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BALLARD™ 7DAY CLOSED SUCTION SYSTEM

LAUNCH BINDER



BALLARD™ 7DAY LAUNCH BINDER

This launch binder is designed to help you drive sales of the Ballard™ 7Day Closed Suction System—an exciting new offering in the Ballard line of Closed Suction catheters from AirLife. The information provided in this binder will give you a clear understanding of the clinical trends and competitive forces in the market and arm you with the insights and sales tools to capitalize on the exciting opportunity presented by the Ballard 7Day Closed Suction System.

For patients with an artificial airway for more than 72 hours, the Ballard 7Day Closed Suction System is a portfolio of closed suction catheters for **customers who would like to change out their catheters at a duration longer than 72 hours**, while **retaining confidence** in the quality and reliability of the product they've come to expect from their Ballard Standard 24-hour and Ballard Turbo-Cleaning products. The portfolio also includes various additional enhancements in response to market and customer preference insights, such as **MR Safe labeling** and more. Collectively, this portfolio is offered as a simplified and streamlined set of products to meet customers' needs while solidifying the Ballard brand as the #1 selling Closed Suction System in the US Acute Care market.

We hope you find this launch binder valuable and wish you success! Should you have questions, please contact us. Thank you again for your time and selling efforts.

Sincerely,

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1. BACKGROUND

Background

Closed Suction catheters were originally developed to be changed out every 24 hours. The launch of the 72-Hour Ballard™ Turbo-Cleaning Closed Suction System eventually enabled a change in practice. A turbulent cleaning (“Turbo”) chamber was a design innovation that was introduced with the Ballard Turbo catheter. A third party microbiological study (Nelson Microbiology report) demonstrated that the turbulent cleaning action decreases bacterial colonization of the catheter tip by 89% compared to a standard catheter at 24 hours. The Ballard Turbo-Cleaning Closed Suction System was tested, validated, and labeled for use up to 72 hours.

For some years now, a further change in practice has been observed in the field, with customers expressing a preference to use both the Ballard Standard 24-Hour catheter, and the 72-Hour Ballard Turbo-Cleaning Closed Suction System beyond the labelled 24-Hour and 72-Hour duration of use respectively. Reasons for this vary, but include clinical judgement around the patient risks of breaking the vent circuit (infection/physiological parameter changes) outweighing the benefits of changing out the catheter.

Clinical guidelines recommending longer duration of use of **ventilator circuits** (for e.g. changing out when needed/soiled) were published in 2003 with CDC, and AARC guidelines. Limited literature has been published since. While clinical data studying outcomes around **Closed Suction System** change out were limited, the trend in clinical practice to change catheters as needed, or “when soiled”, increased during COVID when supply constraints forced the extension of duration of use of various medical supplies.

In practice, clinical trends and voice of customer indicates a preference for longer duration of use closed suction systems.

2. CODE LIST

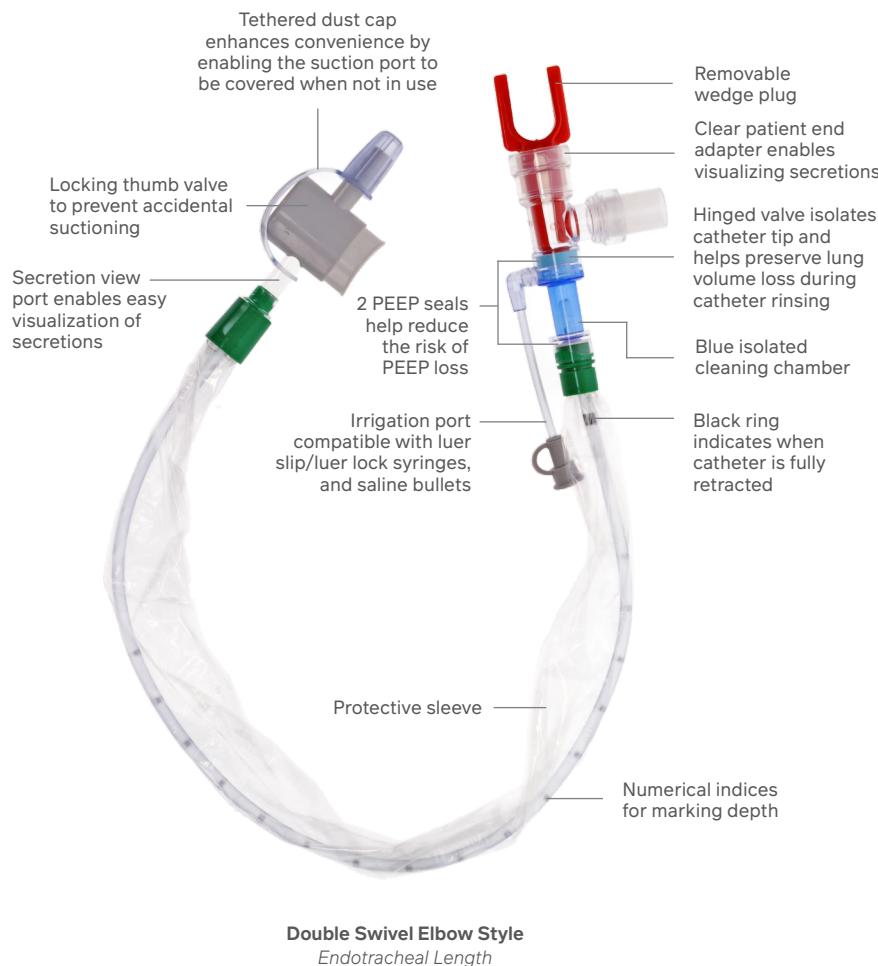
Code List *

ITEM	DESCRIPTION	DURATION	SIZE	ADAPTER TYPE	ETTT/TRACH	LENGTH	ACCESSORIES	PK
727101	Ballard 7Day Closed Suction System	7 Days	10 Fr	Double Swivel Elbow	ETT Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727121	Ballard 7Day Closed Suction System	7 Days	12 Fr	Double Swivel Elbow	ETT Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727141	Ballard 7Day Closed Suction System	7 Days	14 Fr	Double Swivel Elbow	ETT Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727161	Ballard 7Day Closed Suction System	7 Days	16 Fr	Double Swivel Elbow	ETT Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
7271035	Ballard 7Day Closed Suction System	7 Days	10 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271235	Ballard 7Day Closed Suction System	7 Days	12 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271435	Ballard 7Day Closed Suction System	7 Days	14 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271635	Ballard 7Day Closed Suction System	7 Days	16 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20

* ETT lengths available only in Double Swivel Elbow style

* Trach lengths available only in T-Piece style

3. FEATURES, BENEFITS, & VALUES



Available in T-Piece Styles
Tracheostomy Length

- Tethered T-Piece cap
- Numerical indices on all sizes

3. FEATURES, BENEFITS, & VALUES (CONT.)

KEY FEATURE	WHAT IT DOES	BENEFIT
7Day Labeling (Package, IFU, Day Sticker)	Packaging indicates: "7 Days" IFU provides more details: "The Ballard 7Day catheter is intended to be used for up to 7 days. Change more frequently if catheter becomes heavily soiled during use.	For patients intubated longer than 72 hours, reduces the number of times the patient is disconnected from the vent due to catheter change out. This helps reduce potential patient physiological risks due to breaking the circuit, and potential risks of infection during catheter change out. Empowers the clinician to decide when to change the catheter.
MR Safe Labeling	Product can remain connected to the patient without having to think about MRI machine rating.	One less step for clinicians (disconnecting the catheter) when a patient needs an MRI. Reduces waste (if hospital policy is to discard catheter before MRI and replace with another).
Depth Markings on T-Pieces (Trach Lengths) (Note: Only perceived as a benefit if facility was using T-Piece styles for Trach patients originally (vs. DSE or Elbow styles); particularly if Nursing is also doing suctioning along with RTs)	For Tracheostomy Patients: Enables user to suction to a calculated/pre-determined depth.	For Tracheostomy Patients: Avoid tracheal trauma that may be caused by the practice of advancing the catheter till "resistance" is encountered (to determine when to start suctioning/withdrawing the catheter).
Secretion View Port	Visualization of secretions near the suction port.	Enables user to easily observe the color of secretions (vs. at the patient adapter end).
Tethered Dust Cover (Suction Port)	Re-cap the suction port when device is not connected to suction.	Reduces the potential risk of contamination of the port when patient is being transported.
Suction Valve	Thumb-controlled suction valve locks to prevent accidental suctioning.	Thumb-controlled suction valve locks to prevent accidental suctioning.
Catheter	Low durometer	Soft tip helps minimize the risk of tracheal trauma.
2 PEEP Seals	Reduces risk of air leak into the isolated cleaning chamber, or catheter sleeves.	Helps reduce the risk of PEEP loss .
Hinged Valve ("Flapper Valve")	Isolates the catheter tip during rinsing.	Helps preserve lung volume during catheter rinsing . Helps reduce PEEP loss and helps prevent inadvertent lavage. Helps maintain normal ventilation during catheter rinsing.
Sleeve	Tactile sleeve	Reduces the risks of cross contamination for patient and caregiver.

4. PRODUCT POSITIONING

Positioning Statement

The Ballard™ 7Day Closed Suction System was developed **for patients with an artificial airway for longer than 72 hours**, and for **clinicians who value the flexibility** of changing out the catheter as needed, **up to 7 days of use**, while retaining confidence in the **quality and reliability** of the products that they've been used to with the Ballard brand. It incorporates customer requests for product enhancements such as being MR Safe, depth markings on all styles, and flexibility with tools used for catheter irrigation, while maintaining key design elements from legacy products such as an isolated cleaning chamber.

