a low-pressure and low-profile solution to distinguish it from traditional mechanical ostomy systems, which use plastic rings to connect the pouch to the skin barrier.

Additionally, sell the system's versatility. Patients can easily change the pouch as often as they want and have a variety of pouch types to choose from. Remember that new enhancements to the pouch component of this product, known as Esteem *synergy*™+, will soon be available. You can learn more about the Esteem *synergy*™+ Two-Piece Ostomy System in our “+ Portfolio Sales Training.”

Another key point to keep in mind when selling the Esteem *synergy*® Two-Piece Ostomy System is that it has the competitive edge of ConvaTec Moldable Technology™, used in our flat moldable skin barriers. In fact, it is the only adhesive coupling system on the market featuring ConvaTec Moldable Technology™ Skin Barriers.

Esteem *synergy*+ is a registered trademark in the United States.

## Target Audience



- Acute and community settings
- Competitive accounts
  - Highest targets are adhesive coupling system accounts
    - Coloplast SenSura® Flex, Assura® AC
    - B. Braun Flexima®/Softima® Key
  - Traditional mechanical two-piece ostomy systems
    - Coloplast SenSura® Click, Assura® 2-Piece
    - Hollister Two-Piece: New Image™ family, Two-Piece CenterPointLock™
    - B. Braun Proxima® 2, Almarys® Twin+
  - Patients who develop peristomal skin complications using competitor products
- ConvaTec accounts currently at risk
  - Accounts not using **ConvaTec Moldable Technology™** Skin Barriers

SenSura and Assura are registered trademarks of Coloplast.  
New Image and CenterPointLock are trademarks of Hollister Inc.  
Flexima, Softima, Proxima, and Almarys are registered trademarks of B. Braun  
Melsungen AG.  
ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

28

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 028

Your target audiences will include both the acute and community health care settings.

Adhesive coupling products (Coloplast SenSura® Flex and Assura® AC; and B. Braun Flexima®/Softima® Key) are our most aggressive competitors. Traditional mechanical ostomy systems manufactured by Coloplast, namely the SensSura® Click and Assura® 2-Piece, are other potential competitors, as are Hollister products in the Two-Piece: New Image™ family and the Two-Piece CenterPointLock™ line of ostomy systems. Additionally, B. Braun makes the Proxima® 2 and Almarys® Twin+ traditional two-piece systems.

Patients who develop peristomal skin complications with such products are a potential target audience because they may be interested in trying a new system.

ConvaTec accounts currently at risk are those not using ConvaTec Moldable Technology™ Skin Barriers.

*Note: Competitor markets will vary depending on location.*

## Potential Customer Objections



### Esteem *synergy*® Flat Moldable Skin Barrier

- Adhesive cracking during the molding process
- Perception of rigidity vs the traditional **Esteem *synergy*®** Skin Barrier
- Not understanding when to use flat vs convex skin barriers
- Molded portion of skin barrier rolling back over the stoma
- Gloves sticking to exposed adhesive
- No clicking noise when pouch and barrier join indicates insecure seal



29

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark of ConvaTec Inc.

Slide no: 029

Objections that may arise when selling the Esteem *synergy*® Two-Piece Ostomy System with the Esteem *synergy*® Flat Moldable Skin Barrier include concerns about cracking of the adhesive during the molding process and rigidity of the skin barrier compared to traditional options. You may also find that health care providers don't fully understand when to use flat versus convex skin barriers. Moreover, they may be concerned about the molded portion of the skin barrier rolling back over the stoma or that gloves will stick to the exposed adhesive. Doubts about a secure seal may also arise because users do not hear a clicking noise when the pouch and barrier join as with a traditional mechanical ostomy system that uses plastic rings. The following slides will provide some talking points to remember when addressing these issues.

## Adhesive Cracking During Molding



### Objection:

When molding the Esteem *synergy*® Flat Moldable Skin Barrier, why does it crack or separate from itself?

### Talking points:

- ConvaTec has confirmed that performance and safety of product are **not** affected
- Cracking and separating are normal behaviors of **Stomahesive**® Technology
- Cracking can be reduced if skin barrier is warmed in hands before application
- Cracking and separating is due to **Stomahesive**® Technology containing large amount of inelastic hydrocolloid powders
- Hydrocolloids create skin-friendly qualities of **Stomahesive**® Skin Barriers
- Cracking and separating do not occur in skin barriers containing **Durahesive**® Technology

30

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy*, Stomahesive, and Durahesive are registered trademarks of ConvaTec Inc.

Slide no: 030

If your customer approaches you with questions about the Esteem *synergy*® Flat Moldable Skin Barrier either cracking or separating from itself during application, try focusing on the following talking points:

- This behavior is normal for Stomahesive® Technology, and ConvaTec has confirmed through testing that the performance and safety of the product are **not** affected
- Cracking can be reduced if the skin barrier is warmed in the hands before application
- Cracking and separating result from the fact that Stomahesive® Technology contains a large percentage of hydrocolloid powders, which are not elastic
- Hydrocolloids are a very important component of the adhesive; they create the skin-friendly qualities of Stomahesive® Skin Barriers
- ConvaTec uses more hydrocolloid powders in Stomahesive® Technology to aid in optimal skin protection and security for people living with an ostomy
- Because the hydrocolloids are derived from natural sources, their appearance (color, transparency, etc) also naturally varies
- Cracking and separating do not occur with Durahesive® Technology because it contains less hydrocolloid powder, which allows it to be more elastic and resistant to fluids and enables the skin barrier to adapt to different stoma sizes



