



ARE YOU GETTING THE RIGHT INSIGHTS?

A photograph of two women in a clinical setting. On the left, a woman in light blue scrubs with a stethoscope around her neck is looking down at a document. On the right, a woman in a light grey blazer over a black top is also looking at the document. They are standing in front of blue curtains. The woman on the right is holding a black folder.

THE 5 DECISION DRIVERS

That Make or Break
Your Device in the OR

A practical guide for MedTech sales and marketing teams on what perioperative nurses and leaders weigh before adopting new devices. Learn how working with nurses directly can lead to stronger launches and safer care.

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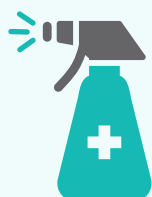
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HOSPITALS DON'T MAKE PURCHASING DECISIONS on flash or cost alone. Every device is scrutinized through Value Analysis Committees (VACs), where clinicians, nurses, supply chain, and finance leaders examine the evidence.

While there are many contributing factors, VAC decisions often rest on **five non-negotiables**:



COMPLIANCE WITH GUIDELINES & POLICIES



STERILIZATION & REPROCESSING COMPATIBILITY



TOTAL COST OF OWNERSHIP & FINANCIAL IMPACT



IMPROVED PATIENT OUTCOMES



EDUCATION, TRAINING, AND IMPLEMENTATION

BEFORE WE DIVE INTO EACH, let's take a glimpse into the processes that drive medical device purchases and adoption.

HOW PURCHASES ARE DECIDED

Every new product must earn its way into the operating room. The modern path to “yes” is structured, evidence-driven, and heavily shaped by perioperative nurse input at every step.

Why Nurse Feedback Decides the Fate of Your Device in the OR

From the first request to final rollout, perioperative nurses and leaders are at the center of every purchasing decision for the OR. They identify needs, validate whether a device truly solves a clinical problem, and provide the frontline perspective on usability, and workflow fit.

**FOR MEDTECH COMPANIES, THIS
MEANS ONE THING: LISTENING TO
NURSES IS NON-NEGOTIABLE.**

Those who collaborate with perioperative nurses early and often in product development will find an invaluable well of insight and support. Nurses help curate devices they need, making your pitch stronger, your adoption faster, and your impact on patient care greater.

A Winning Partnership

When medical device manufacturers listen to perioperative nurses, they receive feedback that shapes better products and smoother adoption. But the relationship is mutually beneficial. Nurses are willing participants in this process. The partnership ensures they have devices that meet real OR needs. For medical device manufacturers, it makes pitches stronger and market entry faster.

The result is a win-win partnership: By working together both sides can create products that are more effective and backed by the clinicians who advocate for their use.

DECISION FLOW CHART:



CLINICIAN OR
SERVICE-LINE REQUEST



VAC INTAKE & TRIAGE



PRODUCT
EVALUATION & TRIALS



INTERDISCIPLINARY
REVIEW



DECISION & ROLLOUT

THE 5 DECISION DRIVERS

THAT MAKE OR BREAK YOUR DEVICE IN THE OR

1 Compliance with Guidelines & Policies

The AORN Guidelines for Perioperative Practice are the bedrock from which perioperative nursing best-practices are delivered. They set the standard for perioperative care and serve as the north star for anything that transpires inside the OR.

IF YOUR PRODUCT OR DEVICE IS NOT IN ALIGNMENT WITH THE GUIDELINES, LOCAL POLICIES, AND COMPLIANCE REQUIREMENTS, IT'S NOT READY.

Ask yourself, does the product align with AORN's evidence-based guidelines, facility policies, and manufacturer instructions for use (IFUs)? If not, it's time to go back to

the drawing board. Adherence to the guidelines is non-negotiable.

WHY IT MATTERS: Perioperative nurses are required to measure every product against professional standards and policy set out by local regulations and in the AORN Guidelines. A device that falls short here doesn't just face resistance, it fails outright.

HOW TO PREPARE: Come to VACs with documentation in hand. Be ready to show exactly how your device fits AORN product evaluation guidance and your target facility's policies. Most of all, understand the AORN Guidelines and how your product is in compliance with evidence-based practices.

2 Sterilization & Reprocessing Compatibility

SSIs cost the healthcare system billions of dollars annually, and serve as a top concern across perioperative facilities. Sterilization is the cornerstone of infection prevention. Manufacturers that take sterilization seriously will stand out from the rest. AORN's insights ensure your device can be safely, consistently, and efficiently reprocessed using the tools and workflows central sterile processing departments already rely on.

WHY IT MATTERS: Reprocessing failures are patient safety failures. Nurses and sterile processing teams know that if a device can't

be cleaned, sterilized, and turned over without risk, it won't be adopted. Period.

HOW TO PREPARE: Talk with nurses and perioperative professionals to understand their challenges in sterilization and infection prevention. Bring sterility assurance data to the table. Work with nurses to ensure compatibility with existing reprocessing systems and materials. Acknowledge limitations upfront and provide solutions, nurses respect vendors who respect and approach nursing challenges with possible solutions.