PRODUCT	FEATURES
 Ballard™ Closed Suction Systems	IFU Duration of Use: 24 Hours Includes Specialty Catheters: Integrated MDI Port, Directional Tip, WetPaks MR Conditional Depth Marks on DSE Styles Only
 Ballard™ Turbo-Cleaning Closed Suction Systems	IFU Duration of Use: Up to 72 Hours Includes Specialty Catheters: Integrated MDI Port, Directional Tip, WetPaks MR Conditional Depth Marks on DSE Styles Only
 Ballard™ 7Day Closed Suction Systems	IFU Duration of Use: Up to 7 Days Streamlined Portfolio Excludes Specialty Catheters MR Safe Depth Marks on DSE and T-Piece Styles Compatibility with luer lock/luer slip syringes and saline bullets

5. CALL POINTS & VALUE PROPOSITION

Value Proposition Elements By Stakeholder

KEY FEATURE	RESPIRATORY THERAPISTS	INFECTION PREVENTION	QUALITY	PURCHASING/VALUE ANALYSIS	NURSING
Simplified	X	X	X	X	—
Streamlined	X	X	—	X	—
Easier-to-Use	X	X	—	—	X
Empowers Clinicians with Flexibility	X	—	X	—	X
Retaining Confidence in Quality and Reliability of the Ballard Brand	X	—	X	—	X
Aligns Product Labeling With Clinical Guidelines	X	X	X	X	—
Reduce Patient Impact	X	X	X	—	—
Reduce Infection Risks	X	X	X	X	X

Key Call Points

Respiratory Therapists (Directors, Educators)

Value Proposition: For patients with an artificial airway for longer than 72 hours, the Ballard™ 7Day Closed Suction System portfolio is a **simplified, streamlined, and easier-to-use** family of closed suction catheters that **empowers clinicians with the flexibility** to change out the catheter as needed, up to 7 days of use, while **retaining confidence** in the quality and reliability of the product design they are accustomed to with the Ballard brand, and **reducing patient impacts and infection risks**.

Infection Prevention

Value Proposition: For patients with an artificial airway for longer than 72 hours, the Ballard 7Day Closed Suction System portfolio is a **simplified, streamlined, and easier-to-use** family of closed suction catheters **designed to reduce patient impacts and infection risks**.

5. CALL POINTS & VALUE PROPOSITION (CONT.)

Quality

Value Proposition: For patients with an artificial airway for longer than 72 hours, the Ballard™ 7Day Closed Suction System portfolio is a **simplified** family of closed suction catheters that **empowers clinicians with the flexibility** to change out the catheter as needed, up to 7 days of use, **aligning product labelling with clinical guidelines**, while **retaining confidence** in the quality and reliability of the product design they are accustomed to with the Ballard brand, and **reducing patient impacts and infection risks**.

Purchasing

Value Proposition: For patients with an artificial airway for longer than 72 hours, the Ballard 7Day Closed Suction System portfolio is a **simplified and streamlined** family of closed suction catheters that **reduces facility costs** by reducing the frequency of catheter change outs.

Secondary Call Points

Nursing (Particularly for Tracheostomy patients, or using T-Pieces)

Value Proposition: For patients with an artificial airway for longer than 72 hours, the Ballard 7Day Closed Suction System portfolio is an **easier-to-use** family of closed suction catheters that **empowers clinicians with the flexibility** to change out the catheter as needed, up to 7 days of use, while **retaining confidence** in the, quality and reliability of the product design they are accustomed to with the Ballard brand.

Value Proposition Details

"Simplified" — NOTE: The claim is "Simplified" vs. "Simple"

Simplified portfolio: With only 4 sizes offered in a single catheter style for ETT Length (Double Swivel Elbow), and Trach Length (T-Piece) catheters, choosing a catheter has been made much simpler compared to the Ballard legacy and competitive portfolios (Sunset, Flexicare, Medline).

All catheter sizes and styles are now available with depth marks: Legacy Ballard T-Piece styles have not historically had depth marks as these were an early introduction in the line of Ballard Closed Suction Systems. The inclusion of depth marks for T-Piece catheters (which are trach length) in this portfolio enables use of standardized techniques to accurately advance the catheter to a calculated depth for suctioning without touching the patient's carina for both ETT as well as trach patients.

Simplified catheter protection during transport: Tethered caps (suction port, T-Piece) enable covering of ports when not in use during transport.

MR Safe labeling: Ballard 7 Day portfolio products are MR Safe. Product can remain connected to the patient (if appropriate per hospital protocol) without the clinician having to think about MRI machine rating. In contrast, Ballard Turbo catheters are MR Conditional up to 3 Tesla (i.e. can be used safely only in MR machines rated up to 3 Tesla). This requires that clinicians are aware of the rating of the MRI machines in their facilities (which they may not be). Also, as newer, stronger MR machines enter the market, this nuance may be missed. Some Ballard 24-Hour catheters are

5. CALL POINTS & VALUE PROPOSITION (CONT.)

MR Safe, while others are MR Conditional. Clinicians would have to be aware of which catheter is which. Lastly, the MR rating for Ballard legacy catheters is not currently clearly labelled on the products. These challenges are simplified for the Ballard™ 7Day, as its design and labelling clearly indicate it is MR Safe.

Secretion view port: Easy visualization of secretions near the suction end of the device vs. attempting to see the color of secretions near the manifold end connected to the patient.

Simplified catheter change outs: 7 day change out vs. 72 hours (Ballard Turbo) or 24 hours (Ballard standard). Additionally, IFU indicates clinician can change catheter more frequently if heavily soiled.

Clear patient end adapter: Simplified visualization of secretions/mucus close to the patient.

"Streamlined"

- With only 4 sizes offered in a single catheter style for ETT Length (Double Swivel Elbow), and Trach Length (T-Piece) catheters, for a clinician, choosing the catheter has been made much simpler compared to the legacy Ballard, and competitive portfolios (Sunset, Flexicare, Medline).

"Easier-to-Use" — NOTE: This claim is "Easier-to-Use" vs. "Easy-to-Use"

Vs. Ballard 24-Hour portfolio: T-piece tether, Suction port tether, Depth marks on T-pieces, use in any MRI machine, secretion view port to easily visualize secretions at the suction end vs. manifold end.

Vs. Ballard 72-Hour portfolio: Depth marks on T-pieces, irrigation port compatible with luer tip, luer lock, or saline bullets/vials or syringes, use in any MR machine, secretion view port to easily visualize secretions at the suction end vs. manifold end.

"Empower Clinicians with Flexibility"

- Catheter can be used for up to 7 days. Change more frequently if the catheter becomes heavily soiled during use.

"Retain Confidence in Quality and Reliability"

- Ballard 7Day products are manufactured at the same plants, and to the same quality standards as Ballard Closed Suction Systems for Adults (24 hours), and Ballard Turbo-Cleaning Closed Suction Systems for Adults (72 hours).
- Functional testing of the products to support use up to 7 days.
- Incorporates key design features (turbulent cleaning chamber) of the Ballard Turbo-Cleaning Catheter:
 - "Self-closing" flapper valve
 - Isolates the catheter tip
 - Helps preserve lung volume during catheter rinsing
 - Enables non-significant lung volume changes during catheter rinsing
 - Enables maintenance normal ventilation during catheter rinsing
 - Helps prevent inadvertent lavage
 - Compared to Ballard Standard 24-Hour Closed Suction Systems, additional PEEP seals help reduce the risk of PEEP loss

5. CALL POINTS & VALUE PROPOSITION (CONT.)

"Reduce Patient Impacts and Infection Risks"

By reducing the number of catheter change outs, the following patient impacts and infection risks are reduced:

Patient Clinical Impacts Due to Breaking the Circuit:

- Loss of lung volume (may take 24 – 48 hours to re-recruit the lungs)
- Patient anxiety and pain
- Decreases in O₂ saturations
- Bronchospasms
- Cardiac dysrhythmias (arrhythmia) irregular heartbeat
- Hypoxemia
- Respiratory/Cardiac arrest
- Hyper/Hypo tension
- Increase ICP
- Pulmonary hemorrhage

Vs. Ballard™ 24-Hour (Disconnect Patient From Ventilator Every 24 Hours For Catheter Change out):

- With Ballard 7Day, disconnect the patient from the ventilator **less frequently for catheter change outs** due to longer duration of use.
- Tethered suction port dust cover protects the suction port when catheter is not connected to suction (e.g. during transport, or if suction is needed for other purposes in patient room).

Vs. Ballard 72-Hour (Disconnect Patient From Ventilator Every 72 Hours For Catheter Change out):

- With Ballard 7Day, disconnect the patient from the ventilator **less frequently for catheter change outs** due to longer duration of use.
- Tethered suction port dust cover protects the suction port when catheter is not connected to suction (e.g. during transport, or if suction is needed for other purposes in patient room).

6. STEPS OF THE SALE

1. Know Before You Go

- What products are currently in use (codes, highest volumes)
- Which style used for Trach length (DSE or T-Piece)
- If hospital is not using Trach lengths, how do you suction your trach patients?
- Which styles used for ETT length (DSE or T-Piece)

2. Ask the Customer

- What is the hospital's average ventilator days per patient?
- What is your current change out policy?

3. Create the Need

- For patients with an artificial airway > 72 hours, do you feel like your clinicians are able to adhere to the change out policy?
- Are you ever concerned about The Joint Commission, or not being 100% compliant with manufacturer duration of use labelling?

T-Piece Customers (ETT and Trach Length):

- How do you currently know how far down to suction?
- How many times a day do you suction a patient?
- Does nursing ever have to suction patients with an artificial airway?
- If you are not using measured depth suctioning, are you not concerned about tracheal trauma due to repeatedly hitting the carina?