## Perceptions of Rigidity

### Objection:

**Why doesn't the Esteem *synergy*® Flat Moldable Skin Barrier seem as flexible as the traditional Esteem *synergy*® Skin Barrier?**

### Talking points:

- The **Esteem *synergy*® Flat Moldable Skin Barrier** features a support ring to enhance the performance of **ConvaTec Moldable Technology™** on the **Esteem *synergy*® Two-Piece Ostomy System**
- This ring provides more localized support at the base of the stoma, which aids in obtaining a secure seal
- This ring may cause the skin barrier to appear as less flexible when folding it with the hands
- However, during wear, the enhanced barrier still flexes comfortably with the body's natural movements
- **Esteem *synergy*® Two-Piece Ostomy System with the Esteem *synergy*® Flat Moldable Skin Barrier** is designed to be more flexible than any traditional mechanical ostomy system

31

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 031

Health care providers may also be concerned about what they perceive as rigidity of the Esteem *synergy*® Flat Moldable Skin Barrier vs the traditional Esteem *synergy*® Skin Barrier. Keeping the following talking points in mind can help you address the issue:

- The Esteem *synergy*® Flat Moldable Skin Barrier features a support ring to enhance the performance of ConvaTec Moldable Technology™ on the Esteem *synergy*® Two-Piece Ostomy System
- The ring provides more localized support at the base of the stoma, which aids in obtaining a secure seal
- The perception of flexibility of a product during wear is different from what may be perceived when flexing a product by hand
- For example, folding the product in half to assess its flexibility does not readily translate to the flexibility experienced by individuals while they are actually wearing the ostomy system; the enhanced barrier still flexes comfortably with the body's natural movements
- Moreover, people with an ostomy who are wearing the Esteem *synergy*® Two-Piece Ostomy System are unlikely to fold the product
- The Esteem *synergy*® Two-Piece Ostomy System with the Esteem *synergy*® Flat Moldable Skin Barrier is designed to be more flexible than any traditional mechanical ostomy system; the clear plastic landing zone and adhesive foam ring eliminate the need for hard plastic coupling rings found on traditional two-piece systems
- Additionally, in a 2005 randomized, crossover, open-label study, participants preferred the Esteem *synergy*® Two-Piece Ostomy System vs the Coloplast Assura® AC system when asked to assess flexibility and comfort.<sup>1</sup>

### Reference:

1. Berg K, Seidler H. Randomized crossover comparison of adhesively coupled colostomy pouching systems. *Ostomy Wound Manage.* 2005;51(3):30-36.

## Flat or Convex Moldable Skin Barrier



### Objection:

When should patients use an Esteem *synergy*® Flat Moldable vs a Convex Moldable Skin Barrier?

### Talking points:

Protruding stomas;  
ileostomy and colostomy  
patients



Esteem *synergy*® Flat  
Moldable Skin Barrier with  
inner, skin-side layer of  
Stomahesive® Technology



Flush/retracted/loop  
stomas; creased, scarred,  
or herniated peristomal  
skin; soft, flaccid abdomen;  
urostomy, ileostomy, and  
colostomy patients



Esteem *synergy*® Convex  
Moldable Skin Barrier with  
inner, skin-side layer of  
Durahesive® Technology



32

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy*, Durahesive, and Stomahesive are registered trademarks of ConvaTec Inc.

Slide no: 032

Customers may not always understand when to use the Esteem *synergy*® Flat Moldable Skin Barrier versus the Esteem *synergy*® Convex Moldable Skin Barrier. The talking points below may help health care providers gain a better understanding of when to use these 2 different skin barriers.

- Based on the available literature, convexity is defined as the outward curving of the skin barrier.<sup>1,2</sup> Convexity places downward pressure on the peristomal skin, enabling the stoma to protrude.<sup>2</sup> For more information on convexity, please refer to our “+Portfolio Sales Training.”
- Convexity facilitates adherence to an uneven surface and provides support to the skin around the stoma; it is needed when the stoma is flush, retracted, or loop, the peristomal skin has creases or scarring or is herniated, or when the abdomen is flaccid or soft.<sup>1</sup>
- The Esteem *synergy*® Convex Moldable Skin Barrier uses a unique trilaminar design for comfortable and secure adhesion. Both the inner and outer layers use Durahesive® Technology, making this skin barrier useful in patients requiring convexity—including those with a urostomy, ileostomy, or colostomy.
- The Esteem *synergy*® Flat Moldable Skin Barrier contains an inner, skin-side layer of Stomahesive® Technology, making it especially skin-friendly for patients with formed to semi-formed effluent as with colostomy and ileostomy. Clinical results for the Esteem *synergy*® Flat Moldable Skin Barrier showed that this product offered acceptable performance for some urostomy patients but that a recommendation for all urostomy patients was not supported by the data. This skin barrier is also used in patients with protruding stomas.

### References:

1. Rolstad BS. Principles and techniques in the use of convexity. *Ostomy Wound Manage*. 1996;42(1): 24-32.
2. Pontieri-Lewis V. Basics of ostomy care. *Medsurg Nurs*. 2006;15(4):199-202.

## Molded Portion of Skin Barrier Rolling Back Over Stoma



### Objection:

Will the molded portion of the skin barrier roll back over the stoma?

