

Manhattan OSS Territory: Joe Miranda

Week ending 4/29

- **Harlem Hospital:** No additional movement from Last Weeks Chief of Surgery meeting.
- I have a Morning Presentation scheduled for the General Surgery Residents and PA's of the hospital on May 6th. I am also currently awaiting the return from vacation of Chief of Anesthesia Dr. Lisa Ross. Her admin will be scheduling a meeting.
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- **Center for Specialty Care:** After working closely with Director of Anesthesia Mitch Cohn and aligning with the distributor Henry Schein, the Center has agreed to bring Ofirmev on. 4/28 an order was placed for the 1st case to be delivered 4/29. I have a follow up meeting scheduled with Dr. Mitch Cohn 4/30 to discuss Integration, Patient Selection, In Servicing Etc. First major OSS win in Manhattan for me.
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- **Manhattan Surgery Center:** In Service scheduled for 4/30 with all staff. I have been pursuing meetings with the individual surgeons who perform cases there and the goal is to incrementally grow the business.
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- **Roosevelt Hospital Manhattan (Growing the Dirt):** Leveraged key relationships to structure a Presentation for the General Surgery Residents for HSS rep Chris Hadjandreas. I was able to place him in front of them, as well as visit with surgeons I knew that attended: Dr. Alan Benvenisty (Vascular), Dr. Scott Belsley (Bariatrics), Dr. Faiz Bhora (Chief of Thoracics) and met briefly with Chief of Vascular John Lantis. Deep insights into current protocols and uncovering Hospital push to limit Ofirmev use. Residents and surgeons are strong advocates and continue to fight for its use.
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- **Bellevue Hospital:** Meeting is set with Chief of Anesthesia Dr. Levan Chapan for May 1st.
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- **Fifth Ave Surgery Center:** I have identified several key surgeons who are practicing at Fifth Ave Surgery and have independently been calling on their office to garner support for Ofirmev Introduction. President and CEO of facility Dr. Gregg Rock initially stated support and request for Ofirmev, but still needed to discuss with Medical Director Igor Amigud. Follow up meeting scheduled for May 5th.
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- **NY Spine Medicine:** Dr. Schottenstein is a Heavy prescriber and #1 Xartemis target. Called on office and Presentation is scheduled for May 5th.