

MedLeads Data Management

MedLeads compiles lead generation and market research information by calling targeted customers and conducting professional phone interviews. Collected information can be presented via a series of tables and graphs as specified by the client. The report options used to present your data is unlimited. Samples are provided below and on the following pages.

Sample statistical report designed to present information in an easy to ready yet comprehensive manner. The online reporting programs allow for input from field representatives and automatic emails of important events.

AHAID rank Prefix FirstName Title DeptName Email DirectPhone ACBeds Calls Rank

AR

Requested

6361440 White County Medical Center Searcy 1 Jennifer Director of Cardiopulmon Cardio Pulmonary Services Jennifer@yooho.com 828-586-7230 166 1 B

| Perform Procedure: | Use Our Product: | Has Neonatal: | Uses Product A: | Uses Product B: | Use per day: | User per month: | Problems with Current: | Procedure A: | Procedure B: | Benefits A Reviewed: | Benefits B Reviewed: | Reviewed WhitePaper: | Wants Rep: | Wants Literature: | Competition: |
|--------------------|------------------|---------------|-----------------|-----------------|--------------|-----------------|------------------------|--------------|--------------|----------------------|----------------------|----------------------|------------|-------------------|--------------|
| Y | | Y | N | Y | 2 | 60 | Y | | AAMI | Y | Y | Y | Y | N | Druger |

RTRMemo: Vickie handles supply for the lab. They are using a film coated foam pod, but no one I spoke to was sure of the brand. They would like to see Wonder-Wrap samples. -kj

Repmemo: Contacted customer and set up demo

6361606 St Mary-Rogers Mem Hospital Rogers 2 Mr. Norman Coordinator of NICU Norman@yooho.com 910-343-7397 98 3 B

| Perform Procedure: | Use Our Product: | Has Neonatal: | Uses Product A: | Uses Product B: | Use per day: | User per month: | Problems with Current: | Procedure A: | Procedure B: | Benefits A Reviewed: | Benefits B Reviewed: | Reviewed WhitePaper: | Wants Rep: | Wants Literature: | Competition: |
|--------------------|------------------|---------------|-----------------|-----------------|--------------|-----------------|------------------------|--------------|--------------|----------------------|----------------------|----------------------|------------|-------------------|--------------|
| Y | | Y | Y | | | 10 a month | | Sterile | | Y | Y | Y | Y | | Druger |

RTRMemo: Wonderful interview with Karen P., RC Dir. Karen stated that she had recently been looking for alternatives to the foam pods they are using. She said they had just been inspected by XXX and she hadn't realized they would require her to switch from the present system.

Repmemo: Lead came in just in time and we have a shot at this now

6361700 University Hosp of Arkansas Little Rock 2 Ms. Mary Clinical Lab Director Mary@yooho.com 336-716-3252 281 3 B

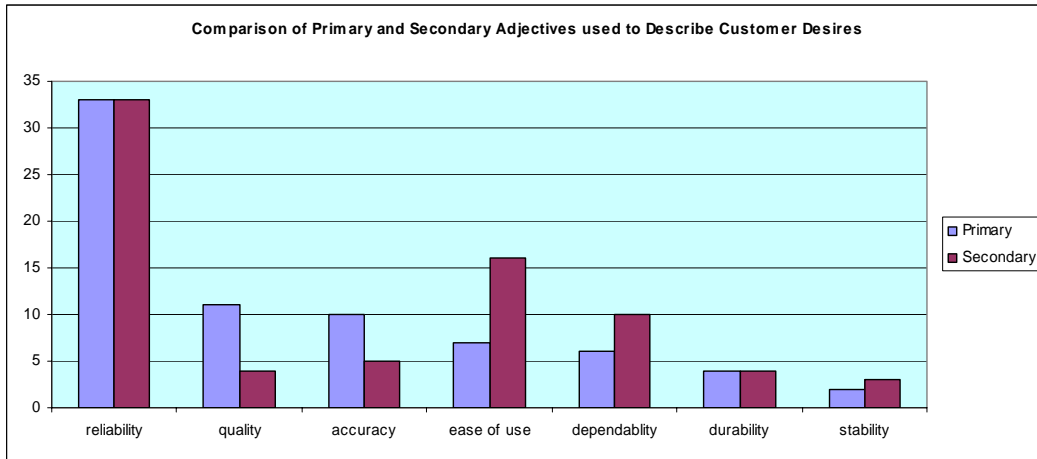
| Perform Procedure: | Use Our Product: | Has Neonatal: | Uses Product A: | Uses Product B: | Use per day: | User per month: | Problems with Current: | Procedure A: | Procedure B: | Benefits A Reviewed: | Benefits B Reviewed: | Reviewed WhitePaper: | Wants Rep: | Wants Literature: | Competition: |
|--------------------|------------------|---------------|-----------------|-----------------|--------------|-----------------|------------------------|--------------|--------------|----------------------|----------------------|----------------------|------------|-------------------|--------------|
| Y | | Y | Y | N | 35-40 | 1050-1200 | | CAP | | Y | Y | | Y | | Druger |