### Talking points:

- By selecting the correct size skin barrier and following the proper application process, the molded portion of the skin barrier will not roll back over the stoma
- Refer to the application card and product insert for detailed instructions on application

33

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 033

Health care providers may also express concern about the molded portion of the Esteem *synergy*® Flat Moldable Skin Barrier rolling back over the stoma. Please keep the following talking points in mind when addressing this issue:

- By selecting the correct size skin barrier and following the proper application process, the molded portion of the skin barrier will not roll back over the stoma
- Advise health care providers to refer to the application card and product insert for detailed instructions on application
- The ConvaTec Moldable Technology™ Measuring Guide, a die-cut tool, helps users to measure the stoma and select the proper size skin barrier. For more information on Esteem *synergy*® Flat Moldable Skin Barrier starter hole measurements, please refer to the offering table on Slide 25.

## Gloves Sticking to Exposed Adhesive



### Objection:

Will my gloves stick to the exposed portion of the adhesive while molding?

### Talking points:

- Some clinicians find that their gloves stick to the exposed adhesive when molding the skin barrier to fit the stoma
- A certain amount of stickiness is inherent in product design
- Check your health care facility's infection control protocol; if gloves are required, try nitrile or snug fitting options
- Try molding the skin barrier after washing your hands and before skin barrier application or remove your gloves for the molding step of the process
- After molding the skin barrier, put your gloves back on before placing the skin barrier around the stoma
- This extra step is worth the many benefits that **ConvaTec Moldable Technology™** Skin Barriers provide patients

34

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 034

The following talking points about the Esteem *synergy*® Flat Moldable Skin Barrier can help to alleviate any concerns health care providers may have about their gloves sticking to the exposed portion of the adhesive during the skin barrier molding process:

- Some clinicians find that their gloves stick to the exposed adhesive when molding the skin barrier to fit the stoma
- A certain amount of stickiness is inherent in the product design
- Be sure to check your health care facility's infection control protocol; if gloves are required at all times, suggest trying a nitrile or snug fitting pair to help reduce sticking
- If gloves are not required, you may want to try molding the skin barrier after washing your hands and before skin barrier application or removing your gloves for the molding step of the process (this assumes that you've already washed your hands prior to putting your gloves on)
- After molding the skin barrier, put your gloves back on before placing the skin barrier around the stoma
- This extra step is worth the many benefits that ConvaTec Moldable Technology™ Skin Barriers provide patients
- Please note that patients will most likely not wear gloves during application and will not encounter the sticking issue

## An Insecure Seal



### Objection:

There's no clicking sound when the pouch joins the skin barrier as with traditional mechanical two-piece ostomy systems—does this mean the seal isn't secure?

### Talking points:

- **Adhesive Coupling Technology™** eliminates the plastic coupling ring found on traditional two-piece systems, thereby increasing the flexibility of the **Esteem synergy®** Two-Piece Ostomy System and providing a low-pressure option while maintaining versatility
- The plastic coupling ring is what provides an audible “click” when the pouch meets the skin barrier in traditional mechanical two-piece systems
- Lab tests demonstrate that **Adhesive Coupling Technology™** maintains the seal at 3.5 times the capacity of a standard 12-in (30.48 cm) pouch<sup>1,2</sup>
- Strength and security of the seal can be demonstrated by putting a 2-liter bottle of water in the pouch, equivalent to 4-pound (1.8 kg) weight<sup>1</sup>

Adhesive Coupling Technology is a trademark and Esteem synergy is a registered trademark of ConvaTec Inc.

1. A2-0087. March 12, 2002. Data on file, ConvaTec Inc.
2. A2-0108. March 26, 2002. Data on file, ConvaTec Inc.

35

CONFIDENTIAL AND PROPRIETARY TO CONVATEC—FOR INTERNAL USE ONLY

Slide no: 035

Some users of the Esteem *synergy*® Two-Piece Ostomy System may have concerns that the seal is not secure because they don't hear an audible indication or “click” when joining the skin barrier to the pouch. The following talking points can help to address this concern:

- The clear plastic landing zone and adhesive foam ring of Adhesive Coupling Technology™ eliminates the plastic coupling ring found on traditional two-piece ostomy systems, thereby increasing the flexibility of the Esteem *synergy*® Two-Piece Ostomy System and providing a low-pressure option for sensitive postoperative abdomens while maintaining system versatility (ie, being able to change pouches whenever necessary)
- The plastic coupling ring is what provides an audible “click” when the pouch meets the skin barrier in traditional mechanical two-piece ostomy systems
- Lab tests demonstrate that Adhesive Coupling Technology™ maintains the seal between the pouch and skin barrier at 3.5 times the capacity of a standard 12-in (30.48 cm) pouch<sup>1,2</sup>
- ConvaTec sales representatives can demonstrate the strength and security of the seal by placing the pouch and skin barrier on a 2-liter plastic bottle, creating a 4-pound (approx. 1.8 kg) weight in the pouch, corresponding to the amount of weight used during laboratory testing. During the demonstration they should point out that the pouch does not fall off and that 4 pounds is approximately 4 times the normal weight that the pouch would hold.<sup>1</sup>

### References:

1. To determine shear resistance under load and ease of removal of Esteem *synergy*® coupling system. A2-0087. March 12, 2002. Data on file, ConvaTec Inc.
2. Determine capacities for Esteem *synergy*® pouches with medium collar. A2-0108. March 26, 2002. Data on file, ConvaTec Inc.

## VI. Application Tips

Italian Study Findings



CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 036

Now that we've addressed selling strategies and challenges, we'll turn to the Esteem synergy® Flat Moldable Skin Barrier Italian Evaluation, which provides valuable key learnings and information on product application.

