

**B2B**



## **Women's Health Care and the Business of Being in Business**

**Private Practice    Hospitals    Fertility Clinics    Distributors    Surgical Units**

Technology is key for both sides of the Success Equation.

- <sup>CS</sup> How do you know which procedures and products are right for you?
- <sup>CS</sup> What will provide the best patient care and help grow your business?

The competitive landscape has grown exponentially, making investments in any new technology or products, a major decision.

CooperSurgical has created practice-specific operating models, flexible enough to allow for changing needs and evolving technology for every business channel.

The methodology works for you whether you're a small private practice or a large surgical product distributor.

Your Customer Service Team will work with you to adapt the appropriate construct to suit your individual needs, with an eye toward future strategic development.

CooperSurgical provides specific, needs-based procedures and products that have been thoroughly tested clinically and have proven successful in the marketplace.

Maybe that's why 60% of OB/GYN offices, 65% of hospitals and 69% of fertility clinics come to CooperSurgical for their health care products.

Call us and let's work together to enhance your practice, your productivity and prosperity.