4. Tailor Your Response (See Next Sections)

5. Be Prepared to Handle Objections (See Next Sections)

7. UPSELLING VS. TURBO

US Acute Care: Highest Volume Turbo Codes to Upsell From

TURBO CODE	LEGACY STYLE	LEGACY LENGTH	SIZE (FR)	~2025 US ACUTE SALES (EACHES)	7DAY CROSS	7DAY STYLE	7DAY LENGTH	7DAY SIZE
22705	T-Piece	ETT Length	14 Fr	280680	727141	Double Swivel Elbow	ETT Length	14 Fr
2270135	T-Piece	Trach Length	14 Fr	261200	7271435	T-Piece	Trach Length	14 Fr
227	Double Swivel Elbow	ETT Length	14 Fr	541580	727141	Double Swivel Elbow	ETT Length	14 Fr
22703	Double Swivel Elbow	Trach Length	14 Fr	50580	7271435	T-Piece	Trach Length	14 Fr

Tailor Your Response

	PROBING QUESTIONS/ CREATE A NEED	INSIGHT	FAVORABLE POSITIONING
T-Piece ETT Length	<p>How do you currently know how far down to suction?</p> <p>How many times a day do you suction a patient?</p> <p>If you are not using measured depth suctioning, are you not concerned about tracheal trauma due to repeatedly hitting the carina?</p> <p>Does nursing staff ever have to do closed suctioning at your facility?</p> <p>ET Patients: Why are you using a T-Piece for ETT Length patients?</p>	<p>T-Piece styles of all Ballard Standard 24-Hour/Turbo-Clean do not have depth marks.</p> <p>Historically: clinicians were trained to insert catheter till carina is hit, causing cough response, at which point they know they've gone down far enough, and they have to suction and pull back the catheter.</p> <p>The carina is the point of the trachea where it splits into the right and left main bronchi. It is packed with nerve endings that trigger a strong cough reflex when contact is made.</p> <p>Repeatedly hitting the carina causes physiological trauma and may lead to acute respiratory distress, airway compromise (swelling, tears), persistent air leaks, pneumothorax (collapsed lung), etc.</p> <p>ET Patients: Aside from standardizing to a particular style, not much clinical justification for T-Piece style use on ETT Lengths.</p> <p>Trach patients: typically have their artificial airway > 72 hours .</p>	<p>Ballard 7Day ETT Lengths come in a DSE style that:</p> <ol style="list-style-type: none"> Has Depth Marks: Two methods available to avoid hitting the carina when suctioning (align numbers with ET Tube markings OR measured depth suctioning – see IFU) Double Swivel Elbow style enables moving the circuit with less weight/strain on patient airway connection Can be used on label for up to 7 days, especially as you may not know how long a patient has to keep their artificial airway when admitted. <p>Ballard 7Day Trach Lengths come in a T-Piece style that is a <u>DIRECT</u> sub to current product with added benefits:</p> <ol style="list-style-type: none"> Depth marks can help clinicians: Avoid hitting the carina when suctioning, reducing the risk of patient tracheal trauma and related patients physiological impacts. Can help make it easier to train Nurses on how to suction without hitting the carina Double Swivel Elbow style enables moving the circuit with less weight/strain on patient airway connection Can be used on label for up to 7 days, especially trachs are typically in place > 72 hours Reduces frequency of breaking the circuit for catheter change outs and related potential patient physiological impacts/infection risks
T-Piece Trach Length	Trach Patients: How long do they keep the artificial airway on average?		

7. UPSELLING VS. TURBO (CONT.)

Tailor Your Response (Cont.)

	PROBING QUESTIONS/ CREATE A NEED	INSIGHT	FAVORABLE POSITIONING
Double Swivel Elbow ETT Length	<p>What's your average day on vent? (if less than 72 hours, ask which units/patients have artificial airway > 72 hours)</p> <p>What is your current change out policy?</p> <p>Do you feel like your clinicians are able to adhere to the change out policy?</p>	<p>7Day DSE style is a perfect direct sub for this product</p> <p>An average days on vent < 72 hours typically means that there are at least some ICUs/patients with artificial airway > 72 hours. 7Day may be a better for those specific ICUs/ settings</p> <p>Many clinicians/facilities do NOT change out the catheter per manufacturer guidelines</p> <p>Compliance with hospital policies is typically a challenge</p>	<p>Ballard 7Day ETT Lengths come in a DSE style that is a DIRECT sub to your current product with added benefits:</p> <ol style="list-style-type: none"> 1. Can be used on label for up to 7 days. Enables compliance with manufacturer guidelines. 2. Less frequent catheter change outs implies less frequent patient physiological impacts / potentially lower infection risks. Greater flexibility for clinicians to change as needed up to 7 days use (less frequent change outs). 3. MR Safe 4. More flexibility with Irrigation Valve System compatibility with luer lock & luer slip syringes as well as saline bullets.
Double Swivel Elbow Trach Length	<p>Why do you currently use DSE styles for trach length patients?</p> <p>Do you have to do continuous flow therapy? Do you use large volume nebs at all?</p>	<p>T-Piece styles may be beneficial for Trach patients due to ability to do continuous flow therapy, or use large volume nebs.</p> <p>Trach Length patients typically keep their artificial airway > 72 hours.</p>	<p>Ballard 7Day Trach Length catheters come in a T-Piece style:</p> <ol style="list-style-type: none"> 1. Can be used on label for up to 7 days, especially as you may not know how long a patient has to keep their artificial airway when admitted. 2. May be beneficial for Trach patients due to ability to do continuous flow therapy, or use large volume nebs

7. UPSELLING VS. TURBO (CONT.)

FEATURE	BENEFIT
7Day Labeling	<p>On label use: Can be used on label for up to 7 days, enables compliance with manufacturer guidelines; reduces risk of audits/ findings by The Joint Commission; especially helpful as you may not always know how long a patient has to keep their artificial airway when admitted.</p> <p>Less frequent catheter change outs (for patients with artificial airway > 72 hours): Less frequent patient physiological impacts due to breaking the circuit (loss of PEEP, lung volume), potentially lower infection risks due to less frequent change outs.</p>
Depth Marks	<p>Depth marks for ETT Lengths: Enables the use of 2 methods to avoid hitting the carina when suctioning (align numbers with ET Tube markings OR measured depth suctioning – see IFU).</p> <p>Depth Marks for Trach Lengths: Can help clinicians avoid hitting the carina when suctioning, reducing the risk of patient tracheal trauma and related patients physiological impacts. Can help make it easier to train Nurses on how to suction without hitting the carina.</p>
Double Swivel Elbow Benefits Over T-Piece (ETT Lengths)	Double Swivel Elbow style enables moving the circuit with less weight/strain on patient airway connection.
T-Piece Benefits Over Double Swivel Elbow (Trach Length)	May be beneficial for Trach patients due to ability to do continuous flow therapy, or use large volume nebs.
MR Safe	No need to detach catheter for patient undergoing an MRI (if appropriate per hospital policy).
Irrigation Valve System Flexibility	More flexibility with Irrigation Valve System compatibility with luer lock & luer slip syringes as well as saline bullets.

7. UPSELLING VS. TURBO (CONT.)

OBJECTION	RECOMMENDED RESPONSE
"What's really different between the 7Day and Turbo?"	The Ballard 7Day has maintained the same turbulent cleaning-chamber as the Ballard Turbo in order to ensure a proper rinse of the catheter tip. It incorporates additional features and enhancements requested by customers over time (MR Safe, more flexibility/ compatibility of saline sources for irrigation, depth marks on all styles, clear patient end adaptor to visualize secretions/mucus build up), and it is this new product that has been validated for up to 7 days use.
"Is there any information around infection prevention for the 7Day vs. the Turbo?"	Functional testing was done to validate the 7Day functionality for use up to 7 days under settings that simulate ICU use. There is no currently published infection prevention comparative data for the 7Day.
"Why don't we just use the 72 hour for longer if there are very little differences?"	The Ballard 7Day incorporates additional features/benefits from the Turbo while maintaining a key part of the design (turbulent cleaning chamber). This enhanced product with the updated irrigation valve system is what was tested, validated and labelled for up to 7 days use. The Turbo has not been functionally tested/ validated for the same.
"I already use my Ballard 72 hour catheter for 7 days, why should I switch?"	The Ballard 7Day Closed Suction System is tested and labelled for up to 7 Day use. This enables staying in compliance with manufacturer labelled duration of use.
"So what if 7Day CSCs are MR Safe? Turbo Cleaning Catheters are MR Conditional and that should meet my need."	<p>Counter Question: What is the MR Rating for the MRI machines in your facility? (Most clinicians are not aware)</p> <p>Response: While Ballard Turbo-Cleaning catheters are MR Conditional, many clinicians may not be aware of, or recall, the MR Rating of the MRI machines. Additionally, Ballard Turbo catheters are tested as safe to use in MR machines up to 3 Tesla. As newer and stronger MR machines are introduced to the market, this nuance could be missed.</p> <p>Close: By designing all Ballard 7Day CSCs to be MR Safe, the process of preparing a patient for an MRI can be simplified by leaving the catheter connected (if appropriate per hospital policy)</p>
"Is this going to be a large price increase? Cost is too high!"	Provide pricing per customer tier. It is recommended the customer analyze their pricing based on GPO tier, products in use. Note: ETT Length Turbo -> ETT Length 7Day pricing increase should be marginal. Trach Length Turbo -> Trach Length 7Day may be higher. Stress the clinical benefits of depth marks and ability to change out catheters on label, especially as trach length patients typically have their artificial airway > 72 hours.

8. UPSELLING VS. BALLARD STANDARD 24-HOUR

US Acute Care: Highest Volume Standard Codes to Upsell From

STANDARD CODE	LEGACY STYLE	LEGACY LENGTH	SIZE (FR)	~2025 US ACUTE SALES (EACHES)	7DAY CROSS	7DAY STYLE	7DAY LENGTH	7DAY SIZE
2210	Double Swivel Elbow	ETT Length	14 Fr	591380	727141	Double Swivel Elbow	ETT Length	14 Fr
2205	T-Piece	ETT Length	14 Fr	574980	727141	Double Swivel Elbow	ETT Length	14 Fr
220135	T-Piece	Trach Length	14 Fr	409780	7271435	T-Piece	Trach Length	14 Fr
22103	Double Swivel Elbow	Trach Length	14 Fr	160960	7271435	T-Piece	Trach Length	14 Fr

NOTE: Price differential between Standard 24-Hour Catheter and 7Day may be anywhere from ~40% – 65% per each.