## Key Learnings: Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier Italian Evaluation



### Importance of product benefits:

- ① Appropriate product selection for different patient/stoma types helps ensure good care
- ② Training for patients and nurses is crucial to a successful experience when using **ConvaTec Moldable Technology™** Skin Barriers
- ③ Opportunity exists to educate nurses and users of cut-to-fit and pre-cut skin barriers on the benefits of **ConvaTec Moldable Technology™** Skin Barriers

37

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

Slide no: 037

The Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier Italian Evaluation was a study of 76 patients, 39 with colostomy and 37 with ileostomy, which evaluated the importance of various product benefits. Thirteen individuals were new to having an ostomy. An additional 34 were non-ConvaTec users, while 18 were ConvaTec users. The type of product used in the remaining 11 patients was unknown. Based on study results, researchers developed several key learnings regarding the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier:

1. Success will only be achieved if the right products are selected for the correct stoma types; remember, the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier is only indicated for ileostomy and colostomy patients. The Esteem *synergy*<sup>®</sup> Convex Moldable Skin Barrier is indicated for urostomy patients who require convexity.
2. Appropriate training is critical to the market success of this product. Training based on the Instructions for Use and an understanding of Hints & Tips for product application, provided a little later in this training module, are key. Additionally, a comprehensive understanding of the features and benefits of Durahesive<sup>®</sup> Technology and “turtlenecking,” an important feature of the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier, will help to achieve this goal.
3. Nurses and users of cut-to-fit and pre-cut skin barriers can benefit from understanding ConvaTec Moldable Technology™ Skin Barriers and how they can enhance ostomy care, protect the skin from effluent, and help prevent peristomal skin complications. Communicating the features and benefits of Durahesive<sup>®</sup> Technology to patients is especially vital; in fact, some study participants were surprised by turtlenecking and thought there was something wrong with the product. We’ll explore how to communicate the benefits of ConvaTec Moldable Technology™ Skin Barriers on the next slide.

## Skin Barrier Italian Evaluation—Benefits of ConvaTec Moldable Technology™



Opportunity exists to educate cut-to-fit and pre-cut skin barrier users on the benefits of ConvaTec Moldable Technology™ Skin Barriers

### Remember to highlight the following features

Actively adapts to stoma size and shape, creating a custom, secure fit	Flexible material moves with the patient to maintain the seal	Promotes healthy skin because of secure seal	Mold with fingers; no scissors needed
<b>Durahesive®</b> Technology top layer “turtlenecks”	Helps prevent leakage all day and night	Demonstrated clinical experience that helps prevent skin issues <sup>1</sup>	Easy to learn and use <sup>2</sup>

ConvaTec Moldable Technology is a trademark and Durahesive is a registered trademark of ConvaTec Inc.

1. Scott VA et al. WOCN 2009 Poster, Orlando, FL
2. Hoeflok J et al. *Ostomy Wound Manage.* 2009;55(5):62-69.

38

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC – FOR INTERNAL USE ONLY

Slide no: 038

Key learning #3 is especially important and deserves some elaboration. Cut-to-fit and pre-cut skin barrier users can benefit from understanding ConvaTec Moldable Technology™ Skin Barriers and how they can enhance ostomy care, protect the skin from effluent, and help prevent peristomal skin complications.

Highlighting the following ConvaTec Moldable Technology™ Skin Barrier features, many of which have been addressed on previous slides, can help users make a better decision about what product to use:

- Ability to actively adapt to stoma size and shape, creating a custom and secure fit
- Durahesive® Technology actively moves and swells, creating a “turtleneck” effect
- Flexible material moves with patients to maintain the seal and helps prevent leakage all day and night
- Promotes healthy skin due to secure seal; demonstrated clinical experience that helps prevent skin issues<sup>1</sup>
- Molded with fingers; no scissors needed
- Easy to learn and use<sup>2</sup>

#### References:

1. Scott VA, Raasch D, Kennedy G, Heise CP. Prospective assessment and classification of stoma related skin disorders. Poster presented at: 41<sup>st</sup> Annual Wound Ostomy and Continence Nurses Society Conference; June 6-10, 2009; Orlando, Florida.
2. Hoeflok J, Guy D, Allen S, St-Cyr D. A prospective multicenter evaluation of a moldable stoma skin barrier. *Ostomy Wound Manage.* 2009;55(5):62-69.

## Application Tips: Esteem *synergy*® Flat Moldable Skin Barrier Italian Evaluation



The following tips may help users apply ConvaTec Moldable Technology™ Skin Barriers



- **SIZE** – When the stoma size fits 2 skin barriers, always choose the smaller size (eg, 22 mm)



- **WARM** – Warm the skin barrier in the hands for a few seconds before molding it; do not remove the release paper until molding is complete



- **PRESS** – Roll and press the inner edge of the starter hole (rolling up the adhesive is not enough); after application, readjust the adhesive against the stoma and press down



- **CLEAN** – Use a wet towel or napkin to clean the stoma when changing the pouch



- **TURTLENECK** – Inform patients in advance about the “turtlenecking” effect and its benefits

39

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 039

These tips for applying the Esteem *synergy*® Flat Moldable Skin Barrier were developed by the Italian Marketing Team and based on nurse input on key learnings from the Italian Evaluation, as well as the product’s Instructions for Use.

- **SIZE** – When the stoma size fits 2 skin barriers, always choose the smaller size (eg, 22 mm)
- **WARM** – Warm the skin barrier in the hands for a few seconds before molding it; do not remove the release paper until molding is complete
- **PRESS** – Roll and press the inner edge of the starter hole (only rolling up the adhesive is not enough); after application, readjust the adhesive against the stoma and press down
- **CLEAN** – Use a wet towel or napkin to clean the stoma when changing the pouch
- **TURTLENECK** – Inform patients in advance about the “turtlenecking” effect and its benefits

## VII. Clinical Evidence



CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 040

Note for the trainers/users:

If you have MRL-approved clinical evidence or MRL-approved case studies from your market demonstrating the effectiveness of the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier, please add this information to this section of the training module.

