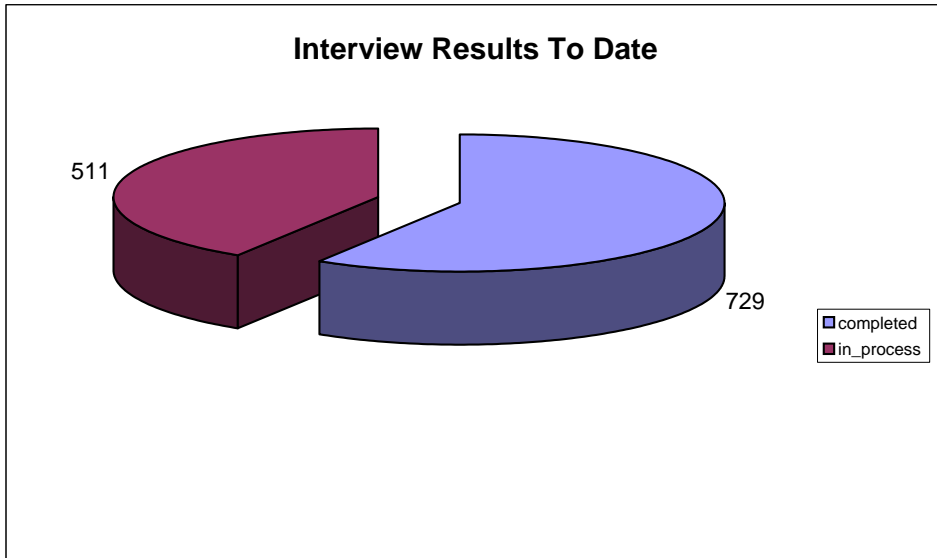
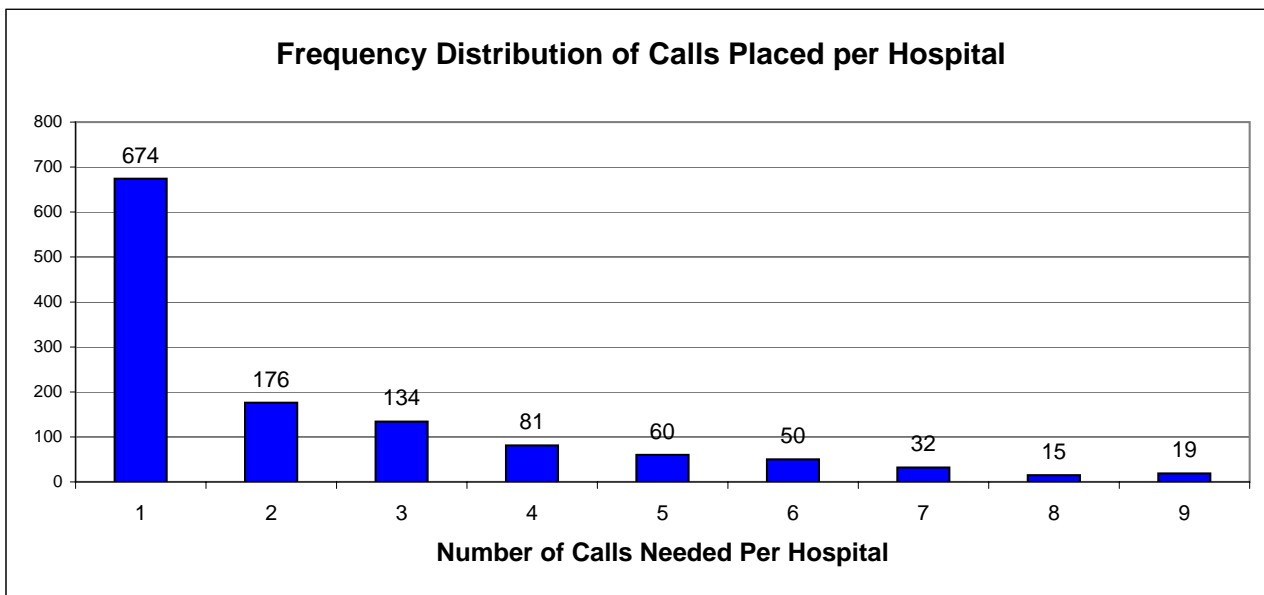


