



Celebrating the milestones and value of da Vinci surgery

Suggested messaging for communications honoring the hundreds and thousands of da Vinci procedures performed at your hospital and the potentially beneficial impact on patients.

Hospital value-based milestone messaging

Sample 1

Image overlay text or callout below image

The surgical team at [Hospital] found fewer hospital stay days versus lap and/or open for [X procedure] as we performed our [1000] da Vinci surgery.

Message

We are so proud to share that our robotic surgeons and robotic care team have lowered hospital stay days by [X%] with da Vinci surgeries compared to lap and [X%] compared to open surgeries. Our data continues to prove that we are at the forefront of providing advanced care, and committed to providing better outcomes, and better patient and care team experiences.

We have recently completed [1,000] da Vinci robotic-assisted surgeries—a milestone in our journey to make high-quality minimally invasive surgery accessible to more patients.

Thanks to our surgeons [tag name 1] and [tag name 2] and our entire robotic care team on this impressive milestone and for positively impacting the lives of so many patients.

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Sample 2

Image overlay text or callout below image

[Hospital] reduces recovery times to [X] days for [X procedure] compared to open surgeries while reaching milestone of [1,000] da Vinci surgeries and stays at forefront of MIS.

Message

[Hospital/health system] is thrilled to share that we have reduced the da Vinci [procedure] recovery times to [XX] days from [XX] for open surgery and [XX] for laparoscopic surgery, and potentially saved [\$X million] based on {XX bed days} since (20xx). Our patients always come first, and our data proves it.

Additionally, our robotic service line has reached a new milestone—we have successfully completed [1,000] da Vinci surgeries. Working with Intuitive, a pioneer in robotic-assisted technology and the maker of da Vinci surgical systems, this accomplishment is all part of our pursuit to improve healthcare and keep our hospital and staff at the forefront of minimally invasive care. We're helping more of our patients gain access to the care they need, and for certain procedures, we have achieved better clinical outcomes such as a shorter length of stay in our hospital and fewer readmissions compared to open and/or lap procedures.

Many thanks to the great work and expertise of [tag name 1] and [tag name 2] and our entire robotics care team, as well as our leadership team who are committed to growing our robotics service line.

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[Insert information and data specific to your hospital or health system, including but not limited to the number of da Vinci surgeries completed and clinical outcomes such as LOS, recovery times, surgical site infections, complications, conversions, readmissions, bed days, and corresponding cost saving as may be applicable. Please ensure you have data on file to support any clinical or economic claims.]

Sample 3

Image overlay text or callout below image

The surgical team at [Hospital] lowers length of stay by [X] days for [X procedure] compared to lap as we reach our [1,000] da Vinci surgery milestone.

Message

We are thrilled to share the shorter recovery times for da Vinci surgeries performed at [hospital/health system] have saved [XX,XXX] bed stays since [20XX] for [X procedure] compared to [open/lap] surgeries. Shorter hospital stays mean that we've been able to get our patients home and back to their lives sooner.

Performing [1,000] da Vinci robotic-assisted surgeries (RAS) is an important milestone for our health system. Our commitment to RAS for certain procedures has resulted in many benefits to our patients, including shorter hospital stays and fewer conversions to open surgery compared to lap for [X procedure].

Congratulations [tag name 1], [tag name 2], and our skilled surgical teams on this impressive milestone.

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Sample 4

Image overlay text or callout below image

The surgical team at [Hospital] found fewer readmissions versus lap and/or open for [X procedure] as we performed our [1000] da Vinci surgery.

Message

We are incredibly proud to share that we have lowered readmission rates for [procedure] by [X%] with da Vinci surgeries compared to lap and [X%] compared to open surgeries. As a leading hospital, it's imperative that we help our surgeons, physicians, and care teams deliver better, more predictable outcomes for the patients in our community.

We recently completed an important milestone of having performed [1,000] da Vinci robotic-assisted surgeries across various specialties. A minimally invasive approach, da Vinci [X procedures] have been the better option for some and have helped us reduce [insert applicable outcomes here; refer to footnote below] to help patients get back to normal activities faster compared to [open/lap].

