

Site Visit FAQ:

Travel

1. How does my customer book their travel?

-Once the site visit is booked, email Ali Berding (ali.berding@stryker.com) a list of customer attendees, cell phone numbers and email addresses.

-Ali Berding sends the travel shell request to BCD and puts the travel parameters in place for your customer visit. Each customer gets their own travel shell.

-BCD takes about 24 hours to complete the travel shell.

-Once the travel shell is complete, Ali will send you the BCD phone number and instructions to send to your customers to call and book their travel.

2. What information do I need to get from my customers to book travel?

-Full legal name

-Email address

-Cell phone number

3. Does my customer get to pick which flight they book?

Yes, BCD will give the customer flight options that are within the travel restrictions created. If they want a flight outside of those parameters, BCD will contact Stryker first for approval.

4. How do we book hotels and ground transportation for our customers?

Hotels and car services are included in the travel shell. Once your customer calls to book their flights, BCD will also set them up with a hotel and car services as needed.

5. Can an assistant book my customer's travel?

Yes. When booking travel with BCD, they will need all of their information (legal name, birthdate, phone number, seat preference, frequent flyer number).

6. How do I (the rep) book my travel and hotel?

Reps and RMs should book their flights on their own using the Stryker travel website. Discuss with your RM about the best way to pay for flights.

7. Should I fly with my customers?

Reps should plan to fly with their customers. Once the customers book their flights, the rep should book theirs to get on the same flight.

If the rep wants to come into the office early, the rep can take a different flight but should make plans to have dinner with the customers the night before the visit, if possible.

8. My customer missed their flight. Now what?

Contact BCD immediately. 886-826-1929

Hours: M-F 8am-5pm PST

9. My customer's flight was delayed. Will their car service know when to pick them up?

The car service has the flight information and will adjust the pickup time if there are any delays.

10. Where will the car service pick up my customers from the airport?

Baggage claim with a sign or an iPad with the customer's name.

11. What if my customer wants to stay a few extra days after the site visit?

Stryker compliance requires customers to arrive and leave within 24 hours of their site visit. In most cases, the customer will leave the same afternoon/ evening of their site visit.

If a customer wants to stay, they will need to book their flights through BCD following our compliance guidelines. After their flight is booked, they can adjust their flights as needed directly with the airline. The customers will be responsible for flight change fees and additional flight fees. After the site visit, the customers will also be responsible for hotel fees and all transportation fees. If the customer stays, we will not be able to provide transportation to the airport at the end of their trip.

Finances

1. Do we do customer reimbursements for site visits?

Technically yes. However, site visits cover everything for your customers up front with a Stryker meeting card. Your customers aren't expected to use their personal card for any expenses during the visit. Site visits should not require reimbursements. The process is long, and it can easily be avoided.

2. My customer has a hotel charge on their card. What do I do?

Sometimes the hotels will accidentally charge the customer's credit card instead of the card we keep on file. Let Ali Berding know, the charge can easily be reversed.

3. How do I know how much I can spend on dinner the night before a site visit?

For the United States, here's the limit for HCP meals (you will likely only need to worry about dinner):

Amounts are per person

Breakfast: \$50

Lunch: \$50

Dinner: \$150

These amounts include tax and tip. If you have questions, reach out to the Compliance team.

Attendance

1. Do I need to come on the site visit?

Yes! This is your opportunity to get to know your customers better and help them understand the solutions best for their facility.

2. Should I bring reps from other divisions?

We encourage cross divisional site visits. If it makes sense to bring a rep from another division, or your Comm or Sports Med counterpart--- bring them! For demos and presentations outside of the Endo portfolios, we will want support from their marketing team to make sure we are covered.

3. How many customers should I bring on a site visit?

Bring the decision makers for the facility. On average, a site visit has 1-3 customers per site visit, but our boardroom can comfortably hold about 15 people, but we can make accommodations for any size group.

4. Should my RM come on the site visit?

Talk to your RM about the site visit and determine the best strategy. Having your RM attend is not required, but adds an extra layer of support for the rep.

Content

1. How do I know what equipment we have in the iSuite?

The iSuite will showcase Endo's latest and greatest. For special requests or questions, contact Ali Berding.

2. How long is a site visit?

We start around 8am and end after lunch, usually 1pm or 2pm.

3. Who creates the agenda for the site visit? Will I be able to share it with my customers ahead of time?

Ali Berding will work with you to create the agenda for the day. It's encouraged to share with your customers to make sure the visit content is aligned with your customer's expectations.

4. My customer wants to discuss Stryker's roadmap. Are we able to discuss future products?

Yes! This will require an NDA. Include this information when you book the site visit and Ali Berding will secure an NDA for your customer to sign the day of the site visit.

5. What should I wear?

Reps should wear business attire.

6. Can I request someone specific to be a part of the site visit?

Absolutely! We can request someone specific, although there is no guarantee. If we are unable to get someone in particular, we will find a backup.

7. Should I bring my customers to San Jose, Dallas or Denver?

San Jose- Camera platform

Dallas- Booms, lights, integration

Denver- Sports Med labs

Take your customer to the location that cover the majority of what you are trying to accomplish. For specific questions, reach out to Ali Berding.

8. What if my customer has very specific topics to cover?

Include all pain points and discussion topics in the comment sections of the site visit booking tool. The information you provide when booking the visit will be used to create internal alignment to make sure we know as much as we need to about your customers.

The more you include, the more prepared we will be for questions, topics and discussions.

9. Who makes sure we have the right people available for the site visit (Marketing, R&D, Quality, ProCare, etc.)?

Ali Berding will take the lead. Any relationships you have, it's always a nice personal touch for the rep to reach out directly, but not required.

Other

1. Who coordinates a dinner the night before a site visit?

The rep is responsible for arranging dinner the night before. Usually the dinner is between the rep/ RM and the customers. For an updated list of local favorites, contact Ali Berding.

2. Do we provide food for our customers during the site visit?

We will feed them breakfast and lunch (depending on their site visit time).

3. What if my customer has food allergies?

Send any food restrictions to Ali Berding. Our food comes from our in-house catering company who can customize any dish for specific restrictions.

4. This is my first site visit; can you tell me what to expect?

Check out this video to see what a site visit looks like in San Jose!

<https://vimeo.com/simplescience/review/312240633/de270562a4>