**Patient Case Study 1**  
**Case Title**

**Description**  
• Copy

**Challenges**  
• Copy

**Results**  
• Copy

**Approach**  
• Copy

*Insert image if available  
to support case study*

**Image caption**

*Note: Placeholder slide.*

41  
CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 041

## VIII. Sales Collaterals

---

Slide no: 042

A number of sales collaterals are available to help representatives prepare calls and are detailed on the following slides.

## Available Sales Resources



### A) Esteem *synergy*® Sales Aid AP-008240-MM

- Your core detailing tool targeted toward nurses
- This version contains updated data and an expanded patient needs detail table

### B) Esteem *synergy*® WOCN hand-out AP-010006-MM

- Reinforces the key benefits of **ConvaTec Moldable Technology™**
- Highlights the safety of an **Adhesive Coupling Technology™** seal

### C) FAQs Flash Card AP-000365-MM

- A handy *Do Not Detail* tool
- All the information you need so you're ready to speak to your customers about certain product aspects that may represent an obstacle for full product adoption

Esteem *synergy* is a registered trademark and ConvaTec Moldable Technology and Adhesive Coupling Technology are trademarks of ConvaTec Inc.



43

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 043

Available sales resources that are useful when preparing for sales calls include the following:

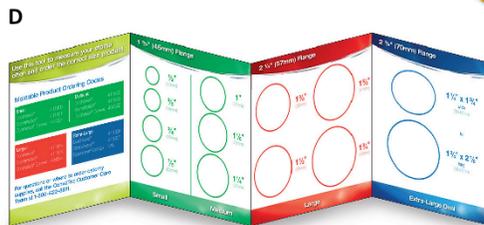
- Esteem *synergy*® Sales Aid AP-008240-MM, a core detailing tool targeted toward nurses; this version contains updated data and an expanded patient needs detail table
- Esteem *synergy*® WOCN hand-out AP-010006-MM, which reinforces the key benefits of ConvaTec Moldable Technology™ and highlights the safety of an Adhesive Coupling Technology™ seal
- FAQs Flash Card AP-000365-MM, a handy *Do Not Detail* tool with all the information you need so you're ready to speak to your customers about particular product aspects that may represent an obstacle for full product adoption

## Available Sales Resources (cont'd)



### D) ConvaTec Moldable Technology™ Measuring Guide

- Die-cut tool helps users to:
  - Measure the stoma
  - Select the proper size skin barrier



### E) ConvaTec Moldable Technology™ Demonstration Kit

- This sales resource includes:
  - Samples of **ConvaTec Moldable Technology™** Skin Barriers
  - 4 stoma models on which users can practice applying the skin barrier



44

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

ConvaTec Moldable Technology is a trademark of ConvaTec Inc.

Slide no: 044

Additional sales resources include:

- ConvaTec Moldable Technology™ Measuring Guide, a die-cut tool that helps users to measure the stoma and select the appropriate size starter hole opening on the skin barrier
- ConvaTec Moldable Technology™ Demonstration Kit, which includes samples of the ConvaTec Moldable Technology™ Skin Barrier and 4 stoma models on which users can practice the application process

## IX. Role Plays



Slide no: 045

The following 8 role plays will help put what you've learned in this training module into practice during your sales calls. Please note that these role plays only serve as a general guidance and can be customized to specific markets.



## Role Play Objectives

After completing this module, you will be able to:

- Speak to ostomy care nurses about **Esteem synergy® Flat Moldable Skin Barriers**
- Prepare for role play verbal certification

46

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem synergy is a registered trademark of ConvaTec Inc.

Slide no: 046

After completing this portion of the training module, you will be able to speak to ostomy care nurses about Esteem *synergy*® Flat Moldable Skin Barriers. Ostomy care nurses are also known as enterostomal therapy nurses (ETNs), wound ostomy and continence nurses (WOCNs), and stoma care nurses, depending on what part of the world you are in. This training module will also help you to prepare for role play verbal certification.

## Role Play Activity Flow



	Flow	Timing
<b>Both Reps</b>	<ul style="list-style-type: none"><li>• Read the scenario on-screen</li><li>• Discuss your approach (messaging, openers, possible objections, etc)</li></ul>	2 min
<b>Rep 1</b>	<ul style="list-style-type: none"><li>• Plays the role of ConvaTec Sales Representative</li><li>• Asks ConvaTec Consultative Selling Skills (CSS) questions</li><li>• Leverages objection handling talking points and appropriate sales collaterals</li></ul>	7 min
<b>Rep 2</b>	<ul style="list-style-type: none"><li>• Plays the role of the customer</li><li>• Offers objections where appropriate</li><li>• Provides feedback to Rep 1 using Evaluation Form as a guide</li></ul>	3 min

47

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

### Slide no: 047

If time allows, 2 rounds of each role play are recommended so Rep 1 and Rep 2 have the opportunity to act as a customer and a ConvaTec Sales Representative for every given scenario. The representative who plays the role of the customer should provide feedback at the end of each round.

Additionally, enough time should be allowed for all participants to role play; the trainer is advised to use a timer and announce when reps should be moving on to the next section to keep the training session on track.

## ① Promoting Flat Moldable Skin Barrier Features and Benefits



You encounter a health care provider who is

- Unfamiliar with the **Esteem synergy® Flat Moldable Skin Barrier**
- Skeptical of changing from traditional cut-to-fit or pre-cut skin barriers
- A user of ConvaTec accessories—**Eakin®** and **Stomahesive® Paste**

What features and benefits of the **Esteem synergy® Flat Moldable Skin Barrier** do you highlight to encourage the health care provider to use this product?

