

TSC Life Sales Team FAQ Document: Transition to Direct Sales

1. Who is TSC Life?

TSC Life is a global MedTech company with over 30 years of expertise, specializing in patient temperature management solutions for operating rooms, intensive care units, and urology. Our headquarters are in Amersfoort, Netherlands. We design, manufacture, and innovate products that improve patient outcomes, such as our flagship Mistral-Air® warming system, Fluido® AirGuard System blood and fluid warming, and Broncoflex™ single-use bronchoscopes. TSC Life's mission is to provide advanced solutions for hospitals, and we're known for our dedication to innovation, reliability, and supporting healthcare professionals.

2. Why is TSC Life transitioning to direct management of the Mistral-Air® portfolio?

Starting January 1, 2025, TSC Life will directly manage the Mistral-Air® product line alongside its existing portfolio in the U.S. The product was previously distributed through Stryker. By moving to direct sales, we can implement innovations based on direct feedback from our customers, allowing us to be agile and customer focused.

3. Why is TSC Life separating from Stryker?

Stryker has been a valued partner, but patient temperature management has never been a core focus for them. TSC Life, however, specializes in this area. By taking full control of Mistral-Air, we can focus all our resources and expertise on improving our product and service offerings, without the limitations of being bundled with a distributor's broader product range. This shift allows us to provide more specialized, dedicated support to healthcare providers and a stronger commitment to innovation.

4. What benefits does direct management bring to healthcare providers?

- **Faster Support & Communication:** By removing the intermediary, healthcare providers will have direct access to TSC Life for any questions, service requests, or feedback. This ensures faster response times.

- **Tailored Innovations:** TSC Life works directly with clinicians, which allows us to design and refine our products based on real-world needs, leading to more meaningful product improvements.
- **Enhanced Customer Service:** Since we are both the manufacturer and the distributor, all product concerns, questions, or support needs are addressed directly by the experts who created the product, ensuring swift resolutions.
- **Better Training & Education:** We can now provide more focused training and educational resources, helping medical teams better understand how to use our products effectively.

5. I've been working with Stryker for years. Why should I trust TSC Life?

TSC Life may be new to some customers in North America, but we've been the innovators and manufacturers behind the Mistral-Air system for decades. While Stryker helped distribute the product, we are the ones who created and refined it. Our specialization in patient temperature management ensures you will receive more personalized, focused service and support from a company solely dedicated to this space.

Additionally, our direct involvement ensures smoother communication, faster product improvements, and greater responsiveness to your needs. TSC Life is fully committed to making this transition seamless and ensuring you continue receiving the high-quality service you expect.

6. Will the product or service change with TSC Life now in control?

No, the Mistral-Air system will continue to deliver the same reliable performance you've come to trust. In fact, by managing the portfolio directly, TSC Life is committed to enhancing the product and improving service. We've already made several updates, such as redesigning the hose to prevent breakage, based on user feedback. You'll also benefit from direct communication with our product specialists and engineers, leading to faster resolutions and product improvements.

7. What should I do to ensure I maintain access to Mistral-Air products after the transition?

It's a seamless process. All you need to do is contact our sales department at mistralair@tsc-life.com to update your contracts. TSC Life will handle the rest, ensuring that your supply chain remains uninterrupted, and you continue receiving Mistral-Air products and support without delay.



8. How will the transition affect pricing? Will there be any changes?

Our goal is to maintain competitive pricing while enhancing the value you receive. With TSC Life managing the product directly, there is the potential for more streamlined processes and cost efficiencies that may benefit our customers. If there are any changes in pricing, we will communicate them transparently and work with each customer to ensure a smooth transition.

9. What training or support will be provided to my staff during the transition?

TSC Life is committed to ensuring your staff is fully supported during this transition. We will provide direct training and education on how to best utilize the Mistral-Air system. Our experts will be available to assist with product demonstrations, in-service training, and answer any questions your team may have, helping them get the most out of the product. You will also have access to a full team of direct sales and support staff. Simply contact mistralair@tsc-life.com.

Potential Challenging Questions & Responses

10. I'm concerned about losing the reliability I had with Stryker. What assurances can you offer?

We understand that change can be concerning but rest assured that TSC Life has been the true innovator behind Mistral-Air from the start. With direct control, we can respond more quickly and efficiently to your needs. Our specialized focus on patient temperature management means you'll receive even more dedicated support than before. Additionally, we have invested in our U.S. team to ensure top-notch service for all our clients.

11. Why should I switch from a company as established as Stryker to a lesser-known brand like TSC Life?

While TSC Life may be new to direct sales in North America, we are far from an unknown company. We've been leading the development of patient temperature management solutions for over 30 years, and we are the original creators of Mistral-Air and Fluido blood and fluid warmers. Stryker has been a distribution partner, but this shift allows you to work directly with the experts who know the product inside and out, ensuring better communication, service, and innovations tailored to your needs.



12. How do I know TSC Life will provide the same level of customer service as Stryker?

TSC Life is deeply invested in delivering outstanding customer experience. By eliminating the intermediary, we can respond to you directly and more quickly than before. This transition allows us to offer more personalized service because we specialize in this product. Additionally, our U.S. team is fully dedicated to providing you with top-tier support and ensuring the continuity of your service.

13. What makes TSC Life better than competitors in the market, like 3M?

TSC Life's strength lies in its dedication to direct collaboration with healthcare providers. While larger companies like 3M may have greater financial resources, TSC Life focuses on real-world innovation driven by feedback from the end users—clinicians and surgeons. Our portfolio is focused on this space with no distractions in other segments. And our products, like Mistral-Air, are designed with simplicity, ease of use, and direct clinical input, ensuring they meet practical needs. Plus, with direct management, you'll receive faster support and have a more streamlined experience when dealing with product inquiries or service requests.

14. How can I be sure TSC Life will remain reliable in the U.S. market, given it's new here?

TSC Life may be new to direct sales in North America, but we have a strong legacy in Europe and other global markets. We are committed to building lasting relationships in the U.S. market and have already invested heavily in expanding our U.S. team and infrastructure to ensure reliable, long-term support. We are here for the long haul, and we are confident that our focus on direct communication and superior service will establish trust quickly.