Medleads Sample Statistics and Graphic Report

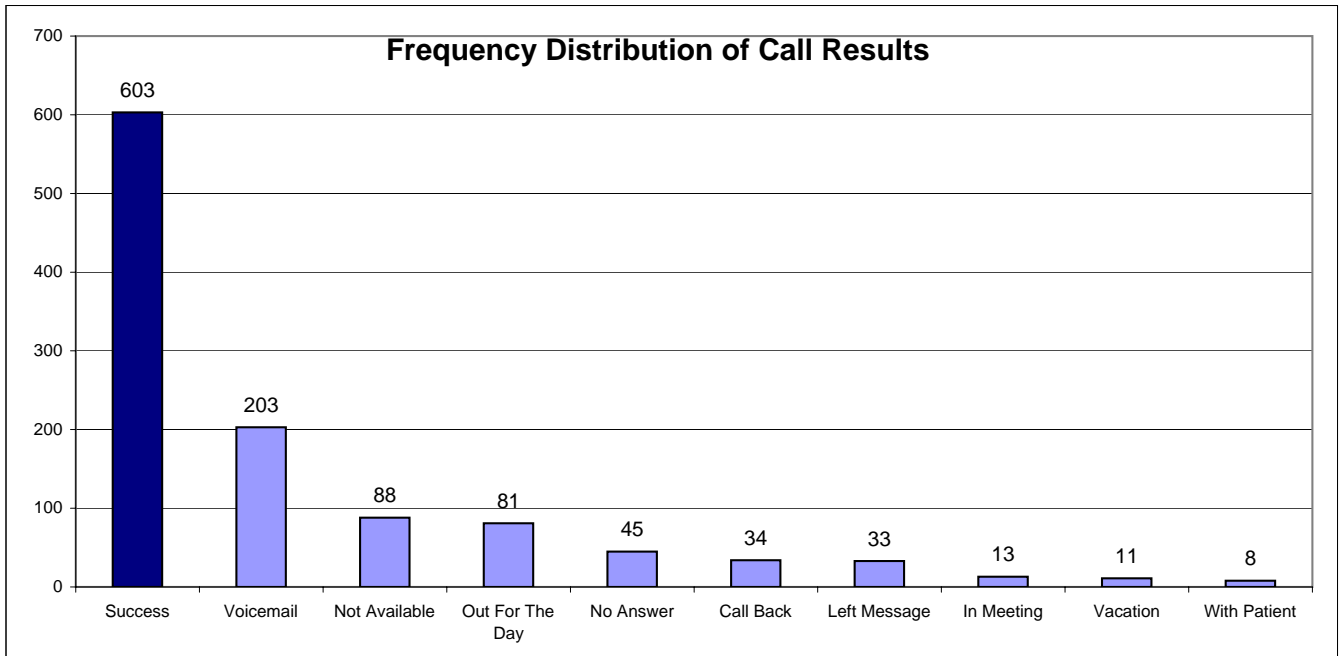
| Interview Status | Count |
|------------------|-------|
| completed | 729 |
| in_process | 511 |
| | 1240 |