For customers using standard catheters ON LABEL, break even occurs ~day 3

Tailor Your Response

FOR ALL CUSTOMERS

Demonstrate>Show:

- Side by side product visual to identify turbulent cleaning chamber

Explain Turbulent Cleaning Chamber Design Differences:

- After suctioning, when retracted, standard catheter tip in front of irrigation port
- In the Turbo/7Day product, when fully retracted, catheter tip is in a cleaning chamber **behind** the irrigation port. Flapper valve closes on itself to **isolate the catheter tip** in the chamber for rinsing. **2 PEEP seals** at both ends of turbulent cleaning chamber

Turbulent Cleaning Chamber Benefits vs. Standard

Explain Turbulent Cleaning Chamber Benefits

- 2 PEEP Seals:** Reduces risk of PEEP loss during catheter rinsing vs. standard catheter
- Nelson Microbiology Study for Turbo Catheter shows:** 89% Cleaner catheter tip at 72 hours vs. standard
- Flapper Valve helps:**
 - Preservation of lung volume during catheter rinsing (Corley study)
 - Reduced risk of PEEP loss during catheter rinsing
 - Reduced risk of inadvertent lavage

Conclusion:

- Ballard 7Day Catheter has maintained the key design feature of the turbulent cleaning chamber to enable effective cleaning of the catheter tip**

PROBING QUESTIONS/CREATE A NEED INSIGHT

FAVORABLE POSITIONING

T-Piece ETT Length

T-Piece Trach Length

Double Swivel Elbow
ETT Length

Refer to Upselling vs. Turbo Section

Double Swivel Elbow
Trach Length

8. UPSELLING VS. BALLARD STANDARD 24-HOUR (CONT.)

FEATURE	BENEFIT
Turbulent Cleaning Chamber	<p>If using a closed suction system for longer than 24 hours, strongly consider using a product with an isolated turbulent cleaning chamber for the clinical benefits of:</p> <ul style="list-style-type: none"> • 89% Cleaner catheter tip at 72 hours vs. standard • Preservation of lung volume during catheter rinsing • Reduced risk of PEEP loss during catheter rinsing • Reduced risk of inadvertent lavage
7Day Labeling	
Depth Marks	
Double Swivel Elbow Benefits Over T-Piece (ETT Lengths)	
T-Piece Benefits Over Double Swivel Elbow (Trach Lengths)	Refer to Upselling vs. Turbo Section
MR Safe	
Irrigation Valve System Flexibility	
OBJECTION	RECOMMENDED RESPONSE
"Is there any information around infection prevention for the 7Day vs. the Standard 24-Hour?"	While there is no currently published infection prevention comparative data for the Ballard 7Day vs a standard catheter, the Nelson Microbiology study shows the catheter tip of the Ballard Turbo (with the turbulent cleaning chamber) is 89% cleaner at 72 hours vs. standard. The Ballard 7Day Catheter has incorporated the turbulent cleaning chamber design as a key design element. The Ballard 7Day has been functionally tested and validated for up to 7 days use.
"I already use my Ballard Standard 24-Hour catheter for 7 days, why should I switch?"	The Ballard 7Day Closed Suction System offers clinical benefits over a standard 24-Hour catheter due to the turbulent cleaning chamber incorporated in the design. At 72 hours, the catheter tip is cleaner than a standard 24-Hour catheter. It is tested, validated and labelled for use up to 7 days while the standard 24-Hour catheter is not. For patients with an artificial airway > 72 hours, this enables staying in compliance with manufacturer labelled duration of use.
<p>Counter Question: What is the MR Rating for the MRI machines in your facility? (Most clinicians are not aware)</p> <p>Response: To clarify, only SOME Ballard Standard Closed Suction Systems are MR Safe, while others are MR Conditional up to 3 Tesla. Many clinicians may not be aware of, or recall, the MR Rating of the MRI machines at their facility. Additionally, clinicians may not be aware of which catheters are MR safe vs. MR Conditional.</p> <p>Close: By designing all Ballard 7Day CSCs to be MR Safe, the process of preparing a patient for an MRI can be simplified by leaving the catheter connected (if appropriate per hospital policy).</p>	
"Is this going to be a large price increase? Cost is too high!"	<p>Provide pricing per customer tier. It is recommended the customer analyze their pricing based on GPO tier, products in use.</p> <p>NOTE: Vs. Standard, the customer will likely see a price increase. Point out clinical benefits of turbulent cleaning chambers: Standard, ability to use product in compliance with manufacturer labelling, depth marks for all catheter styles.</p>

9. CLINICAL PUBLICATIONS

Clinical Guidelines

CDC 2003 Guidelines:

Guidelines for Preventing Health-Care-Associated Pneumonia, 2003: Recommendations of CDC and the Healthcare Infection Control Practices Advisory Committee:

"Breathing circuits, humidifiers, and HMEs"

a. Breathing circuits with humidifiers

1. Do not change routinely on the basis of duration of use the breathing circuit (i.e., ventilator tubing and exhalation valve and the attached humidifier) that is in use on an individual patient. Change the circuit when it is visibly soiled or mechanically malfunctioning (327-332). CATEGORY IA"

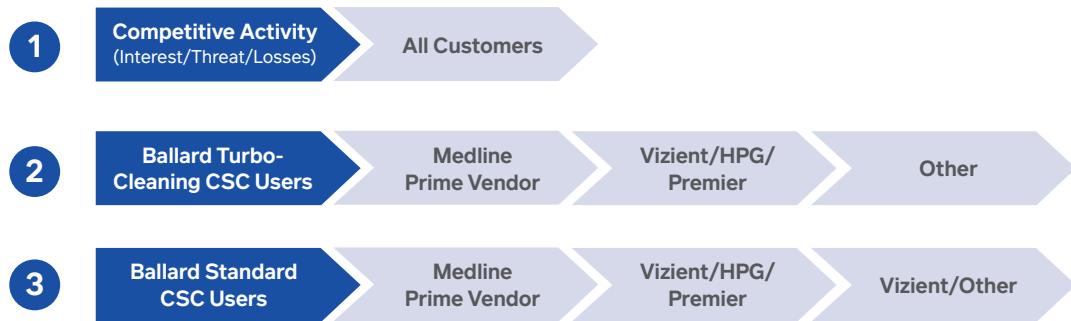
AARC Evidence-Based Clinical Practice Guidelines:

Care of the Ventilator Circuit and Its Relation to Ventilator-Associated Pneumonia, Hess DR et al., Respir Care 2003;48(9):869 – 879, 2003: "Ventilator circuits should not be changed routinely for infection control purposes. The maximum duration of time that circuits can be used safely is unknown."

Ballard Turbo-Cleaning: Nelson Microbiology Report

Ballard Turbo-Cleaning: Corley A, Sharpe N, Caruana LR, Spooner AJ, Fraser JF. Lung volume changes during cleaning of closed endotracheal suction catheters: a randomized crossover study using electrical impedance tomography. Respir Care. 2014 Apr;59(4):497-503. doi: 10.4187/respcare.02601. Epub 2013 Sep 17. PMID: 24046466.

10. ACCOUNT TARGETING STRATEGY



Evaluations/Trials:

NOTE: Customers are already familiar with Closed Suctioning. Evaluations/Trials should not be required as product differences are limited in scope.

11. SALES & TRAINING AIDS

Training

- a. Ballard™ 7Day Closed Suction System Launch Binder
- b. Ballard Legacy Cross Reference to Ballard 7Day
- c. Competitive Cross Reference to Ballard 7Day with Quick Lookup
- d. Competitive Comparison - Features
- e. Sample Kit

Customer Facing

- a. Literature Sheet (*LIT-20501-C1*)
- b. Customer Presentation Slides
- c. Inservice Video (*VID-20042-C1*)
- d. Inservice Poster (*INS-20186-C1*)
- e. Instructions for Use

Accessing Resources

Literature can be viewed through the [AirLife website](#) by utilizing [AirLife Connect](#).

