Arterial Catheter Products (Codes starting: RA-, FA-, SAC-)

Use of the product: Arterial pressure monitoring and arterial blood gas sampling.

Feature	Advantage	Benefit
Guidewire technology (all)	Helps with placement of the catheter	Positive placement, eliminates the need to carry a separate guide-wire
Polyurethane material (all)	Softens in situ, no kink memory biocompatible	Increased patient comfort, less likely to kink, less likely to clot, best signal quality
Improved tipping (all)	Tip is less likely to roll back onto itself while passing through skin and vessel	Reduces problems associated with vasospasm
Same size needle and catheter (SAC version)	Size of hole created in the vessel as big as the catheter	Minimum trauma, reduced leakage, easier placement
Needle tip angle (SAC version)	Tip Angle allows for easier puncture of the vessel wall	Minimum trauma, ease of placement
Hydrophilic coating (all)	Smoother insertion	Increased patient comfort, easier placement
QuickFlash® flashback windows (RA & FA)	Immediate visibility of blood access	Quicker placement time
QuickFlash® blood containment chambers (RA & FA)	Containment of blood during vessel access	Less mess during placement
QuickFlash® removable Spring-Wire Guide (some of RA & FA)	Spring-Wire Guide can be removed from assembly and inserted into catheter	Allows for a second use of the wire during placement

To who and where to sell: Anesthesia, Critical Care Units, Respiratory Care

Product line includes three catheter styles, Standard Integral guide-wire, QuickFlash® and SAC

Product Brochures: Hemodynamic Monitoring, Seldinger Arterial Catheters

For Internal Use Only, not for distribution to Hospitals

For more information contact Marketing Indirect EMEA or your Regional Business Manager

Teleflex

Arterial Catheter Products - Objections & Competition

Objection	Response	Clinical Studies
Cost is too high	1. Use of a guidewire reduces the potential failure rate of arterial cannulation, requiring additional attempts and products 2. Guidewire is included in the product. No need to purchase and stock separately. (all)	Beards, 1994, Anesthesia, demonstrated a 23% higher failure rate when using a direct puncture approach to arterial cannulation as compared to a Spring-Wire guided approach.
No FlowSwitch® available	Although practical, flowswitch is only important for the very short term of the catheter placement. After that, the quality of the signal is the most important parameter and there is the superiority of our PU catheter (all)	

Competitor	Difference
IV Catheters	Usually Teflon or PTFE material, kinks easily, bad signal quality, many replacements needed, no guide wire
Cook	Includes the guide wire as a separate item, very expensive product
Vygon PTFE catheter	No extension line, kinks easily, conventional/bland catheter color (the bright red color of our DAC is a clear indication of its function), has extra guidewire introducer, needle marking of tip direction, no QuickFlash® technique
Vygon Polyurethane	Less kink resistant, no extension line (like our SAC), needle quality lower than Arrow, smaller product range (18 and 20 Ga) compared to Arrow (18-24 Ga), conventional/bland catheter color (the bright red color of our DAC
B.Braun	Catheters made of FEP, kink more easily, lower signal quality, not equally good needle, only 7cm version, mini-
BD Flowswitch	No extension line, kinks easily, bland catheter color, has the Flowswitch (see Objections section)