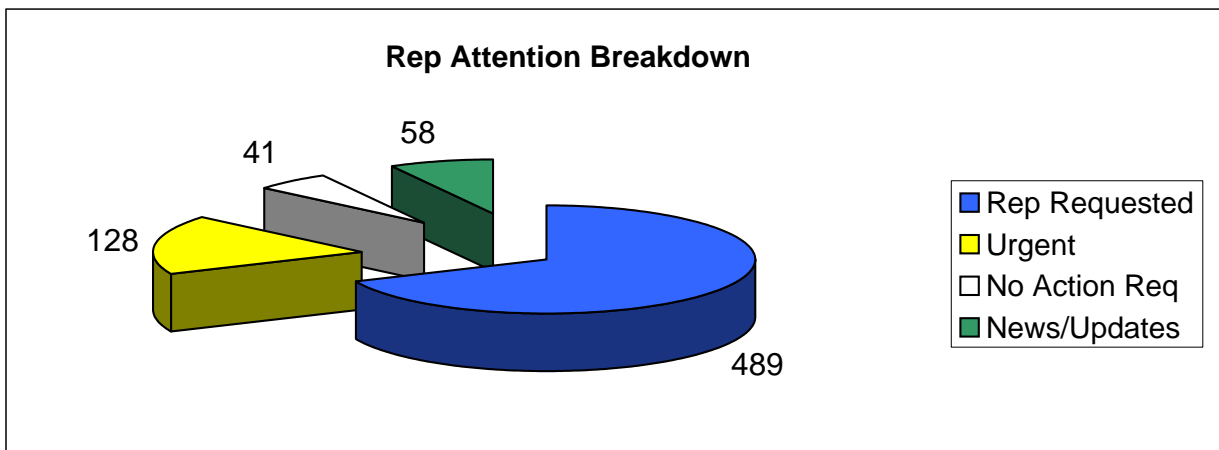
| Calls | Count |
|-------|-------|
| 1 | 674 |
| 2 | 176 |
| 3 | 134 |
| 4 | 81 |
| 5 | 60 |
| 6 | 50 |
| 7 | 32 |
| 8 | 15 |
| 9 | 19 |
| | 1241 |



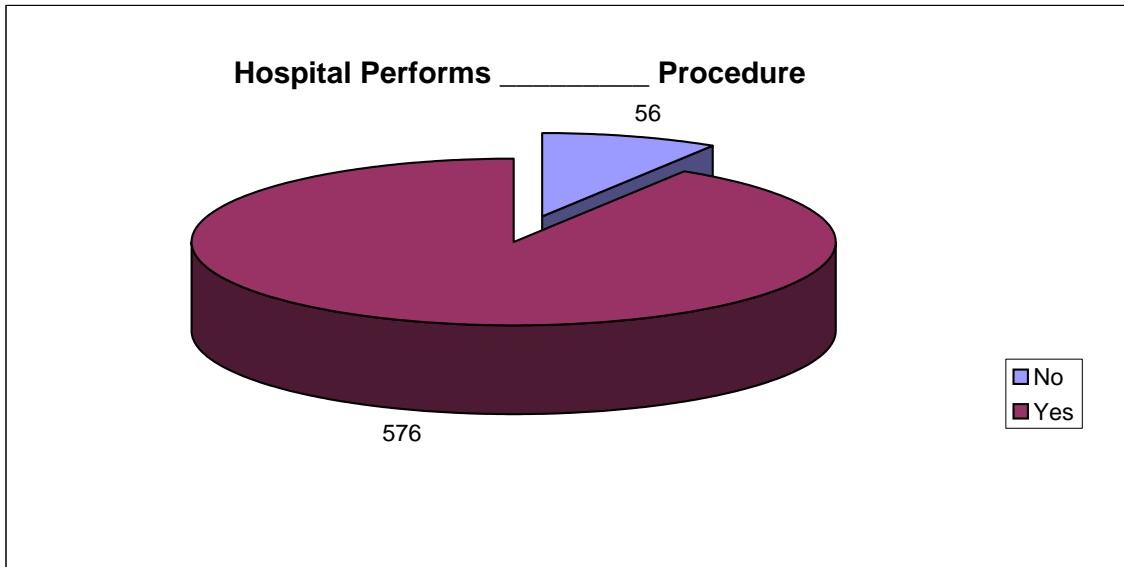
| CallResults | Count |
|-----------------|-------|
| Success | 603 |
| Voicemail | 203 |
| Not Available | 88 |
| Out For The Day | 81 |
| No Answer | 45 |
| Call Back | 34 |
| Left Message | 33 |
| In Meeting | 13 |
| Vacation | 11 |
| With Patient | 8 |
| | 1119 |



| RepAttention | Count |
|---------------|-------|
| Rep Requested | 489 |
| Urgent | 128 |
| No Action Req | 41 |
| News/Updates | 58 |
| | 716 |

