

Debbie Wu

From: Damon Daniels
Sent: Thursday, March 13, 2008 8:53 AM
To: Sean O'Connor
Subject: FW: New Physician Finder Functionality on daVinci Surgery.com

Just an FYI... It says that only one submission can be sent in for our physicians to be added to multiple sites.

The process is cumbersome if you have to request your doc's for each site, d.com and dvh.com.

Elise should be added shortly.

Damon Daniels
Clinical Sales Representative
Intuitive Surgical

425-785-0265
damon.daniels@intusurg.com

From: Christopher Simmonds
Sent: Wednesday, October 24, 2007 2:07 AM
To: US Sales Force; European Sales; Distributors
Cc: Marketing
Subject: New Physician Finder Functionality on daVinci Surgery.com

Dear Global Sales Organization

Yesterday we launched a new version of the physician finder on www.davincisurgery.com. The aim is to make it easier for potential patients to find and connect with trained physicians. This finder will be rolled out to www.intuitivesurgical.com and eventually to www.davinciprostatectomy.com. On a weekly basis we send about 1,500 visitors over to our customers web sites, generate about 160 telephone calls and 40 e-mails. We hope this will grow in the weeks and months ahead.

I would therefore like to take this opportunity to remind you of the criteria and process involved.

Criteria

Our policy is to list only physicians who have carried out 20 cases and maintain a level of 20 cases per year. We verify this by checking to see that 20 cases have been entered in Clarify. This policy is a firm policy based on a directive from ISI Legal. If a patient is told that the surgeons on our web sites have logged 20 cases, then they must have logged 20 cases. No exceptions. Please make sure this is clearly communicated to anyone who inquires about getting their surgeons listed in advance of having 20 cases in Clarify.

These are how the criteria pan out for each specialty

For GYN's: Must have performed 20 dVM and or dVH (any combination).
SPECIALIZING IN: benign disorders of the female reproductive system, pelvic pain, excessive bleeding, fibroids, infertility,

For GynOnc's: Must have performed 20 dVH
SPECIALIZING IN: cancer of the female reproductive organs

NEW For UroGyn's: Must have performed 20 dVSC procedures: either 20 dVSC or 20 dVSC with dVH as a combined procedure.

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SPECIALIZING IN: Pelvic organ prolapse.

For Cardiac: Must have performed 20 cardiothoracic procedures of any kind
SPECIALIZING IN: Revascularization or Mitral Valve Prolapse

For Urology: Must have performed 20 Urologic procedures
SPECIALIZING IN: Prostate Cancer, urologic conditions, kidney disease

Pediatrics: Must have performed 20 procedures (any kind?)

General Surgery: Must have performed 20 procedures (any kind?)

These sites all share a common database so inclusion on one will lead to inclusion on another where relevant. We believe that it is valuable for your customers to have all their contact details on the site. This should include their practice phone number, e-mail address and web site URL. If linking to a web site, it is also important that the hospital or practice site has good content on da Vinci Surgery. Please remember that we do have the da Vinci Surgery Web Marketing Toolkit (PN 871434 Rev A.) to support these activities.

The process is as follows

To expedite surgeon listings on we have enabled you to submit the practice information online directly into the surgeon locator database. These updates are still validated manually through Clarify so there will be a slight lag to make the listing live.

- You must enter the surgeons complete practice address, phone and at least one hospital affiliation.
- Critical note - the form requires that you enter a **valid email address for the physician's practice** to allow the practice to receive patient inquiries.
- You need only complete the one web-based form for listing on all three sites if appropriate.

The form is simple but includes required fields. You must enter the information marked with an asterisk or the form will not submit.

http://davincisurgery.com/add_doctor.aspx

The password is intuit.

Any feedback or questions, please reply back to webmaster@davincisurgery.com

Time Lag

We aim to turn around most requests in 24 hours however this is not always possible because we cannot validate the data in Clarify.

This is caused because of the following reasons

1. The physician has not done 20 procedures
2. There is a spelling difference between the name submitted and the name used in Clarify
3. The physician may have been inadvertently added in the incorrect field in Clarify
4. Occasionally e-mail notifications of new physicians requests are trapped in our spam filters

In all instances, we will let you know why the physician does not appear to qualify.

Please let me know if you have any questions.

Regards

Chris Simmonds
Sr. Director e-Marketing
Intuitive Surgical Inc.

11/27/2012

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ISI_33460

Debbie Wu

From: Dave Carson
Sent: Tuesday, July 01, 2008 9:06 PM
To: Sean O'Connor; Damon Daniels
Subject: FW: Training schedule for daVinci/Johnny Green

Guys:

Here is the first of two email responses I got from Dr. Green (Colo-Rectal) today. I will send you both. Next time we go to Bremerton lets schedule a meeting with him directly so we can hand off the relationship.

From: Johnny Green [mailto:jbgreen@kitsapcolorectal.com]
Sent: Tuesday, July 01, 2008 5:21 PM
To: Dave Carson
Subject: RE: Training schedule for daVinci

Dave,

I have not talked specifics with Dr. Clemens about when he wants to get started. I do believe he wants to be a console surgeon. I was actually planning to use Jane Minish, CRFA as the "bedside surgeon" as she is the usual first assist for both my and Dr. Clemens laparoscopic colon cases. Kim mentioned something today about using laparoscopic cholecystectomy as initial cases. There is an obvious deference in the degree of difficulty but the scheduling would be much simpler. Too bad we are ready now as I have two laparoscopic pelvic cases tomorrow. Since most of these are cancer cases they either get scheduled way out if getting chemoradiation first, or they want their cancer out tomorrow and don't want to wait 3-4 weeks for doctor training, even if it means a better operation.

Johnny B. Green, MD
Kitsap ColoRectal Surgery, Inc
2528 Wheaton Way, #103
Bremerton, WA 98310

From: Dave Carson [mailto:Dave.Carson@intusurg.com]
Sent: Tuesday, July 01, 2008 10:12 AM
To: Johnny Green
Cc: jgreen@kitsapcolorectal.com; Damon Daniels
Subject: Training schedule for daVinci

Dr. Green:

I want to start discussing the training process for getting started with robotic surgery. Some of this we have discussed before, but in summary...

First, the process consists of the following steps:

- online orientation module (1 hour)
- onsite inservice (thorough orientation on Harrison's robot - 4 hours)
- offsite training - animate porcine model in Sunnyvale, CA - ISI headquarters
- dry run first case - day or two prior to first case
- first case - with a proctor

Damon Daniels, Clinical Sales Representative, will be primarily responsible for helping you through the process. His number is 425-785-0265.

There are a couple guidelines: start of the training process to first case should take no longer than three weeks. Robotic surgery knowledge is a perishable skill; one step should lead quickly to the next.

Second, the first couple cases should be relatively "simple" procedures to ease the adoption of robotic interface. We need to find some cases to treat before your first LAR. Feel free to call Damon or me if you want to discuss further.

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Third, the off site training (in California with a porcine lab) is typically done over two days. Day one has surgeon A as console surgeon and surgeon B as bedside assistant. Day two the roles reverse. If only you are going to be console surgeon, we will do it in one day. But have you confirmed who will assist you? Is it Dr. Clemon? Does he want to be trained as console surgeon also?

In addition to these details, we need to find dates on everyone's calendar that work to go to Sunnyvale for the offsite lab. Time between the offsite lab and first case should be one week – that is the most critical time to keep short to retain learned skills.

There is much involved here; perhaps we should discuss over the phone. I wanted to give you this outline of the protocol first. Let me know your thoughts; thanks!

Dave Carson | Area Sales Manager | Intuitive Surgical, Inc.
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