Esteem synergy and Stomahesive are registered trademarks of ConvaTec Inc.

Eakin Cohesive is a registered trademark of T.G. Eakin Limited.

48

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 048

You encounter a health care provider who is unfamiliar with the **Esteem synergy® Flat Moldable Skin Barrier** and skeptical of changing from traditional cut-to-fit or pre-cut skin barriers.

What features and benefits of the **Esteem synergy® Flat Moldable Skin Barrier** do you highlight to encourage the health care provider to use this product?

**Hint:** Can you provide details on the product's use of ConvaTec Moldable Technology™ and how it is important to the health care provider and patient? Additionally, be sure to highlight the benefits of Adhesive Coupling Technology™, a flexible hydrocolloid collar, and support ring.

## ② An Insecure Seal



An ostomy care nurse is concerned about the security of the seal created with the Esteem *synergy*® Two-Piece Ostomy System; hence, he is reluctant to recommend it for his patients

- He is uncomfortable with the lack of sound or the “click” when the pouch attaches to the skin barrier using **Adhesive Coupling Technology™**
- This clicking sound occurs with traditional mechanical ostomy systems that use plastic rings

What talking points should help to address his concerns?

What demonstration can you use to show that the seal created with the Esteem *synergy*® Two-Piece Ostomy System is secure?

49

Esteem *synergy* is a registered trademark and Adhesive Coupling Technology is a trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVATEC – FOR INTERNAL USE ONLY

Slide no: 049

An ostomy care nurse is concerned about the security of the seal created with the Esteem *synergy*® Two-Piece Ostomy System. He is uncomfortable with the lack of sound or a “click” when the pouch attaches to the skin barrier using Adhesive Coupling Technology™. This clicking sound occurs with traditional mechanical ostomy systems that use plastic rings to attach the two components.

What talking points should help to address his concerns? What demonstration can you use to show the seal created with the Esteem *synergy*® Two-Piece Ostomy System is secure?

**Hint:** Discuss the benefits of Adhesive Coupling Technology™. Lab tests demonstrate that Adhesive Coupling Technology™ maintains the seal between the pouch and skin barrier.<sup>1,2</sup> ConvaTec sales representatives can demonstrate the strength and security of the seal by placing the pouch and skin barrier on a 2 liter plastic bottle, creating a 4-pound (1.8 kg) weight in the pouch.

### References:

1. To determine shear resistance under load and ease of removal of Esteem *synergy*® coupling system. A2-0087. March 12, 2002. Data on file, ConvaTec Inc.
2. Determine capacities for Esteem *synergy*® pouches with medium collar. A2-0108. March 26, 2002. Data on file, ConvaTec Inc.

### ③ Handling the Cracking Problem



A nurse doesn't want to use the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier because

- She's heard the inner layer cracks during molding
- She's concerned this will affect the product's performance

What points should you make to address this concern?

50

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 050

A nurse doesn't want to use the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier because she's heard the inner layer cracks during molding. What points should you make to address this concern?

**Hint:** Remember, cracking and separating of the inner Stomahesive<sup>®</sup> Technology layer are normal and do not affect the performance and safety of the product. Can you explain why? Reinforcing the unique benefits of ConvaTec Moldable Technology<sup>™</sup> is also a useful approach.

## ④ Handling the Perception of Rigidity



### A nurse doesn't want to use the Esteem *synergy*® Flat Moldable Skin Barrier because

- She is familiar with **Esteem *synergy*® Flat Moldable Skin Barriers** but has not used them much
- She finds the product to be too rigid when handling
- She is concerned the product won't flex comfortably with the patient's natural movements

### What points should you make to address this concern?

51

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 051

A nurse doesn't want to use the Esteem *synergy*® Flat Moldable Skin Barrier because she finds the product to be too rigid when handling and is concerned it won't flex comfortably with the patient's natural movements. What points should you make to address this concern?

**Hint:** The Esteem *synergy*® Flat Moldable Skin Barrier features a support ring that may cause the product to appear to be less flexible when folding it with the hands; however, while worn, the enhanced barrier still flexes comfortably with the body's natural movements. Can you further describe the reasons for the support ring that appears on the product?

You may also need to point out that the Esteem *synergy*® Two-Piece Ostomy System with Flat Moldable Skin Barrier is more flexible than any traditional mechanical ostomy system; the clear plastic landing zone and adhesive foam ring eliminate the need for hard plastic coupling rings found on traditional two-piece systems.

However, this does not negate the need for the Natura® Two-Piece Ostomy System, which was designed for patients who have an active lifestyle that includes exercise, travel, and sports.

In comparison, the Esteem *synergy*® Two-Piece Ostomy System is a lifestyle-focused brand, meaning that patients can get back to their normal daily activities with a feeling of confidence because they won't feel like they're wearing an ostomy device. The system consists of a super slim, two-piece design that is discreet under clothing and moves comfortably with patients day and night because there are no hard, bulky, plastic rings to snap together.

## ⑤ Handling Questions About Flat vs Convex Moldable Skin Barriers



A health care provider is uncertain about when to use a convex vs flat skin barrier

- She wonders under what circumstances a convex skin barrier is useful
- She asks whether a flat skin barrier can be used for urostomy

What points should you make to help clarify when to use a convex vs flat skin barrier?

52

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 052

A health care provider is uncertain about when to use a convex versus flat skin barrier. She wonders under what circumstances a convex skin barrier is useful and whether a flat skin barrier can be used for urostomy. What points should you make to help clarify when to use a convex versus flat skin barrier?