3 Total Cost of Ownership & Financial Impact

Be ready to communicate the full picture of cost beyond sticker price. Take training time, learning curve, reprocessing expenses, maintenance, and replacement costs all into consideration.

WHY IT MATTERS: As you know, the operating room is the hospital's economic engine. Facilities, however, run on tight margins and often suffer from staff shortages. Budget pressure is relentless and not likely to change soon. Any amount of time a nurse takes away from patient care comes at a steep cost. Value Analysis Committees weigh clinical benefits against lifetime cost, not unit price.

HOW TO PREPARE: Talk with perioperative leaders to understand their financial challenges. Build a model that shows costs and proves potential savings across the product lifecycle. Shorter turnover times, fewer complications, reduced waste will go a long way. Frame cost in terms of avoided risk and improved efficiency, not just purchase price.

STUDIES FROM THE HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) SHOW THE OR GENERATES UP TO 70% OF REVENUE WHILE DRIVING 35-40% OF EXPENSES.

4 Improved Patient Outcomes

Mitigating financial limitations is one thing, ensuring better patient outcomes is the ultimate goal. Your device must include evidence-based data to show its potential in reducing complications, improving recovery, or directly enhancing safety in measurable ways.

WHY IT MATTERS: Patient outcomes are the North Star for perioperative care. We've already mentioned the importance of infection prevention, but outcomes also include fewer retained instruments, better ergonomics that protect staff, and workflows that shorten recovery time.

HOW TO PREPARE: Nurses hold the key. Perioperative nurses are the only caregivers

who stand at both bookends of surgery; present when patients go to sleep and there again when they wake up. Their perspective is unmatched. They see what improves care, where risks hide, and how products actually perform under pressure. Their insight is indispensable.

By connecting directly with the nurses who live these outcomes every day, you gain the evidence that matters most. Come to VAC with peer-reviewed data, and the frontline insight that only perioperative nurses can provide.

5 Impact on Education, Training, and Implementation

Every device adoption is an investment and will change the day-to-day operations for the facility. How your device affects the team's ability to learn, use, and sustain competency must be addressed. Work with facilities to curate a plan and understanding on how the device impacts training and may help with improving clinical competency.

WHY IT MATTERS: Even the best product fails if staff can't use it confidently and consistently. OR leaders care about competency, turnover, and safety and they know training gaps put all three at risk.

HOW TO PREPARE: Talk with nurses to ensure your device includes a turnkey training plan. Offer resources for nurse educators and frontline staff. Show how fast staff can reach competency and highlight ongoing support after launch.

BOTTOM LINE

FOR SALES TEAMS

IF YOU CAN'T SPEAK TO THESE

FIVE DRIVERS: guidelines compliance, sterilization/reprocessing, cost, outcomes, and training: you're not ready for VAC review. Align your pitch with what perioperative leaders actually prioritize, and you'll turn barriers into buy-in.

Perioperative leaders explicitly frame their role as product evaluators and patient-safety advocates, often through VAC participation.

Their feedback, insight, and collaboration is central to everything that makes the OR run effectively.

**REMEMBER
THAT YOU CAN'T
WIN THE MARKET
WITHOUT WINNING
THE NURSES.**

VALUE ANALYSIS COMMITTEE (VAC) CONSIDERATIONS

Now that we've broken down how facilities buy on evidence, safety, fit, and total value, we'll look at how decisions are increasingly interdisciplinary and run through **Value Analysis Committees**.

The VAC's mission is simple: every purchase must deliver clear, measurable value. That means evaluating each product through multiple lenses:

- **CLINICAL OUTCOMES** – Will it improve care?
- **QUALITY AND COMPARISON** – Is it better than what we already have?
- **FINANCIAL ANALYSIS** – Does the cost match the benefit?
- **EDUCATION** – Will staff know how to use it effectively?

By pulling in voices from across the hospital, VACs break down supply chain silos and replace individual preference with collaborative, data-driven decisions.

Winning vendors arrive with clear clinical evidence, total cost models, reprocessing/sterility compatibility, and a plan for training and implementation, aligned to guidelines and the realities of the OR.



TURNING INSIGHT INTO THE FUTURE OF PERIOPERATIVE CARE

Progress in perioperative care does not come from guesswork. It comes from the people closest to the patient: the nurses and surgical leaders who see, minute by minute, what effective patient care looks like.

***NURSE INSIGHT IS THE FOUNDATION FOR
SAFER WORKFLOWS, STRONGER DECISIONS,
AND BETTER OUTCOMES.***

AORN's market research connects you directly to that knowledge. Through surveys, focus groups, and live sessions at AORN Global Surgical Conference and Expo, we give you access to the clinicians whose voices carry weight in every purchasing decision.

The landscape is shifting, policies, staffing, and facility needs, change constantly. If you are not in step with perioperative priorities, your product will struggle to find its place.

When you are aligned, you have the evidence to move forward with speed and confidence.

WORK WITH AORN