RTRMemo: Mr. John Kelly ask I speak with Ms Loretta Marsh, supervisor of RC she told me they use a wraps coated XXX pod from Fisher that only collects 155 micro liters. She was interested in evaluating the Wonder Wrap in their RC lab located in NICU. She did not

Repmemo: Lead came in just in time and we have a shot at this now

Most data is presented in table format with accompanying graphics.

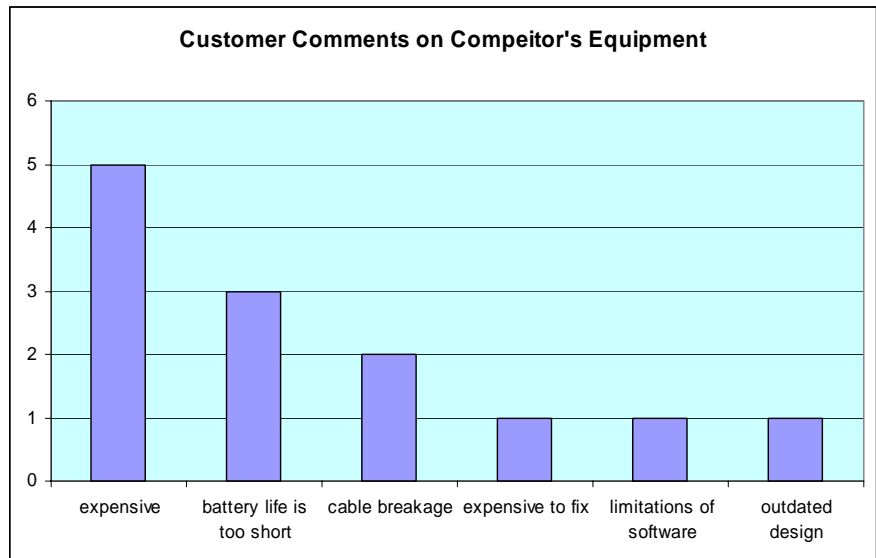
| Primary and Secondary Adjectives Used to Describe Customer Preferences | | |
|--|---------|-----------|
| | Primary | Secondary |
| reliability | 33 | 33 |
| quality | 11 | 4 |
| accuracy | 10 | 5 |
| ease of use | 7 | 16 |
| dependability | 6 | 10 |
| durability | 4 | 4 |
| stability | 2 | 3 |



Less than desired features of competitive product

| | |
|---------------------------|---|
| expensive | 5 |
| battery life is too short | 3 |
| cable breakage | 2 |
| expensive to fix | 1 |
| limitations of software | 1 |
| outdated design | 1 |

The graph to the right is a sample frequency distribution reflecting customer opinions about less than desired features of a competitor's product.



This type of graph can help make important decisions regarding your product positioning. For example, Series 1 and 2 results represent opinions from two different groups of hospital decision makers as to how they prefer to collect information on a company's products.