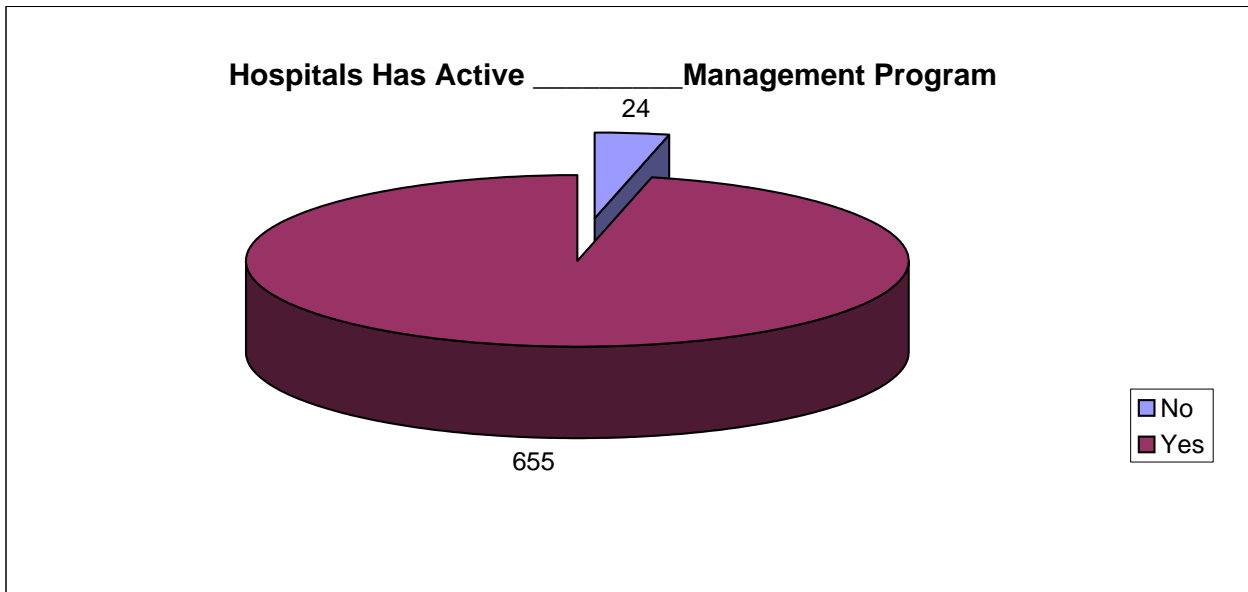


| Hospital ___ Procedure | Count |
|------------------------|-------|
| No | 56 |
| Yes | 576 |
| | 632 |



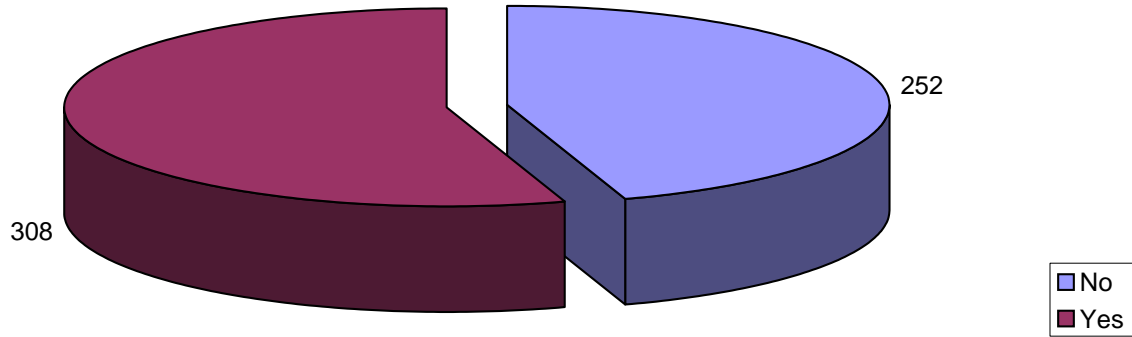
Number of Hospitals Using [Your] Product: 46

| Has ___ Management Program | Count |
|----------------------------|-------|
| No | 24 |
| Yes | 655 |