12. TRADESHOW ORDERING PROCESS

To set up a tradeshow, please email tradeshows@myairlife.com with the following information:

- Show name
- Show dates
- Shipping information
 - Where you need materials shipped to and when you need them to arrive
- Materials needed
 - Adult Clear Head with 7.5 or 8 Fr ET Tube
 - Two 7Day 14 Fr DSE Catheters, code 227141
 - Two 7Day 14 Fr T-Piece Catheters, code 2271435
 - Two Turbo Cleaning (DSE), code 227
 - Two Standard Closed Suction (DSE), code 2210
 - Literature pieces
 - If feasible, play *Ballard 7Day Marketing Video (No Voiceover)* (VID-20067-C1) on Laptop (Available on AirLife Connect)

13. COMPETITIVE COMPARISON - MEDLINE CLEARPRO

	MEDLINE CLEARPRO CLOSED SUCTION CATHETERS	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS
Design Description	Similar design to Ballard 72-Hour CSC (Nearly identical look)	—	—
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling	—	—
AirLife Strategy Present Ballard Options	Primary: Ballard 7Day Secondary: Ballard Turbo-Cleaning (for specialty options: Integrated MDI Port, Directional Tip, WetPak)	—	—
Duration of Use	PRN	7 Days	72 Hours
ET Sizes (DSE)	10 – 16 Fr	10 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	10 – 16 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr
ET Sizes (T-Piece)	10 – 16 Fr	Use DSE styles for ETT Length needs	10 – 16 Fr
Trach Sizes (T-Piece)	10 – 16 Fr	10 – 16 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional
Depth Markings	Yes	Yes	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	Yes	Yes	Yes
2 PEEP Seals	Yes	Yes	Yes
Thumb Control Suction Valve	Yes	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock, saline bullets, and syringes	Accepts luer slip tips
Viewing Window for Secretions	—	Yes	—
Tethered Suction Port Cap	—	Yes	—
High Quality Sleeve	Yes	Yes	Yes
Color Coding for French Size	Yes	Yes	Yes
Soft Tip	Yes	Yes	Yes
Removal Wedge	Yes	Yes	Yes
Day Stickers	Yes	Yes	Yes
Double Swivel Elbow Options	Yes	Yes	Yes
Integrated MDI Options Available	—	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes
Directional Tip Options	—	—	Yes
WetPak Options	—	—	Yes
Dual Lumen Options	—	—	—
Elbow Options	—	—	—
Elbow with Caps	—	—	—
Detachable Catheter	—	—	—
Flex Tube	Yes	Yes	Yes
Radioscopy Tip	—	—	—
Bronchoscopy	—	—	—
Sterile	Yes	Yes	Yes
DEHP Free	Yes	Yes	Yes
Estimated Price			



13. TALK TRACK - MEDLINE CLEARPRO

	MEDLINE CLEARPRO CLOSED SUCTION CATHETERS	BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling	Ballard 7Day Closed Suction System: For patients with an artificial airway for longer than 72 hours, a simplified, streamlined, easier-to-use portfolio of products, with the quality and reliability of the Ballard brand.
	The power to set—and follow—best practice.	Talking Points: <ul style="list-style-type: none"> Ballard 7Day Closed Suction has an intentional 7Day change out. Thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand. Clinicians can change out sooner if product is heavily soiled up to 7 days use Ballard 7Day has additional benefits in comparison to Medline ClearPro (MR Safe, Intravascular System compatible with luer lock/luer slip syringes as well as saline bullets) that Medline product does not
Competitor Marketing Claims	This gives you the freedom to set your own change out policy to meet both clinical and regulatory recommendations.	Counter Points/Questions: <ul style="list-style-type: none"> No time-based change out (PRN) could be taken to mean "until failure." Would it be wise to wait till failure when closed suction catheters are critical products for maintaining a patent airway? Without a stipulated duration of use, if the product fails, how would you distinguish a product failure from a user error? How often do you currently change out your catheter? (Facility may be extending use currently, but possibly changing along with the vent circuit) How dirty does your catheter look after 7 days? Shouldn't it be changed anyway at that point? How many patients on artificial airway > 7 days do you have?
	—and drive down costs	
	Includes advanced features to help provide better care:	
	<ul style="list-style-type: none"> Isolated cleaning chamber for rapid irrigation Pressure wiper seal to help maintain PEEP 	Ballard 7Day includes these as well
	<ul style="list-style-type: none"> Kitted with all necessary adapters and connectors 	Ballard 7Day includes these as well
	<ul style="list-style-type: none"> Does not contain DEHP 	Ballard 7Day is also not formulated with DEHP
Possible Objection	Price	<p>Insight: Medline ClearPro possibly ~30% price difference to Ballard 7Day in worst case scenario, but likely closer to ~8% in most situations.</p> <p>Response (Most Situations): Ballard 7Day comes with the Quality and Reliability customers have come to expect of the Ballard brand; Offers more flexibility with the irrigation valve system, and is MR Safe. <i>In case of larger than 8-10% delta, reach out to AD, Chris Holt, and Nami</i></p>

13. COMPETITIVE COMPARISON — MEDLINE STANDARD

	MEDLINE CLOSED SUCTION CATHETERS	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS	BALLARD CLOSED SUCTION SYSTEMS
Design Description	Similar Design to Ballard 24-Hour CSC	—	—	
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling	—	—	
AirLife Strategy Present Ballard Options	<u>Primary</u> : Ballard 24-Hour CSC <u>Secondary</u> : Ballard Turbo-Cleaning CSC	—	—	
Duration of Use	PRN	7 Days	72 Hours	24 Hours
ET Sizes (DSE)	12 – 14 Fr	10 – 16 Fr	12 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	12 – 14 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr	12 – 14 Fr
ET Sizes (T-Piece)	12 – 14 Fr	Use DSE styles for ETT Length needs	10 – 16 Fr	10 – 16 Fr
Trach Sizes (T-Piece)	12 – 14 Fr	10 – 16 Fr	12 – 14 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional	Mix of MR Safe OR MR Conditional
Depth Markings	Yes	Yes	Yes: DSE, No: T-Pieces	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	—	Yes	Yes	—
2 PEEP Seals	No; 1 PEEP Seal	Yes	Yes	No; 1 Peep Seal
Thumb Control Suction Valve	Yes	Yes	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock saline bullets, and syringes	Accepts luer slip tips	Mix; some accept luer slip/luer lock tips, and others just luer slip
Viewing Window for Secretions	Yes	Yes	—	—
Tethered Suction Port Cap	Yes	Yes	—	—
High Quality Sleeve	No; "EVA" Sleeve	Yes	Yes	—
Color Coding for French Size	Yes	Yes	Yes	Yes
Soft Tip	Yes	Yes	Yes	Yes
Removal Wedge	—	Yes	Yes	—
Day Stickers	Yes	Yes	Yes	Yes
Double Swivel Elbow Options	Yes	Yes	Yes	Yes
Integrated MDI Options Available	—	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes	Yes
Directional Tip Options	—	—	Yes	Yes
WetPak Options	—	—	Yes	Yes
Dual Lumen Options	—	—	—	—
Elbow Options	—	—	—	Yes; 12 – 14 Fr, ETT Length
Elbow with Caps	—	—	—	Yes; 12 – 14 Fr Trach Length
Detachable Catheter	—	—	—	—
Flex Tube	Yes	Yes	Yes	Yes
Radioscopy Tip	—	—	—	—
Bronchoscopy	—	—	—	—
Sterile	Yes	Yes	Yes	Yes
DEHP Free	Yes	Yes	Yes	Yes
Estimated Price				



13. TALK TRACK — MEDLINE STANDARD

	MEDLINE CLOSED SUCTION CATHETERS	BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	<p>This is like a standard Ballard 24-Hour catheter. Medline's product has no change out duration. Medline positions this as a competitor to Ballard standard, or Ballard Turbo Cleaning with a longer duration of use.</p>	<p>Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling</p>
Marketing Claims	<p>Labeled for facilities to determine change out policy</p>	<p>Talking Points: No Turbulent Cleaning Chamber: Medline product is like a standard Ballard 24-Hour catheter, it has no isolated turbulent cleaning chamber for catheter rinsing to keep the catheter tip clean. Nelson microbiology report shows the turbulent cleaning chamber (with Ballard Turbo) keeps the catheter tip 89% cleaner vs. a 24-Hour catheter at 24 hours (Ballard products). No Medline studies found at this time. Ballard 7Day design includes turbulent cleaning chamber. Key additional benefits of turbulent cleaning chamber/flapper valve design: <ul style="list-style-type: none"> • Maintain lung volume, normal ventilation during catheter cleaning (backed by clinical study Corley et.al) • Helps maintain PEEP during catheter rinsing • Helps prevent inadvertent lavage during catheter rinsing Additional Benefits of 7Day Catheter: MR Safe, Irrigation Valve System compatible with luer lock, luer slip syringes and saline bullets.</p> <p>Quality and Reliability of Ballard Brand: Ballard 7Day thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand.</p> <p>Intentional 7Day Change out: Ballard 7Day Closed Suction has an intentional 7Day change out vs. no set time limit. No time limit or PRN may mean "till failure". Is it advisable to wait till product failure as patient may unexpectedly encounter critical need for suctioning.</p> <p>What's your average vent days? (A) >7: Consider Ballard 7Day (has the turbo chamber, plus many additional benefits) (B) <7: Consider the Ballard 7Day or Turbo for the benefits of a turbo cleaning chamber (maintain lung volume and normal ventilation during catheter rinsing, reduce risk of PEEP loss, inadvertent lavage during rinsing). Clinical studies show the benefit of a turbulent cleaning chamber (Corley et.al). No Medline studies found at this time.</p> <p>For patients on vent > 72 hours, what's your current change out policy? Consider either Turbo or Ballard 7Day to stay in compliance with The Joint Commission recommendations to follow manufacturers labeled instructions for use, and for the benefits of a turbo cleaning chamber (maintain lung volume during catheter rinsing, maintain PEEP, 7Day benefits).</p> <p>Additional Questions:</p> <ul style="list-style-type: none"> • How often do you currently change out your catheter? (Facility may be extending use currently, but possibly changing along with the vent circuit). If 7 days: offer the Ballard 7Day • How dirty does your catheter look after 7 days? Shouldn't it be changed anyway at that point? • How many patients on artificial airway >7 days do you have? • How often do you change out the rest of the vent circuit? (likely 7 days, so Closed Suction can be changed out at the same time, do not need to keep track separately). • What do you do with catheters when taking patient for an MRI? Ballard 7Day is MR Safe and can be left on the patient if appropriate per hospital policy.

