



KELLER FUNNEL™

News To Use

JANUARY 2012

STRONG FUNNEL SUPPORT AND SURVEY RESULTS DEMONSTRATED IN 2011 OPINION PANEL

A very warm thank you to everyone who participated in the 2011 Funnel Opinion Panel Survey!

More than 300 physicians took the survey - a great combination of original Funnel Opinion Panel Members and physicians new to the Funnel - and the responses helped reinforce our beliefs that the Funnel is truly a benefit not only to your practice, but to your patients.

From the survey, we learned that 85% of you were not aware that the Funnel is reimbursable when used in a reconstruction procedure, though 37% of you are using it on these procedures. As a direct response to this, we have created several information and resource pieces for your use, including a step-by-step procedural piece, including reimbursement codes and more. See sidebar for additional information.

And, thank you for recommending the Funnel to your peers—as over

98% of you have already done. Unsolicited recommendations of a product, especially one that has helped make routine procedures better, is the highest compliment.

The survey has shown us that physicians who completed the greatest number of Funnel procedures were also twice as likely to discuss the Funnel with their patients prior to the procedure, and that 91% report that the Funnel reduces incision lengths (93% for those using the Funnel for over a year).

And, if you participated in the 2011 Survey, don't forget to redeem your E-Coupon, which is good for 25% discount on your next order. This can provide a

significant savings, especially on volume purchases (up to \$500) - a perfect way to stock up and start the New Year!

For an in depth review of the entire study, please go to: www.funnelstudy.com.

◆ **98% Have or Will Have Recommended The Funnel To Their Peers**

◆ **97% Report Using The Funnel Makes It Easier to Deliver Implants**

◆ **Nearly 50% Report Using The Funnel Significantly More Than In 2010**

Look for the Emory University study in the February 2012 issue of ASJ, which tested contamination rates in silicone breast augmentation procedures using the traditional, digital method compared to delivering the implants with the Keller Funnel™.

Did You Know:

Doctor Locator Feature Helps Patients Find YOU

We are happy to list your practice in our complimentary [Doctor Locator](#) feature of the Patient portal of our website. This feature helps patients find doctors in their area who use the Funnel. Simply complete the [form](#), fax or email it back to us and you are done!

If you have additional locations, address changes, etc., you can email

[here](#) and we'll take care of the rest. Be sure to include every physician in your practice who uses the Funnel. Also, if you would like the Funnel Certified Seal for your website, please let us know! Physicians who have done at least 20 procedures and who have taken the certification test are welcome to use the seal, which helps differentiate your practice to your patients. The seal will also be displayed next to your listing on the Doctor Locator.



Under "Re-Construction":

As a direct response to our 2011 survey and the requests for information regarding Reconstruction and the Funnel, we have added a "Reconstruction" page to the Physician portal of the Keller Funnel™ [website](#). Included are:

- [Step-by-Step Procedure Review](#)
- [Video Clips](#)
- [Patient Resource Brochure](#)
- [Information on How To Claim Reimbursement](#)
- [Sample Letter of Medical Necessity](#)
- [Breast Reconstruction Press Release](#)

We welcome any submissions or recommendations of what has worked for you that you may wish to share with other physicians regarding reconstruction, including video clips. Email us [here](#) to submit items.

A **Reconstruction** page will also be included on the Patient [portal](#) of the website to provide information and useful links—and again, we welcome your submissions for this page.

Upcoming Meetings

**ASAPS EXPANDING HORIZONS
LAS VEGAS, NV
JANUARY 27-29, 2012**

**BAKER-GORDON SYMPOSIUM
MIAMI, FL
FEBRUARY 9-11, 2012**

**NWPS ANNUAL MEETING
HAWAII
FEBRUARY 18-23, 2012**

**INNOVATIONS & MULTIDISCIPLINARY
PERSPECTIVES—CLEVELAND CLINIC
FORT LAUDERDALE, FL
MARCH 23-25, 2012**

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