**Hint:** The Esteem *synergy*<sup>®</sup> Convex Moldable Skin Barrier uses a unique trilaminate design with an inner, skin-side layer of Durahesive<sup>®</sup> Technology, making this skin barrier useful in patients requiring convexity, including those with a urostomy, ileostomy, or colostomy. Clinical results for the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier showed that this product offered acceptable performance for some urostomy patients but that a recommendation for all urostomy patients was not supported by the data. Can you describe other situations in which the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier is an option? Can you also take the opportunity to reinforce the unique benefits of ConvaTec Moldable Technology<sup>™</sup>?



## ⑥ Handling the Concern About Gloves Sticking to Adhesive

An ostomy care nurse is hesitant to use the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier because

- She's heard or experienced that gloves stick to the exposed portion of the adhesive while applying the skin barrier so it fits securely around the stoma

What points should you make to help address this concern?

53

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark of ConvaTec Inc.

Slide no: 053

An ostomy care nurse is hesitant to use the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier because she's heard that gloves stick to the exposed portion of the adhesive while applying the skin barrier so it fits securely around the stoma. What points should you make to help address this concern?

**Hint:** A certain amount of stickiness is inherent in the product design. Applying the skin barrier with clean hands and without gloves can avoid the problem. Remember to highlight the unique benefits of ConvaTec Moldable Technology<sup>™</sup>.

## ⑦ Implementing Italian Evaluation Application Tips



A health care provider has questions about how to apply the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier

- She wonders what size of skin barrier to use if the stoma fits 2 options
- She asks if there's anything special she should do with the skin barrier before application

What tips should you be sure to provide for applying the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier?

54

Esteem *synergy* is a registered trademark of ConvaTec Inc.

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 054

A health care provider has questions about how to apply the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier. Specifically, she wonders what size of skin barrier to use if the stoma appears to fit 2 different sizes. Additionally, she wants to know if there's anything special she should do with the skin barrier before application. What tips should you be sure to provide for applying the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier?

**Hint:** When the stoma size fits 2 skin barriers, health care providers should always choose the smaller size. They should also warm the skin barrier in the hands for a few seconds before molding it. What other tips should they keep in mind when applying the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier?

Please note that application demonstrations are available in the following sales materials detailed in later slides: the ConvaTec Moldable Technology™ Measuring Guide and the ConvaTec Moldable Technology™ Demonstration Kit.

## ⑧ Team Role Play



An excellent exercise for leveraging learnings from the Italian Evaluation Study; goals are to

- Try various solutions in a case scenario
- Develop teamwork, cooperation, and creative problem solving in groups
- Coach your sales force while evaluating their selling techniques in a risk-free environment

55

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC - FOR INTERNAL USE ONLY

Slide no: 055

Team role playing is similar to one-on-one role playing, except that 2 or more teams actively participate. A group of participants should be divided into teams (preferably, each team should have no more than 6 people).

One person on each team acts out the respective role following a previously provided scenario. The other team members act as coaches, providing advice to the "actor."

The trainer oversees the exercise but does not take part in either group. The trainer also introduces the topic and encourages an open discussion to ensure all relevant issues are on the table and that participants actively think about the problem prior to role playing. Upon completion of the role playing, the trainer leads a discussion on its success.

## Team Role Play Activity Flow



	Flow	Timing
Each group separately	<ul style="list-style-type: none"><li>• Read the provided scenario and discuss strategy</li><li>• Decide who will be the “actor”</li></ul>	10 min
“Actors”	<ul style="list-style-type: none"><li>• 2 “actors” perform the role play</li><li>• Team members offer advice</li></ul>	10 min
Groups share best practices	<ul style="list-style-type: none"><li>• Share and discuss strategies, solutions, and relevance to a real-world situation</li><li>• Share stories from your regions/markets that are relevant to the played scenario</li></ul>	15 min

56

CONFIDENTIAL AND PROPRIETARY TO CONVA TEC – FOR INTERNAL USE ONLY

### Slide no: 056

The groups meet separately for 5 to 10 minutes to discuss strategy and decide who will be the “actor.” One group represents the nurse (customer) and another represents the ConvaTec Sales Representative. Afterward, chosen “actors” role play the scenario, while teams offer advice. Each team can call 1 “time out” to have a private discussion of its sales strategy and objection handling.

## Customer Scenario Card



**A nurse is comfortable using pre-cut and cut-to-fit skin barriers and is resistant to learning about the Esteem *synergy*® Flat Moldable Skin Barrier**

- She thinks learning about a new skin barrier will be too time-consuming
- She thinks teaching patients to use this skin barrier will be challenging

57

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Esteem *synergy* is a registered trademark of ConvaTec Inc.

Slide no: 057

A nurse is comfortable using pre-cut and cut-to-fit skin barriers and is resistant to learning about the Esteem *synergy*® Flat Moldable Skin Barrier. She thinks learning about a new skin barrier will be too time consuming and that teaching patients to use this skin barrier will be challenging.

## Sales Representative Scenario Card



This is an opportunity to educate users of pre-cut and cut-to-fit barriers about the unique benefits of ConvaTec Moldable Technology™

Potential talking points include:

- Appropriate product selection for different patient/stoma types helps ensure good care
- The **Esteem synergy® Flat Moldable** Skin Barrier actively adapts to stoma size and shape, creating a custom, secure fit
- This skin barrier is easy to learn and easy to teach<sup>1</sup>
- The skin barrier with demonstrated clinical experience that helps prevent skin issues<sup>2</sup>

ConvaTec Moldable Technology is a trademark and Esteem synergy is a registered trademark of ConvaTec Inc.