13. COMPETITIVE COMPARISON — FLEXICARE

	FLEXICARE CLIC CLOSED SUCTION SYSTEM	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS
Design Description	Distinction: Bacterial Viral Filter near suction control. Adapter: No isolated cleaning chamber (compare to Ballard 24 hour design)	—	—
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	—	—
AirLife Strategy Present Ballard Options	Primary: Ballard 7Day Secondary: Ballard Turbo-Cleaning (for specialty options: Integrated MDI Port, Directional Tip, WetPak)	—	—
Duration of Use	PRN up to 7 Days	7 Days	72 Hours
ET Sizes (DSE)	10 – 16 Fr	10 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	10 – 16 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr
ET Sizes (T-Piece)	10 – 16 Fr	Use DSE styles for ETT Length needs	10 – 16 Fr
Trach Sizes (T-Piece)	10 – 16 Fr	10 – 16 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional
Depth Markings	Yes	Yes	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	—	Yes	Yes
2 PEEP Seals	No; 1 PEEP Seal	Yes	Yes
Thumb Control Suction Valve	Yes	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock, saline bullets, and syringes	Accepts luer slip tips
Viewing Window for Secretions	—	Yes	—
Tethered Suction Port Cap	Yes	Yes	—
High Quality Sleeve	—	Yes	Yes
Color Coding for French Size	Yes	Yes	Yes
Soft Tip	—	Yes	Yes
Removal Wedge	—	Yes	Yes
Day Stickers	Yes	Yes	Yes
Double Swivel Elbow Options	Yes	Yes	Yes
Integrated MDI Options Available	Yes	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes
Directional Tip Options	—	—	Yes
WetPak Options	—	—	Yes
Dual Lumen Options	—	—	—
Elbow Options	—	—	—
Elbow with Caps	—	—	—
Detachable Catheter	—	—	—
Flex Tube	Yes	Yes	Yes
Radioscopy Tip	—	—	—
Bronchoscopy	—	—	—
Sterile	—	Yes	Yes
DEHP Free	Yes	Yes	Yes
Estimated Price			



13. TALK TRACK — FLEXICARE

FLEXICARE CLIC CLOSED SUCTION SYSTEM		BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	—
Design Description	<p>Adapter (DSE or T-Piece), are similar to Ballard 24-Hour design (No isolated cleaning chamber, only 1 PEEP seal)</p>	<p>Counter Points: No Turbulent Cleaning Chamber: Flexicare product is like a standard Ballard 24-Hour catheter, it has no isolated turbulent cleaning chamber for catheter rinsing to keep the catheter tip clean. Nelson microbiology report shows the turbulent cleaning chamber (with Ballard Turbo) keeps the catheter tip 89% cleaner vs. a 24-Hour catheter at 24 hours (Ballard products). Ballard 7Day design includes turbulent cleaning chamber. Key additional benefits of turbulent cleaning chamber/flapper valve design: <ul style="list-style-type: none"> Maintain lung volume, normal ventilation during catheter cleaning (backed by clinical study Corlewy et.al) Helps maintain PEEP during catheter rinsing Helps prevent inadvertent lavage during catheter rinsing Additional Benefits of 7Day Catheter vs. Flexicare: MR Safe, Irrigation Valve System compatible with luer lock, luer slip syringes and saline bullets. Quality and Reliability of Ballard Brand: Ballard 7Day thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand.</p>
	Bacterial viral filter at suction control handle	<p>Insight: Closed suction catheters are traditionally a Class 1 exempt device with the FDA. This product type does not typically have a filter and filters associated with respiratory devices are typically considered a Class 2 device per the FDA. Filters are also typically marked for 24-Hour use, and it would be helpful to understand what testing has been done to support 7 days use of the filter on the CLiC device.</p> <p>Questions to ask: How often do you change filters? Have you seen any data that you can share on testing to support the 7day use of the filter on the CliC device?</p>
	PRN up to 7 Days Change out Label	<p>Ballard Turbo and 7Day catheter have an Isolated turbulent cleaning chamber. Nelson Microbiology report showed Ballard Turbo with cleaning chamber 89% cleaner catheter till at 72 hours. Quality and Reliability of Ballard Brand: Ballard 7Day thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand.</p>
	Only CSCs with a bacterial viral filter to filter contaminated air that is vented out of the sleeve during catheter insertions.	A clinical literature review did not find specific data on the amount of entrapped air within a sleeve, nor the potential level of contamination of the entrapped air that would definitively lead to cross contamination; a causal relationship between entrapped sleeve air and cross contamination is not clear. We were unable to locate clinical studies involving the CLiC product that demonstrated a statistically significant impact to cross-contamination outcomes.
	Traditional Closed Suction Catheters leak contaminated air during the insertion of the suction catheter into the patient airway, forcing the displaced air to vent unnoticed in the patient room.	Question: Would you be able to point us to any clinical studies that identify and quantify this as a specific problem, and the degree to which, displaced air (if any) is responsible for cross contamination/infection?
	"Problem solved with CliC Closed Suction Catheter"	
	PRN up to 7 Days Change out Label reduces cost and increases efficiency compared to current closed suction catheters available on the market	Reduction in cost is now debatable vs. Ballard 7Day as the products compete head to head. Increasing efficiency vs. Ballard 7Day. Question: Is this really a valid claim now?
Marketing Claims	Designed with both patients and clinicians in mind	—
	The only truly closed system	—
	Reduce Contamination Risk: Traditional Closed Suction Catheters leak contaminated air during the insertion of catheter into the patient airway, allowing viruses and bacteria to escape into the clinical environment	A clinical literature review did not find specific data on the amount of entrapped air within a sleeve, nor the potential level of contamination of the entrapped air that would definitively lead to cross contamination; a causal relationship between entrapped sleeve air and cross contamination is not clear. We were unable to locate clinical studies involving the CLiC product that demonstrated a statistically significant impact to cross-contamination outcomes.
	Added layer of Protection Clic features 99.99% efficiency Bacterial/Viral filters, creating a secure barrier by filtering the escaping contaminated air, protecting both clinicians and patients.	Closed suction catheters are traditionally a Class 1 exempt device with the FDA. This product type does not typically have a filter and filters associated with respiratory devices are typically considered a Class 2 device per the FDA. Filters are also typically marked for 24 hour use, and it would be helpful to understand what testing has been done to support 7 days use of the filter on the CLiC device.
	Clic Closed Suction Catheters maintain a continuous closed system, protects ventilation and pressure levels, and reduces risk of cross-contamination and Ventilator Associated Pneumonia (VAP).	<p>Note: claim is stated vaguely. It might be intended to mean in comparison to open suction.</p> <p>Ask: Would Flexicare be able to share the studies they are referencing?</p>

13. COMPETITIVE COMPARISON — ICU MEDICAL

	ICU MEDICAL PORTEX SUCTIONPRO72	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS
Design Description	Distinction: Linear Path Thumb Valve, Wiper Seal, Low Cost, 72 Hour Catheters	—	—
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	—	—
AirLife Strategy Present Ballard Options	<u>Primary:</u> Ballard 7Day <u>Secondary:</u> Ballard Turbo-Cleaning CSC	—	—
Duration of Use	72 Hours	7 Days	72 Hours
ET Sizes (DSE)	10 – 16 Fr	10 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	10 – 16 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr
ET Sizes (T-Piece)	10 – 16 Fr	Use DSE styles for ETT Length needs	10 – 16 Fr
Trach Sizes (T-Piece)	10 – 16 Fr	10 – 16 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional
Depth Markings	Yes	Yes	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	Yes	Yes	Yes
2 PEEP Seals	—	Yes	Yes
Thumb Control Suction Valve	Yes; Lockable Thumb Valve End Cap	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock, saline bullets, and syringes	Accepts luer slip tips
Viewing Window for Secretions	Yes; Clear T piece to visualise pathway, Clear pathway evacuation port	Yes	—
Tethered Suction Port Cap	Yes; Suction port cap reduces risk of infection and helps to eliminate leakage	Yes	—
High Quality Sleeve	No; Catheter Sleeve	Yes	Yes
Color Coding for French Size	Yes	Yes	Yes
Soft Tip	—	Yes	Yes
Removal Wedge	Yes; Trac-Wedge™ device to aid in disconnection of the catheter from the patients tracheal or tracheostomy tube	Yes	Yes
Day Stickers	Yes	Yes	Yes
Double Swivel Elbow Options	Yes; Swivel connector available to aid in reduced torque	Yes	Yes
Integrated MDI Options Available	Yes; MDI adapter included for integrated inhaler capability (in all non DSE options)	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes
Directional Tip Options	Yes	—	Yes
WetPak Options	—	—	Yes
Dual Lumen Options	Yes	—	—
Elbow Options	—	—	—
Elbow with Caps	—	—	—
Detachable Catheter	—	—	—
Flex Tube	Yes	Yes	Yes
Radioscopy Tip	—	—	—
Bronchoscopy	—	—	—
Sterile	Yes	Yes	Yes
DEHP Free	Yes	Yes	Yes
Estimated Price			



13. TALK TRACK — ICU MEDICAL

	ICU MEDICAL PORTEX SUCTIONPRO72	BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	<p>Ballard 7Day has incremental features and benefits compared to the SuctionPro 72:</p> <ul style="list-style-type: none"> • 7 day use • MR Safe • Tethered suction port cap
Competitor Marketing Claims	<p>The Portex™ SuctionPro 72 closed ventilation suction system is a single-patient-use suctioning device for the removal of secretions from the tracheobronchial tree of ventilator-dependent adult patients. Intended for 72-hour use.</p>	<p>Talking Points: Ballard 7Day catheter may be used for patients with an artificial airway > 72 hours. Duration of Use: Up to 7 days vs SuctionPro (72 hours) (Benefits of breaking vent circuit less frequently) Additional features: MR Safe, tethered cover for suction port.</p> <p>Probing Questions: What's your average vent days? (A) > 7: Consider Ballard 7Day (has the turbo chamber, plus many additional benefits) (B) < 7: Consider the Ballard 7Day or Turbo for the benefits of a turbo cleaning chamber (maintain lung volume, normal ventilation, maintain PEEP, 7Day benefits). Clinical studies show the benefit of a turbulent cleaning chamber (Corley et.al).</p> <p>For patients on vent > 72 hours, what's your current change out policy/how often do you change out the catheter?: (Facility may be extending use currently, but possibly changing along with the vent circuit). If 7 days: offer the Ballard 7Day</p> <p>How many patients on artificial airway > 7 days do you have?</p> <p>How often do you change out the rest of the vent circuit? (likely 7 days, so Closed Suction can be changed out at the same time, do not need to keep track separately).</p>
	Competitor flow test versus Portex SuctionPro 72	