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[Insert information and data specific to your hospital or health system, including but not limited to the number of da Vinci surgeries completed and clinical outcomes such as reduce the risk of surgical site infections or complications, shortened hospital stays, and enhanced recovery as may be applicable. Please ensure you have data on file to support any clinical or economic claims.]

Sample 5

Image overlay text or callout below image

[Hospital] reduces readmittance rates to [X%] for [X procedure] compared to lap while reaching milestone of [1,000] da Vinci surgeries and stays at forefront of MIS.

Message

It is with great pride that we share that we've reduced readmittance rates by [X%] with da Vinci [X procedure] surgeries compared to lap and [X%] compared to open surgeries. This data comes as we also celebrate an important milestone: [1,000] da Vinci surgeries have been completed by our surgeons and care team members. Our hospital and our patients are benefiting from our continued commitment to high-quality minimally invasive surgery (MIS)—from enhanced precision to better clinical results for certain procedures when compared to conventional laparoscopic (lap) and open procedures.

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[Insert information and data specific to your hospital or health system, including but not limited to the number of da Vinci surgeries completed and clinical outcomes such as LOS, recovery times, surgical site infections, complications, conversions, readmissions, bed days, and corresponding cost saving as may be applicable. Please ensure you have data on file to support any clinical or economic claims.]

Post examples

Healthcare, HMG Surgical Associates, the individuals, and their respective milestones and outcome data featured in these examples are fictional. Intuitive images available for customer use are available from the [Intuitive Newsroom](#)

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We are so proud to share that our robotic surgeons and robotic care team ...see more



1,000 da Vinci surgeries and shorter length of stay for hernia procedures compared to open.
healthcare.com

634 6 comments · 42 reposts

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Healthcare
96,115 Followers
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We are so proud to share that our robotic surgeons and robotic care team have lowered hospital stay days by 56% with hernia da Vinci surgeries compared to open surgeries. Our data continues to prove that we are at the forefront of providing advanced care, and committed to providing better outcomes, and better patient and care team experiences.

We have recently completed 1,000 da Vinci® robotic-assisted surgeries—a milestone on our journey to make high-quality minimally invasive surgery accessible to more patients.

Thanks to our surgeons—**Roberta Close, Jonathan Branch, Daniel Gonzalez**—and our entire robotics care team on this impressive milestone and for positively impacting the lives of so many patients.

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1,000 da Vinci surgeries and shorter length of stay for hernia procedures compared to open.
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Myra Winn
Surgeon at Healthcare
Middletown, WA
1d · 🌐

I am proud to share that my data has shown a 23% reduction in readmissions with ...see more



23%
Fewer readmissions for da Vinci hernia repairs versus open as I performed my 1,000th case.

634 6 comments · 42 reposts

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Myra Winn
Surgeon at Healthcare
Middletown, WA
1d · 🌐

I am proud to share that my data has shown 23% reduction in readmissions with hernia da Vinci surgery compared to open. Offering da Vinci surgery as an option in my general surgery practice has helped shorten hospital stays by as many as 2 days and enhance recovery to help patients get back to their normal activities faster.

Along with my incredible surgical staff, I recently performed my 1,000th da Vinci robotic-assisted procedure at Healthcare. Precision, flexibility, and control are only a few of the many benefits of da Vinci® surgical systems by Intuitive. As a surgeon at a leading hospital, my care teams and I must deliver better, more predictable outcomes for the patients in our community—da Vinci surgery helps make that possible.

Thank you to **Karol Davis, Carlos Perez, Rashmi Patel**, the entire dedicated care team and leadership at **Healthcare**, and the 1,000 patient who have entrusted us with their care.

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23%
Fewer readmissions for da Vinci hernia repairs versus open as I performed my 1,000th case.

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Anthony G. Koren
Surgeon at HMG Surgical Ass...
Fairhope, MA
1d · 🌐

Honored to be working alongside an incredibly skilled and dedicated [#davinci](#) surgical team. Thank you **Kim Banks** and **Mark Waters**.