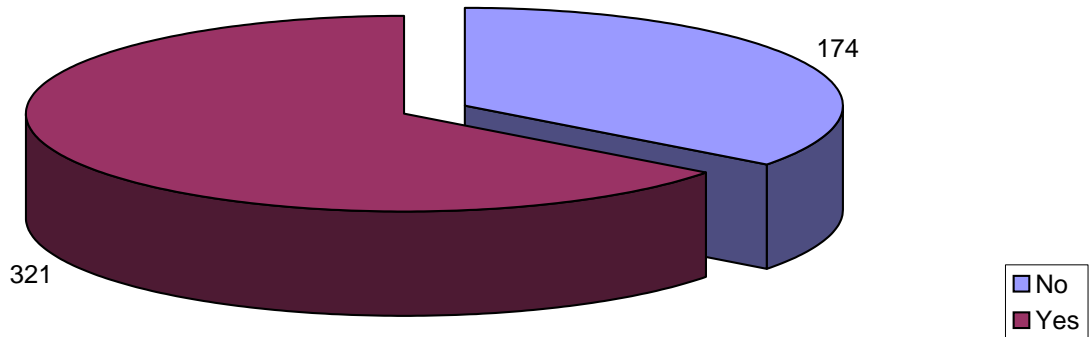
| Use Disposable Version of _____ | Count |
|---------------------------------|-------|
| No | 252 |
| Yes | 308 |
| | 560 |

Hospital Uses Disposable Versions of _____ Products

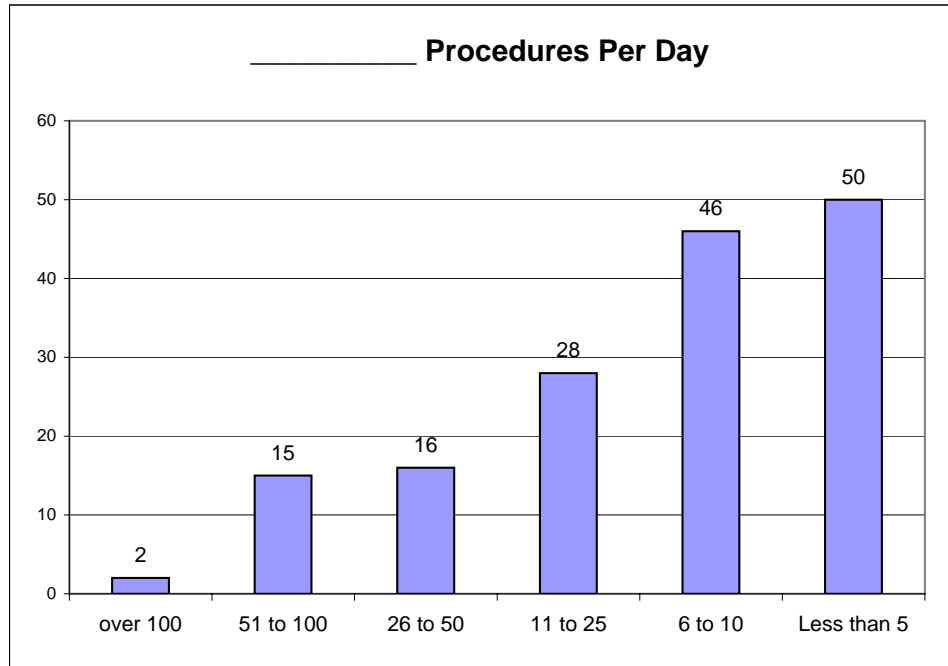


| Has considered using _____ products | Count |
|-------------------------------------|-------|
| No | 174 |
| Yes | 321 |
| | 495 |