13. COMPETITIVE COMPARISON — SUNSET DELUXE 72

	SUNSET HEALTHCARE - DELUXE 72-HOUR	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS
Design Description	<u>Distinction:</u> "One-Handed" Suction Valve (can be unlocked/locked with one hand)	—	—
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	—	—
AirLife Strategy Present Ballard Options	<u>Primary:</u> Ballard 7Day <u>Secondary:</u> Ballard Turbo-Cleaning (for specialty options: Integrated MDI port, Directional Tip, WetPak)	—	—
Duration of Use	72 Hours	7 Days	72 Hours
ET Sizes (DSE)	10 – 16 Fr	10 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	10 – 16 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr
ET Sizes (T-Piece)	—	Use DSE styles for ETT Length needs	10 – 16 Fr
Trach Sizes (T-Piece)	—	10 – 16 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional
Depth Markings	—	Yes	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	YES (Must close isolation valve prior to use)	Yes	Yes
2 PEEP Seals	No; 1 SEAL Only. No Claims of Isolation Valve helping to maintain PEEP	Yes	Yes
Thumb Control Suction Valve	Yes	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock, saline bullets, and syringes	Accepts luer slip tips
Viewing Window for Secretions	Yes	Yes	—
Tethered Suction Port Cap	Yes	Yes	—
High Quality Sleeve	—	Yes	Yes
Color Coding for French Size	Yes	Yes	Yes
Soft Tip	Yes	Yes	Yes
Removal Wedge	Yes	Yes	Yes
Day Stickers	Yes	Yes	Yes
Double Swivel Elbow Options	Yes	Yes	Yes
Integrated MDI Options Available	Yes	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes
Directional Tip Options	—	—	Yes
WetPak Options	—	—	Yes
Dual Lumen Options	—	—	—
Elbow Options	—	—	—
Elbow with Caps	—	—	—
Detachable Catheter	—	—	—
Flex Tube	Yes	Yes	Yes
Radioscopy Tip	—	—	—
Bronchoscopy	—	—	—
Sterile	Yes	Yes	Yes
DEHP Free	Yes	Yes	Yes
Estimated Price			

13. TALK TRACK — SUNSET DELUXE 72

	SUNSET HEALTHCARE - DELUXE 72-HOUR	BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling	Ballard 7Day Closed Suction System: For patients with an artificial airway for longer than 72 hours, a simplified, streamlined, easier-to-use portfolio of products, with the quality and reliability of the Ballard brand.
Competitor Marketing Claims	<p><u>Distinction:</u> "One-Handed" Suction Valve (can be unlocked/locked with one hand)</p> <p>Isolated Cleaning Chamber with only 1 Seal</p>	<p>Talking Points:</p> <p>Ballard 7Day Closed Suction is labeled for use up to 7 days. Turbulent cleaning chamber has 2 PEEP seals and flapper valve that:</p> <ul style="list-style-type: none"> • Helps maintain lung volume, and normal ventilation during catheter rinsing (backed by clinical study Corley et.al) • Helps maintain PEEP during catheter rinsing • Helps prevent inadvertent lavage <p>Thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand.</p> <p>Ballard 7Day has additional benefits (MR Safe, IVS compatible with luer lock/luer slip syringes as well as saline bullets) that Medline product does not.</p>

13. COMPETITIVE COMPARISON — SUNSET LEGACY 72

	SUNSET HEALTHCARE - DELUXE 72-HOUR	BALLARD 7DAY CLOSED SUCTION SYSTEMS	BALLARD TURBO-CLEANING CLOSED SUCTION SYSTEMS
Design Description	Similar to Ballard Turbo Cleaning CSC (Regular Suction Valve)	—	—
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC	—	—
AirLife Strategy Present Ballard Options	<u>Primary:</u> Ballard 7Day <u>Secondary:</u> Ballard Turbo-Cleaning (for specialty options: Integrated MDI port, Directional Tip, WetPak)	—	—
Duration of Use	72 Hours	7 Days	72 Hours
ET Sizes (DSE)	10 – 16 Fr	10 – 16 Fr	12 – 16 Fr
Trach Sizes (DSE)	10 – 16 Fr	Use T-Piece styles for Trach Length Needs	10 – 14 Fr
ET Sizes (T-Piece)	—	Use DSE styles for ETT Length needs	10 – 16 Fr
Trach Sizes (T-Piece)	—	10 – 16 Fr	12 – 14 Fr
MR Safety	MR Unsafe	MR Safe	MR Conditional
Depth Markings	—	Yes	Yes: DSE; No: T-Pieces
Hinged Valve/Isolated Tip for Cleaning	Yes	Yes	Yes
2 PEEP Seals	No; 1 Seal Only, Additional "Unique Isolation Valve" (Self-closing/One-way)	Yes	Yes
Thumb Control Suction Valve	Yes	Yes	Yes
Irrigation Port	Yes	Yes; Accepts luer slip, luer lock, saline bullets, and syringes	Accepts luer slip tips
Viewing Window for Secretions	Yes	Yes	—
Tethered Suction Port Cap	Yes	Yes	—
High Quality Sleeve	—	Yes	Yes
Color Coding for French Size	Yes	Yes	Yes
Soft Tip	Yes	Yes	Yes
Removal Wedge	Yes	Yes	Yes
Day Stickers	Yes	Yes	Yes
Double Swivel Elbow Options	Yes	Yes	Yes
Integrated MDI Options Available	Yes	No; Separate MDI adapter (119) available separately for use with T-Piece styles	Yes
Directional Tip Options	—	—	Yes
WetPak Options	—	—	Yes
Dual Lumen Options	—	—	—
Elbow Options	—	—	—
Elbow with Caps	—	—	—
Detachable Catheter	—	—	—
Flex Tube	Yes	Yes	Yes
Radioscopy Tip	—	—	—
Bronchoscopy	—	—	—
Sterile	Yes	Yes	Yes
DEHP Free	Yes	Yes	Yes
Estimated Price			

13. TALK TRACK — SUNSET LEGACY 72

	SUNSET HEALTHCARE - DELUXE 72-HOUR	BALLARD 7DAY CLOSED SUCTION SYSTEMS
Competitor Product Positioning Against Ballard	Ballard Turbo-Cleaning CSC OR Ballard 24-Hour CSC due to Duration of Use Labeling	—
Competitor Marketing Claims	Identical to Ballard Turbo Isolated Cleaning Chamber With Only One Seal	<p>Ballard 7Day Talking Points:</p> <p>Ballard 7Day Closed Suction is labeled for use up to 7 days. Turbulent cleaning chamber has 2 PEEP seals and flapper valve that:</p> <ul style="list-style-type: none">• Helps maintain lung volume and normal ventilation during catheter rinsing (backed by clinical study Corley et.al)• Helps maintain PEEP during catheter rinsing• Helps prevent inadvertent lavage <p>Thoroughly tested to offer the quality and reliability clinicians have come to expect from the Ballard brand.</p> <p>Ballard 7Day has additional benefits (MR Safe, IVS compatible with luer lock/luer slip syringes as well as saline bullets) that Medline product does not.</p>

14. TURBO-CLEANING/7DAY CROSS-REFERENCE

PART NUMBER	DESCRIPTION	7DAY CROSS	DESCRIPTION
22716	Ballard Turbo-Cleaning Closed Suction System for Adults, 12 F, DSE	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
227	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2276	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22714186	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE, MDI, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2271418	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE, MDI	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
227161	Ballard Turbo-Cleaning Closed Suction System for Adults, 16 F, DSE	727161	Ballard 7Day Closed Suction System, 16 Fr, DSE
2271013	Ballard Turbo-Cleaning Closed Suction System for Adults, 10 F, DSE	7271035	Ballard 7Day Closed Suction System, 10 Fr, T-Piece
2271603	Ballard Turbo-Cleaning Closed Suction System for Adults, 12 F, DSE	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
22712183	Ballard Turbo-Cleaning Closed Suction System for Adults, 12 F, DSE, MDI	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
22703	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
227036	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE, WET PAK*	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
22714183	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, DSE, MDI	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
227105	Ballard Turbo-Cleaning Closed Suction System for Adults, 10 F, T-Piece	727101	Ballard 7Day Closed Suction System, 10 Fr, DSE
22715	Ballard Turbo-Cleaning Closed Suction System for Adults, 12 F, T-Piece	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
22705	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, T-Piece	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
227056	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, T-Piece, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
227012586	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, T-Piece, MDI, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
227165	Ballard Turbo-Cleaning Closed Suction System for Adults, 16 F, T-Piece	727161	Ballard 7Day Closed Suction System, 16 Fr, DSE
227135	Ballard Turbo-Cleaning Closed Suction System for Adults, 12 F, T-Piece	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
2270135	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, T-Piece	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
22701356	Ballard Turbo-Cleaning Closed Suction System for Adults, 14 F, T-Piece, WET PAK*	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece

Crosses to full Ballard portfolio except for Directional Tip

Crosses to 98% of Competitive Portfolios (except for Directional Tip)