Da Vinci surgeries
Fewer days in the hospital for our patients
Helping patients get back to normal activities faster

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Surgeon value-based milestone messaging

Sample 1

Image overlay text or callout below image

Reduced length of hospital stay for [X procedure] by [X days] compared to lap and [X days] compared to open surgery.

Message

I am thrilled to share that I have been able to reduce my patients' length of hospital stay by [X days] for da Vinci [X procedure] compared to lap and [X days] compared to open surgery. My data speaks for itself and continues to show that the da Vinci surgical system allows me to provide my patients with high-quality minimally invasive surgery and better clinical results, including fewer surgical site infections and faster recovery when compared to conventional lap and/or open procedures.

As a surgeon at [hospital/health system], I am honored to work alongside an incredibly skilled and dedicated surgical staff. Together, we have completed more than [XXX] da Vinci surgeries for a range of conditions.

I could not have achieved this goal without the belief and expertise of my robotics care team, [tag name 1], [tag name 2], and [tag name 3], and the support of our hospital leadership—all committed to making da Vinci surgery more accessible to patients throughout our community.

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Sample 2

Image overlay text or callout below image

Lower readmission rates for [X procedure] versus [lap/open] as I performed my [1000] da Vinci surgery.

Message

I am proud to share that my data has shown a [X%] reduction in hospital readmissions with da Vinci [X procedure] surgery compared to open and [X%] compared to laparoscopic surgery. Offering da Vinci surgery as part of my [specialty] practice has helped [insert applicable outcomes here; refer to footnote below] to help patients get back to their normal activities faster.

Along with my incredible surgical staff, I recently performed my [XXXX] da Vinci robotic-assisted procedure at [hospital]. Precision, flexibility, and control are only a few of the many benefits of da Vinci surgical systems by Intuitive. As a surgeon at a leading hospital, my care teams and I must deliver better, more predictable outcomes for the patients in our community—da Vinci surgery helps make that possible.

Thank you to [tag name 1], [tag name 2], [tag name 3], the entire dedicated care team and leadership at [hospital], and the 1,000 patient who have entrusted us with their care.

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[Insert information and data specific to your practice and hospital or health system, including but not limited to the number of da Vinci surgeries completed and clinical outcomes such as minimize the risk of surgical site infections, shorten hospital stays by as many as [X] days, and enhance recovery as may be applicable. Please ensure you have data on file to support any clinical or economic claims.]

Permitted use

Use the messaging found in these templates to create your own customized communications. You may remove content that does not suit your purpose and add content that you wish to include.

Intuitive is making available this template as a courtesy to our customers for their use in their own materials used to market their own services. Only for procedures cleared by applicable regulatory agencies. Please refer to the da Vinci systems user manual for a description of clinical uses for which the da Vinci Surgical System has been approved/cleared for use. Intuitive does not advise or provide input to customers on their marketing efforts beyond providing the template; creating marketing materials from what is provided here is under the sole control of the customer. Customers shall not include any statements in their marketing materials that imply that Intuitive endorses customer's marketing efforts.

Important safety information

Patients should talk to their doctor to decide if surgery with a da Vinci system is right for them. Patients and doctors should review all available information on nonsurgical and surgical options and associated risks in order to make an informed decision.

Serious complications may occur in any surgery, including surgery with a da Vinci system, up to and including death. Serious risks include, but are

not limited to, injury to tissues and organs and conversion to other surgical techniques which could result in a longer operative time and/or increased complications.

For important safety information, including surgical risks and considerations, please also refer to www.intuitive.com/safety. For a product's intended use and/or indications for use, risks, full cautions and warnings, please refer to the associated User Manual(s).

Individuals' outcomes may depend on a number of factors, including but not limited to patient characteristics, disease characteristics, and/or surgeon experience.

Da Vinci Xi/X system precaution statement

The demonstration of safety and effectiveness for the representative specific procedures did not include evaluation of outcomes related to the treatment of cancer (overall survival, disease-free survival, local recurrence) or treatment of the patient's underlying disease/condition. Device usage in all surgical procedures should be guided by the clinical judgment of an adequately trained surgeon.

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