1. Hoeflok J et al. *Ostomy Wound Manage.* 2009;55(5):62-69.
2. Scott VA et al. WOCN 2009 Poster, Orlando, FL

58

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

Slide no: 058

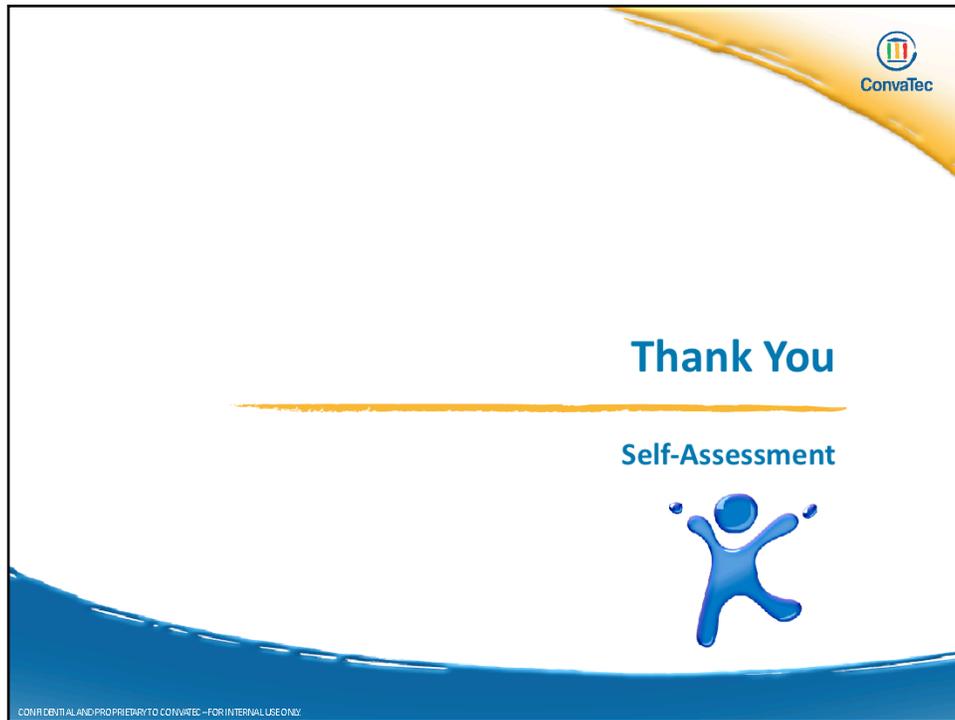
As a ConvaTec Sales Representative, you have an opportunity to educate users of pre-cut and cut-to-fit barriers about the unique benefits of ConvaTec Moldable Technology™.

Potential talking points to keep in mind include:

- Appropriate product selection for different patient/stoma types helps ensure good care
- The Esteem synergy® Flat Moldable Skin Barrier actively adapts to stoma size and shape, creating a custom, secure fit
- This skin barrier is easy to learn and easy to teach<sup>1</sup>
- The skin barrier with demonstrated clinical experience that helps prevent skin issues<sup>2</sup>

### References:

1. Hoeflok J, Guy D, Allen S, St-Cyr D. A prospective multicenter evaluation of a moldable stoma skin barrier. *Ostomy Wound Manage.* 2009;55(5):62-69.
2. Scott VA, Raasch D, Kennedy G, Heise CP. Prospective assessment and classification of stoma related skin disorders. Poster presented at: 41<sup>st</sup> Annual Wound Ostomy and Continence Nurses Society Conference; June 6-10, 2009; Orlando, Florida.



Slide no: 059

Thank you for participating in the the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier Training Initiative. You should now be able to describe the Esteem *synergy*<sup>®</sup> Two-Piece Ostomy System and its associated skin barriers. You should also have a better understanding of the features and benefits of the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier and the unique design of ConvaTec Moldable Technology<sup>™</sup>.

Additionally, you should be able to implement several selling strategies for the Esteem *synergy*<sup>®</sup> Flat Moldable Skin Barrier, while successfully addressing various objections from health care providers.

Your moderator will now test your knowledge with a 20-question multiple choice Self-Assessment.



Slide no: 060

The following slide is not to be presented to trainees. It represents general guidance for trainers and may be modified based on respective market training strategies.

## Role Play Moderator's Instructions

Evaluate whether each representative does the following with customers:

**Investigates and probes (notice the questions the rep is using)**

- Situation/fact-based questions asking for background/facts (When? What?)
- Problem questions uncovering difficulties or dissatisfactions (Where? When? Who? How often?)
- Implication questions asking about consequences, effects, or implications (How does that affect? Does that result in? Does that lead to? Does that cause?)
- Payoff questions assessing value, importance, or usefulness (Would it help? Why is that important? What other benefits?)

**Demonstrates capability (features and core brand message)**

- The accuracy of product positioning and core message determines the scoring level
- Notice the resources used, positioning, and number of features stated

**Handles objections**

- Notice the process of acknowledging, probing, responding, and verifying

**Obtains commitment**

- Notice the level of commitment and number of resources used

61

CONFIDENTIAL AND PROPRIETARY TO CONVATEC - FOR INTERNAL USE ONLY

### Slide no: 061

- This slide details how the role play moderator can evaluate representatives' performance
- During role plays, help representatives prepare for certification while practicing their verbalization and messaging skills
- During role plays, use the Evaluation Form to guide feedback and debriefing
- Ask participants to obtain copies of their Evaluation Form