15. BALLARD™ CSC/7DAY CROSS-REFERENCE

PART NUMBER	DESCRIPTION	7DAY CROSS	DESCRIPTION
2160	Ballard Closed Suction System for Adults, 12 F, DSE	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
2210	Ballard Closed Suction System for Adults, 14 F, DSE	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22106	Ballard Closed Suction System for Adults, 14 F, DSE, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22108147	Ballard Closed Suction System for Adults, 14 F, DSE, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22108	Ballard Closed Suction System for Adults, 14 F, DSE, MDI	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22109	Ballard Closed Suction System for Adults, 14 F, DSE, DT	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2260	Ballard Closed Suction System for Adults, 16 F, DSE	727161	Ballard 7Day Closed Suction System, 16 Fr, DSE
21603	Ballard Closed Suction System for Adults, 12 F, DSE	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
22103	Ballard Closed Suction System for Adults, 14 F, DSE	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
221036	Ballard Closed Suction System for Adults, 14 F, DSE, WET PAK*	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
221038	Ballard Closed Suction System for Adults, 14 F, DSE, MDI	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
2105	Ballard Closed Suction System for Adults, 10 F, T-Piece	727101	Ballard 7Day Closed Suction System, 10 Fr, DSE
2155	Ballard Closed Suction System for Adults, 12 F, T-Piece	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
21559	Ballard Closed Suction System for Adults, 12 F, T-Piece, DT	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
22015	Ballard Closed Suction System for Adults, 14 F, T-Piece	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22025	Ballard Closed Suction System for Adults, 14 F, T-Piece	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2205	Ballard Closed Suction System for Adults, 14 F, T-Piece	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22056	Ballard Closed Suction System for Adults, 14 F, T-Piece, WET PAK*	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22058	Ballard Closed Suction System for Adults, 14 F, T-Piece, MDI	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22059	Ballard Closed Suction System for Adults, 14 F, T-Piece, DT	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2201258	Ballard Closed Suction System for Adults, 14 F, T-Piece, MDI	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
2255	Ballard Closed Suction System for Adults, 16 F, T-Piece	727161	Ballard 7Day Closed Suction System, 16 Fr, DSE
22556	Ballard Closed Suction System for Adults, 16 F, T-Piece, WET PAK*	727161	Ballard 7Day Closed Suction System, 16 Fr, DSE
215135	Ballard Closed Suction System for Adults, 12 F, T-Piece	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
21513511	Ballard Closed Suction System for Adults, 12 F, T-Piece	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
220135	Ballard Closed Suction System for Adults, 14 F, T-Piece	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
2201358	Ballard Closed Suction System for Adults, 14 F, T-Piece, MDI	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
216	Ballard Closed Suction System for Adults, 12 F, Elbow	727121	Ballard 7Day Closed Suction System, 12 Fr, DSE
221	Ballard Closed Suction System for Adults, 14 F, Elbow	727141	Ballard 7Day Closed Suction System, 14 Fr, DSE
22113	Ballard Closed Suction System for Adults, 14 F, Elbow	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece
2123	Ballard Closed Suction System for Adults, 12 F, Elbow with Caps	7271235	Ballard 7Day Closed Suction System, 12 Fr, T-Piece
2143	Ballard Closed Suction System for Adults, 14 F, Elbow with Caps	7271435	Ballard 7Day Closed Suction System, 14 Fr, T-Piece

Training Announcement



Ballard™ 7Day Closed Suction System

Safely suction patients on ventilation by removing secretions from the airway.

- Ballard 7Day Closed Suction System, Double Swivel Elbow, ET Length
- Ballard 7Day Closed Suction System, T-Piece, ET Length

DATE(S)

Dates XX – XX
Dates XX – XX
Dates XX – XX
Dates XX – XX
Dates XX – XX

TIME(S)

XX:XX – XX:XX
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XX:XX – XX:XX
XX:XX – XX:XX

NOTES

This is a spot for any notes you may have.

SPEAKER(S)

Speaker 1
Speaker 1 Email
Speaker 1 Phone

LOCATION(S)

Location 1
Location 2
Location 3

Speaker 2

Speaker 2 Email
Speaker 2 Phone



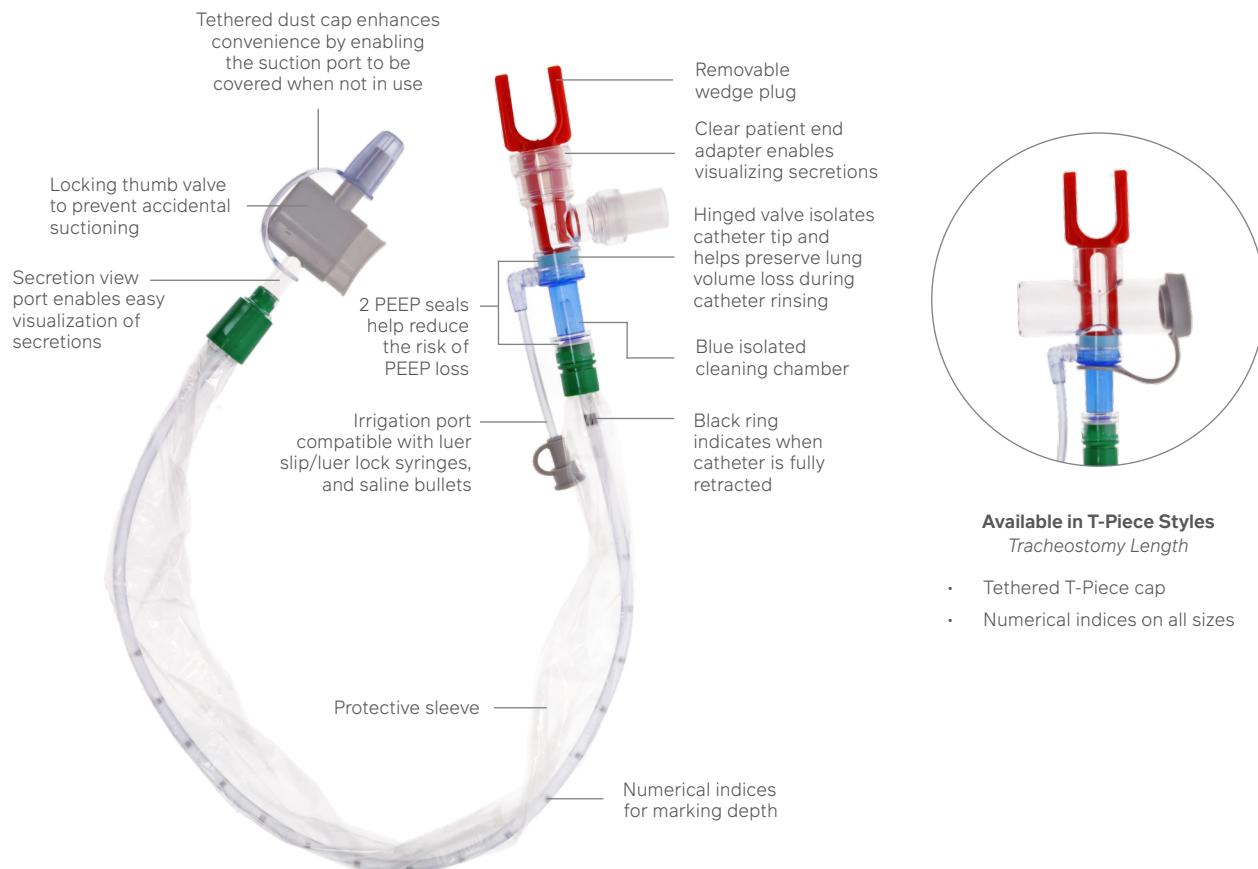
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resources and material

BALLARD™ 7DAY CLOSED SUCTION SYSTEM

STERILE | SINGLE PATIENT USE

Introducing the newest addition to the Ballard Closed Suction System portfolio. The Ballard 7Day Closed Suction System is a simplified, streamlined, easier-to-use portfolio of products for patients with an artificial airway for more than 72 hours. With a new look, clear adapter, and turbulent cleaning technology, these products empower clinicians with the flexibility to change out the catheter as needed, up to 7 days use, while retaining confidence in the quality and reliability of the product they are accustomed to with the Ballard brand. **MR safe and not made with latex/DEHP.**

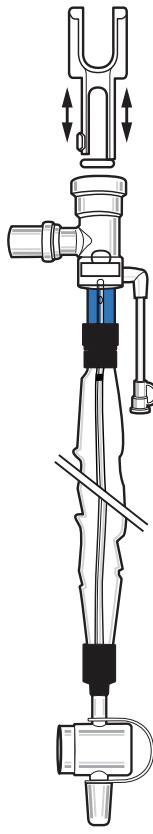


Double Swivel Elbow Style Endotracheal Length

ITEM	DESCRIPTION	DURATION	SIZE	ADAPTER TYPE	ET/TRACH	LENGTH	ACCESSORIES	PK
727101	Ballard 7Day Closed Suction System	7 Days	10 Fr	Double Swivel Elbow	ET Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727121	Ballard 7Day Closed Suction System	7 Days	12 Fr	Double Swivel Elbow	ET Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727141	Ballard 7Day Closed Suction System	7 Days	14 Fr	Double Swivel Elbow	ET Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
727161	Ballard 7Day Closed Suction System	7 Days	16 Fr	Double Swivel Elbow	ET Length	21.3" / 54 cm	15 mm x 22 mm Flex Connector	20
7271035	Ballard 7Day Closed Suction System	7 Days	10 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271235	Ballard 7Day Closed Suction System	7 Days	12 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271435	Ballard 7Day Closed Suction System	7 Days	14 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20
7271635	Ballard 7Day Closed Suction System	7 Days	16 Fr	T-Piece	Trach Length	12" / 30.5 cm	22 mm Flex Tube	20



BALLARD™ 7DAY CLOSED SUCTION SYSTEM



7 Days
Endotracheal
Double Swivel Elbow
 $V_D = 12 \text{ mL}$

→ O - 3.3 mm (10 F)
→ → Endotracheal
54 cm (21.3 in)

Contents: 1 Closed Suction Catheter
1 15 mm x 22 mm Flex Connector
1 Day Sticker

LOT UDI

REF 727101

-20°C
50°C

STERILE RX ONLY
Single Use

! MR

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Made in Mexico

727101 Rev 1 2025/08



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