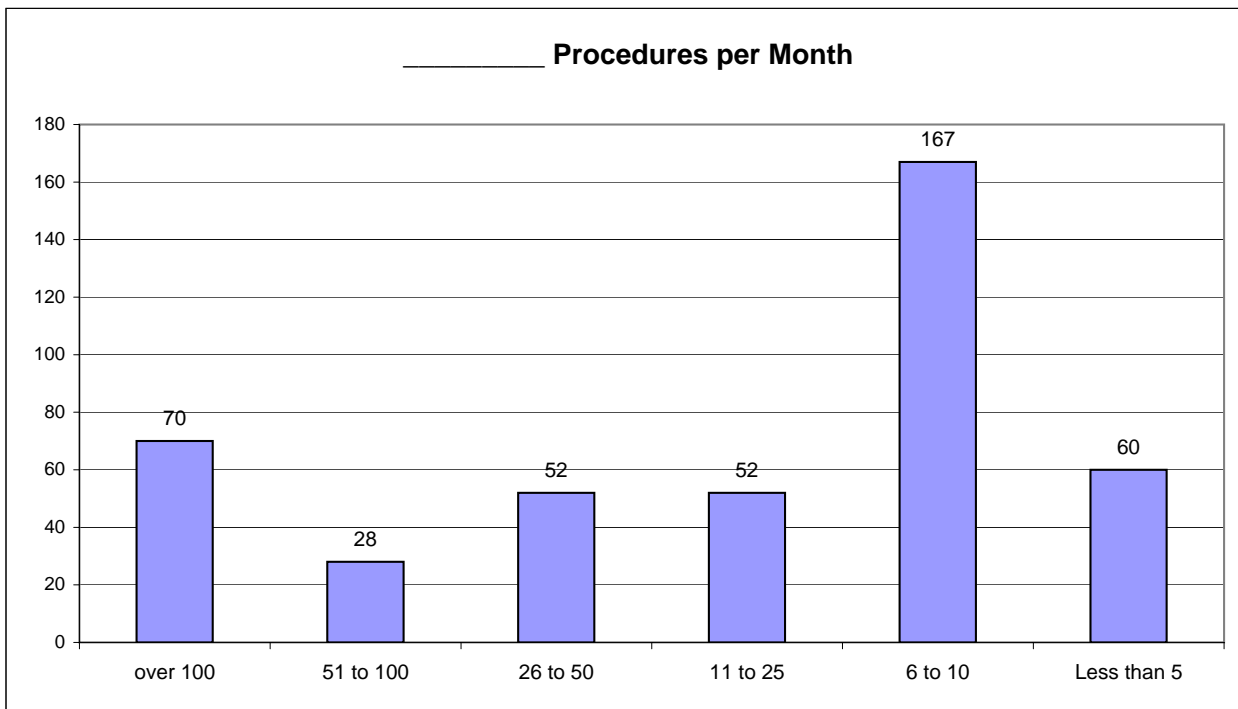
Hospital Would Consider Using _____ Products



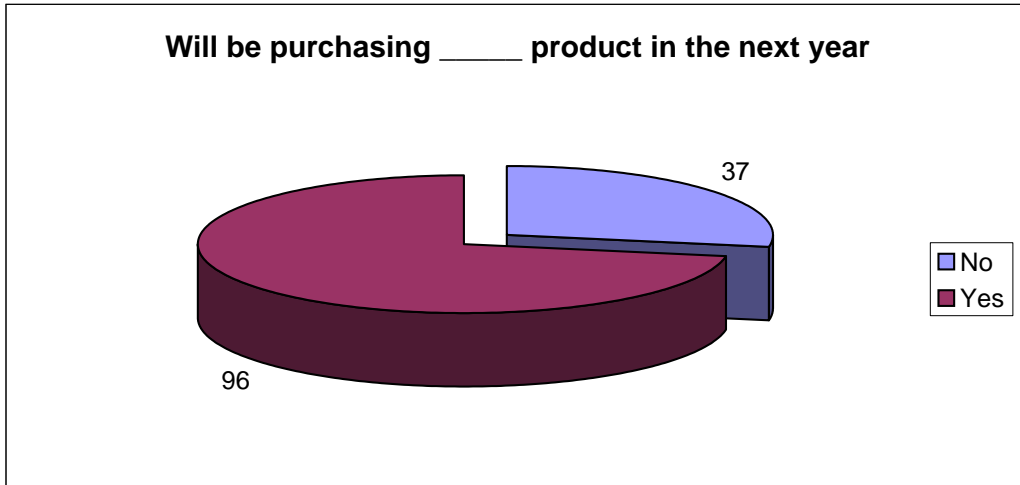
| Procedures/Day | Count |
|----------------|-------|
| over 100 | 2 |
| 51 to 100 | 15 |
| 26 to 50 | 16 |
| 11 to 25 | 28 |
| 6 to 10 | 46 |
| Less than 5 | 50 |
| | 157 |



