Introduction of Capabilities

Medical Device and Equipment Marketing
Research and Strategic Consulting Services

2007
Junicon is positioned to be your worldwide healthcare marketing research and consulting partner.

- Record of success since 1992
- Internal capabilities in 7 languages
- Extensive network beyond our own physical locations
Junicon has developed expertise in a wide range of medical device segments since 1992.

### Junicon Map of Products and Market Environments

<table>
<thead>
<tr>
<th>Disposable Equipment</th>
<th>Cath Lab</th>
<th>ICU</th>
<th>OR</th>
<th>Specialty Clinic / Surgery Center</th>
<th>Central Processing</th>
<th>Hospital Wards / Recovery</th>
<th>Long Term Care / Home Health</th>
<th>Medical Imaging</th>
<th>Diagnostic Laboratory</th>
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</thead>
<tbody>
<tr>
<td>Angiography Kits</td>
<td></td>
<td></td>
<td></td>
<td>Wound Closure, Drainage, Care</td>
<td>Syringes</td>
<td>Wound Care</td>
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<td>Trays</td>
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<tr>
<td>Vascular Access (CVCs, PICCs, PACs, Ports)</td>
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<td></td>
<td>Infusion Equipment</td>
<td>Disinfectants</td>
<td>Wound Care</td>
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<td>Labware</td>
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<tr>
<td>Balloons</td>
<td></td>
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<td></td>
<td>Dialysis Equipment</td>
<td>Test Strips</td>
<td>Tubes, Catheters</td>
<td></td>
<td>Reagents</td>
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<td>Guidewires</td>
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<td></td>
<td>Invasive and Non-Invasive Monitor Probes</td>
<td></td>
<td>Point-of-Care Diagnostics</td>
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<td>Medication Management and Patient IT Systems</td>
<td></td>
<td></td>
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<td>Surgical Tools</td>
<td>Lenses</td>
<td>Glucose Testing Strips</td>
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<td>Capital Equipment</td>
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<td></td>
<td>Endoscopes</td>
<td>Ultrasound</td>
<td>Medical Furniture</td>
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<td>Electronic Drug Delivery</td>
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<td>Automatic Endoscope Reprocessors</td>
<td>Glucose Monitors</td>
<td>X-Ray</td>
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<tr>
<td>Sterilization Systems</td>
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<td>Defibrillators</td>
<td>Glucose Monitors</td>
<td>MRI</td>
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<tr>
<td>Defibrillators</td>
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<td></td>
<td>Radiotherapy Equipment</td>
<td>Defibrillators</td>
<td>CT/PET</td>
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<td>Vascular Radiology / CT</td>
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<td>Anesthesia Delivery</td>
<td>Telemetry &amp; Low-end patient monitors</td>
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<td>Vascular Access (CVCs, PICCs, PACs, Ports)</td>
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<td>Patient Monitoring Systems</td>
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<td>Ventilators</td>
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<td>Ophthalmic Surgery Equipment</td>
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<td>Implantable Devices</td>
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<td>Tension-free meshes and slings</td>
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<td>Pacemakers and ICDs</td>
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<td>Intra-Ocular Lenses</td>
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<td>Dental Implants</td>
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<td>Stents (Coronary and Peripheral)</td>
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<td>Orthopedic Implants</td>
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<td>Vena Cava Filters</td>
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<td>Mitral / Aortic valves</td>
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Information to Insight®
Junicon enables clients to **identify** and **maximize** opportunities throughout the medical device life cycle.

- Market research
- Strategy development
- Ongoing support
Junicon’s programs are customized to meet the needs of the client at every stage.
We specialize in primary research with all stakeholders in healthcare markets.

**Decision Makers**
- Researchers/thought leaders
- General surgeons
- Orthopedic surgeons
- Cardiovascular and Vascular surgeons
- Interventional Cardiologists
- Nephrologists
- Radiologists
- Anesthesiologists
- OR Managers
- ER Managers
- ICU Managers
- RNs – all departments and specialties
- Purchasing managers
- Hospital management
- Lab Managers & Technicians
- Ophthalmologists and optometrists
- Dentists
- Patients
- Regulatory officials
- Government and private payers

**Institutions and Departments**
- Hospitals – all departments/units
- Surgical centers
- Nursing homes
- Home healthcare environments
- GPOs / Purchasing Networks
- Professional associations
- Government departments

**Methodologies**
- Face-to-face interviews
- Telephone interviews
- Focus groups
- Product concept testing clinics
- Web-based interviews
Beyond primary market research, Junicon utilizes a wide range of information sources.

**A broad range of sources**

- Junicon proprietary market research
- Syndicated market analysis
- Equity analysis
- Third party market research
- Client stakeholders and experts
- Trade press
- Competitor communications

**A broad tool kit of compelling analytical frameworks**

- Financial analysis
- Customer needs
- Conjoint analysis of attributes
- Disruptive innovation
- Decision analysis
- Industry mapping
- Analogous case studies
Junicon is proud to work closely with the following clients in the medical device field.

- 3M Medica
- Abbott
- Advanced Medical Optics
- Baxter Bioscience
- C.R. Bard
- Dade Behring
- Edwards Lifesciences
- Haemonetics
- Hospira
- Johnson & Johnson
- Kimberly-Clark Healthcare
- Olympus Medical Systems
- Philips Medical Systems
- Smith & Nephew Orthopaedics
Junicon proudly delivers premium and principled client services.

Direct relationship with one or more Junicon principals, focused on the long term

Management team works collaboratively to deliver maximum client value

Premium and principled client services

5% annual profit & 1,000+ volunteer hours to improve opportunities for children around the world

Junicon believes in making a reasonable profit as long as benefits to the client significantly outweigh our costs to deliver
Your project team at Junicon will collaborate to deliver maximum value to your organization worldwide.

Rob Claar
Principal
rclaar@junicon.net

• Rob graduated from Yale College in 1987, after which he joined a Japanese consulting firm in Tokyo. While there, Rob conducted projects for various ministries of the government of Japan, as well as private sector research and consulting assignments in healthcare and high tech industries. In 1992 Rob founded Junicon K.K. in Tokyo. He is fluent in Japanese and English.

Jeff Cocagne
Principal
jcocagne@junicon.net

• Jeff earned an MBA from the University of Arizona, and a Bachelor of Science degree in Finance from the University of Illinois. Jeff has over a decade of business-to-business marketing research and consulting experience in industries including medical equipment and devices, pharmaceuticals and biotechnology.

Stephan Eichholz
Principal
seichholz@junicon.net

• Stephan has a decade of experience in marketing research and consulting in the European healthcare industry. Prior to joining Junicon, Stephan studied Economics, Political Science and Languages at Mainz University in Germany. Stephan is fluent in German, English, Spanish and French, and has extensive on-site project experience throughout Europe and the Americas.

Dave Taggart
Principal
dtaggart@junicon.net

• Dave is the Head of Junicon's Strategy Practice. Dave has worked in strategy consulting for over 8 years and has delivered strategy projects to a wide range of healthcare companies. His expertise also includes specialized economic litigation support and health-economics practices. Dave has a BA in Modern History from the University of Oxford and an MSc in International Relations from the London School of Economics. He has also completed course work for graduate programs in economics and epidemiology.
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