



www.xhilarate.com

GLOBUS MEDICAL

A DYNAMIC LIVE DEMONSTRATION OF A NEW NOVEL ROBOTIC SURGICAL GUIDANCE SYSTEM.

GLOBUS MEDICAL

Touchscreen Monitor

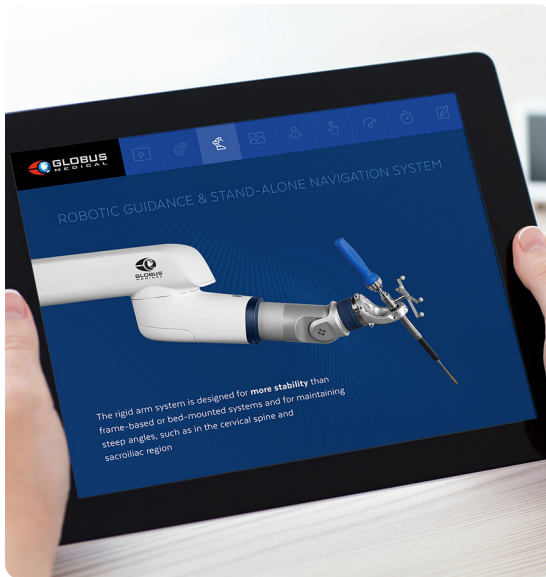
Designed to maximize usability

Intuitive Display

- Outlines the workflow from setup to screw placement
- Makes screw planning easy

Real-Time Display

- Instruments and implants relative to patient anatomy
- System status and corresponding messages and alerts



OVERVIEW

Globus Medical empowers surgeons with cutting-edge technologies for precise interventions, aiding individuals with musculoskeletal disorders to reclaim their freedom.

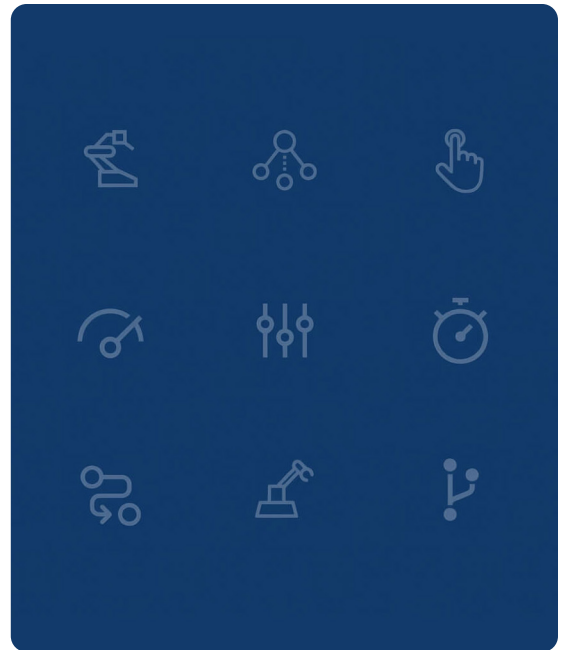
Our client education system mirrors this precision, striving to equip Globus Medical with innovative solutions that parallel the elevated standards they provide to their clientele. Through our tailored approach, we aim to amplify their commitment to excellence and advance patient care in the field of musculoskeletal health.

GLOBUS MEDICAL Life moves us

Extremely Rigid Robotic Arm

ENGAGE

To empower your sales force with the comprehensive expertise required to showcase the full potential of your flagship product, collaborating with the right partner is key. Our dedicated team collaborated closely with Globus Medical's product developers, sales representatives, and surgeons. We delved deeply into understanding and replicating the sophisticated functionalities inherent in ExcelsiusGPS®, a cutting-edge robotic guidance and navigation system. Through this collaborative effort, we aimed to ensure that the sales force could adeptly convey the system's intricate capabilities, enabling them to effectively communicate its value to customers and stakeholders. This collaboration involved in-depth workshops, simulations, and hands-on training sessions, enabling a thorough grasp of ExcelsiusGPS®'s nuances. We used insights from developers and users to create a robust sales strategy, empowering reps to confidently explain system complexities.



SERVICES

- Prototyping
- App Design
- UI/UX/IXD
- 2D / 3D Renderings
- Photography and Videography
- Graphic Design
- Iconography
- User Interface Design
- Illustrations

EXCITE

We provided the Globus sales force cutting-edge tools through a dynamic ExcelsiusGPS® education and training application. Understanding the time constraints faced by doctors and surgeons, our tablet-based system offers a seamless, non-linear experience. This empowers representatives to efficiently convey essential information, responding promptly to inquiries with captivating modules and tailored full-screen videos, ensuring an engaging and immediate pitch delivery. Our responsive technology simplifies the complex, ensuring a swift and impactful sales approach. Our innovative approach redefines sales readiness with the ExcelsiusGPS® education app. Tailored for busy medical pros, aids reps engaging clients effectively.

INSPIRE

Numerous healthcare POS systems often offer restricted capabilities, resembling modified presentations. However, recognizing the pivotal role of comprehensive information in hospital purchasing decisions, we go beyond conventional approaches. Alongside a customizable sales narrative, our team at Globus Medical provides a streamlined demonstration of ExcelsiusGPS®'s extensive functionalities in just a few clicks. Our method blends simulations, case studies in sales, granting immersive understanding of ExcelsiusGPS®.



Russ Napolitano / Partner, Creator of Opportunities
russ@xhilarate.com
215 983 9990