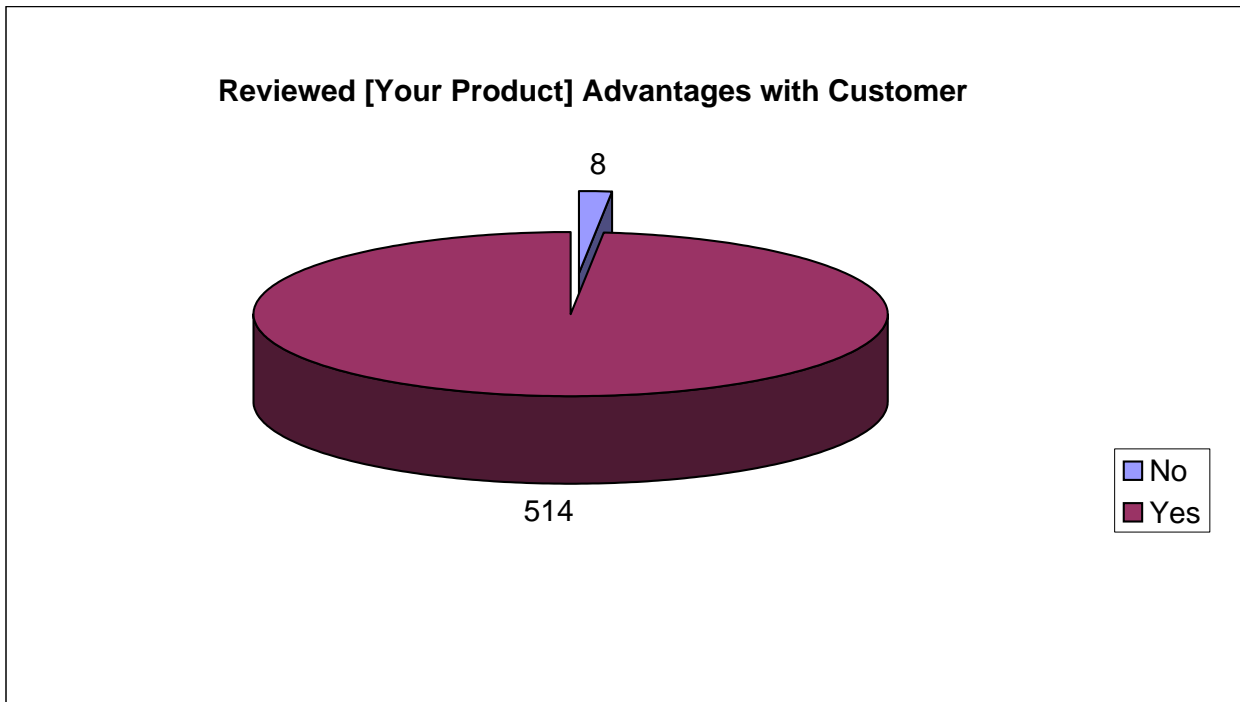
| Procedures/Mo | Count |
|---------------|-------|
| over 100 | 70 |
| 51 to 100 | 28 |
| 26 to 50 | 52 |
| 11 to 25 | 52 |
| 6 to 10 | 167 |
| Less than 5 | 60 |
| | 429 |



| Will be purchasing in the next year | Count |
|-------------------------------------|-------|
| No | 37 |
| Yes | 96 |
| | 133 |



| Reviewed Benefits with Customer | Count |
|---------------------------------|-------|
| No | 8 |
| Yes | 514 |
| | 522 |



