

# Keller Medical, Inc.

## Funnel Opinion Panel Results

In the Fall of 2010, 241 surgeons participated with 186 completing the comprehensive survey sharing their experience using the Keller Funnel™. Listed below are the survey highlights. If you are interested in reviewing the survey in more depth, please click this link <http://questionpro.com/s/1-1028206-1872971>.

### Survey Basics

- 86% of respondents were male, 14% female
- 63% of respondents were between the ages of 35-54
- 98% of respondents use smooth round implants
- 73% of respondents absorb the cost of the Funnel
- *83% of physicians reported that they definitely will or have already recommended the Funnel to their peers; an additional 14% believed that they probably would, bringing the total likelihood to 97%*
- 48% of respondents believe the Keller Funnel™ is an innovative, leading edge device and a better way to do an established task
- 84% of respondents charge between \$4,500-\$8,000 for a primary breast augmentation

***The Keller Funnel™ has an extremely high level of physician satisfaction and has shown to clearly provide meaningful and tangible benefits, particularly after the surgeon completes the first few procedures.***

### Physician benefits

- 91% of physicians report satisfaction with the Keller Funnel™
- 86% of physicians report that the Funnel lessens finger fatigue
- 94% of physicians report that the Funnel's no-touch technique is an important benefit
- 98% of physicians report that "ease of placement" is a benefit of using the Funnel
- 85% of physicians report on average that the Funnel reduces the procedure by 8 minutes; with 52% of respondents claiming a time savings between 10-20minutes

### Patient benefits

- 92% of physicians report that use of the Funnel reduces incision lengths
- 94% of physicians believe using the Funnel reduces force on the implant shell
- 66% of physicians report that transaxillary incision placement is an important benefit

- 68% of physicians report that less bruising/tissue trauma is an important benefit
- 66% of physicians believe the Funnel may reduce incidence of capsular contracture
- 75% of physicians believe the Funnel technique reduces the risk of infection

***According to the surgeons surveyed, there is a significant perceived increase in physician and patient benefits as their experience with usage of the Keller Funnel increases.***

- After using the Keller Funnel™ in more than 6 procedures, 98% of physicians reported that they have or would recommend the device to their peers.
- 70% of physicians who have conducted 26+ procedures consider the Keller Funnel™ a practice differentiator
- 52% of physicians who have used the Funnel up to 6 times reported they use the device on most or all primary breast augmentations with silicone gels; the percentage jumps to 76 with physicians who have used the Funnel on 26+ procedures
- 70% of physicians who used the Funnel 6 or less times believed the no-touch technique to be an important benefit; that number increased to 84% with 26+ uses
- 46% of physicians who used the funnel up 6 times reported that their satisfaction levels in doing breast augmentations with the Funnel was an important benefit; that number jumps to 60% with physicians who have used the funnel in 26+ procedures

***The Keller Funnel™ was designed to make the insertion process easier for physicians. There is a slight learning curve (5 procedures or less) before a surgeon fully achieves satisfaction levels with the Funnel.***

- 9% of physicians believed that using the Keller Funnel™ for the first time was very to somewhat difficult
- 50% of physicians felt comfortable using the Funnel immediately, with 46% of physicians reporting a comfort level after a few uses
- 87% of physicians reported that the training video was helpful
- 23% of the physicians who reported difficulty with the Funnel during their first few uses reported that gripping the Funnel appropriately was a challenge and 28% reported advancing the implant was the most challenging aspect.