Explained Product A Benefits **Count**
Yes 624

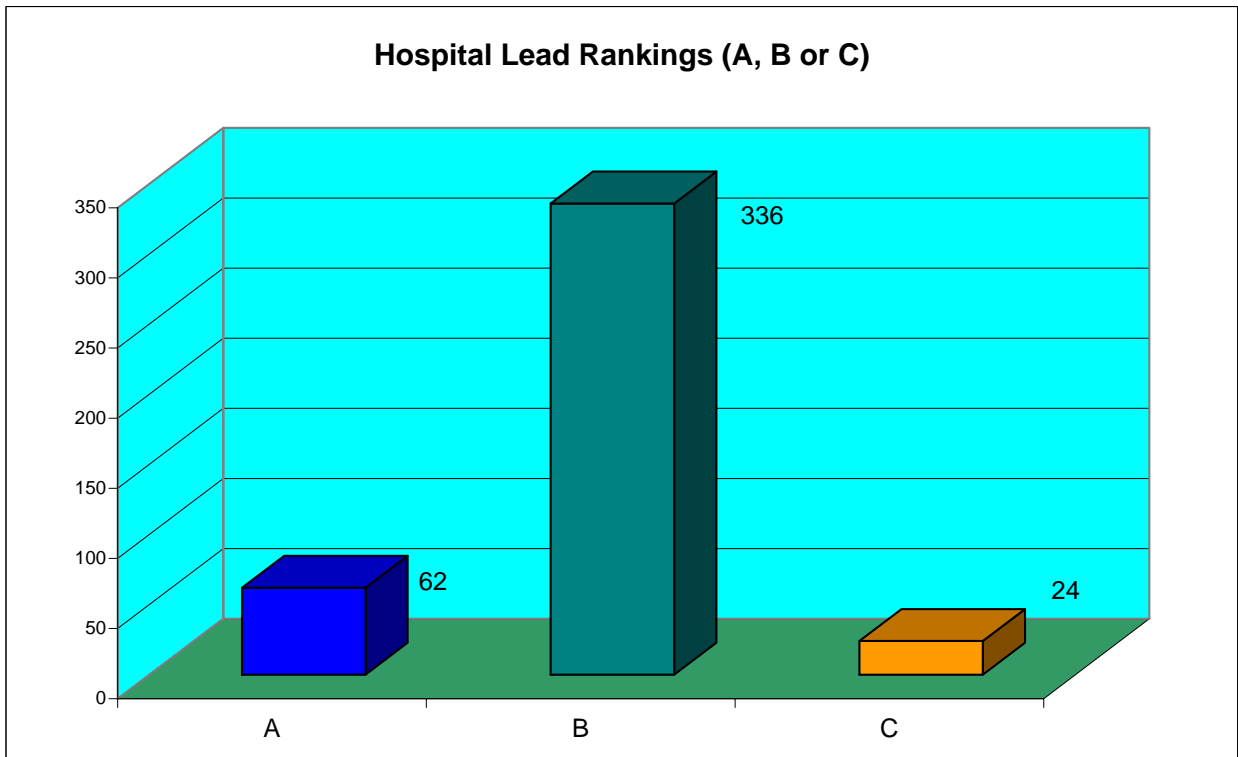
Explained Product B Benefits **Count**
Yes 551

Would Like to Meet with Rep **Count**
Yes 437

Would Like _____ Literature **Count**
Yes 291

Would like _____ Samples **Count**
Yes 393

| Hospital's Lead Ranking | Count |
|-------------------------|-------|
| A | 62 |
| B | 336 |
| C | 24 |
| | 422 |



| Market Share Change (18 Months) | Count |
|---------------------------------|-------|
| Start | 5% |
| End | 28% |

