

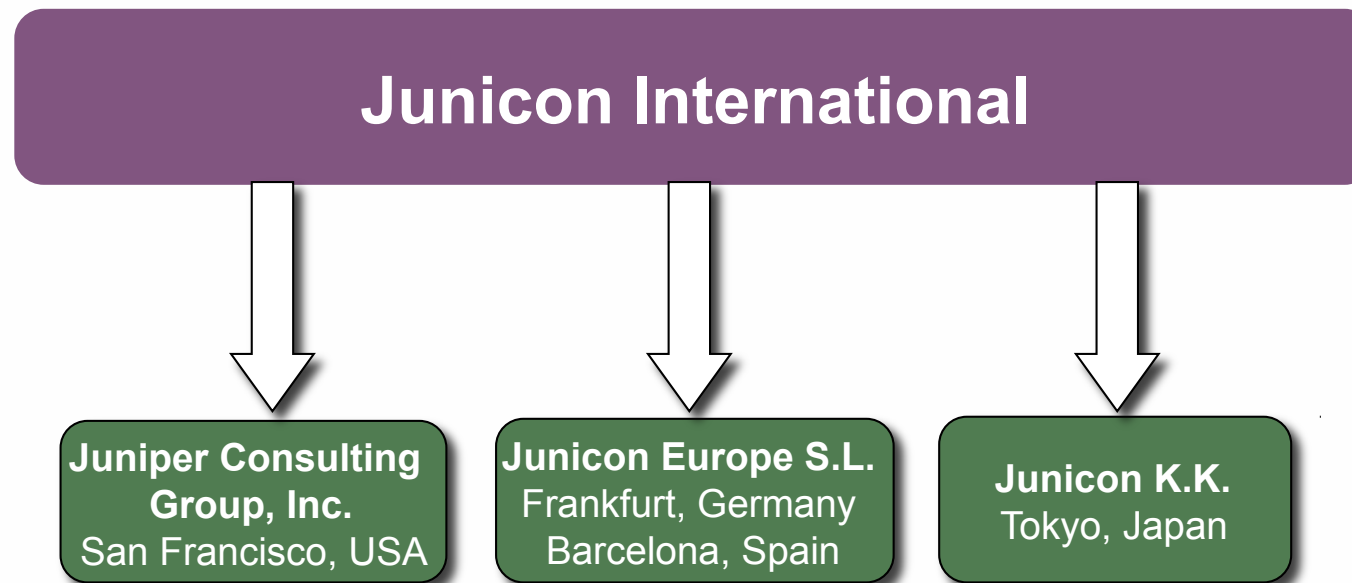


Introduction of Capabilities

**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

	Cath Lab	ICU	OR	Specialty Clinic / Surgery Center	Central Processing	Hospital Wards / Recovery	Long Term Care / Home Health	Medical Imaging	Diagnostic Laboratory
Disposable Equipment		Wound Closure, Drainage, Care				Syringes			Trays
	Angiography Kits	Infusion Equipment			Disinfectants	Wound Care			
		Vascular Access (CVCs, PICCS, PACs, Ports)				Tubes, Catheters			Labware
	Balloons			Dialysis Equipment	Test Strips	Point-of-Care Diagnostics			
		Invasive and Non-Invasive Monitor Probes					Lenses		Reagents
	Guidewires		Surgical Tools				Glucose Testing Strips		
Capital Equipment	Medication Management and Patient IT Systems								
		Electronic Drug Delivery	Automatic Endoscope Reprocessors			Medical Furniture		Ultrasound	
		Endoscopes					Glucose Monitors	X-Ray	
		Defibrillators	Radiotherapy Equipment						Microbiology Analyzers
		Sterilization Systems					Defibrillators		
	Vascular Radiology / CT	Anesthesia Delivery						MRI	
		Patient Monitoring Systems				Telemetry & Low-end patient monitors			Clinical Chemistry Analyzers
		Ventilators	Ophthalmic Surgery Equip.				CT/PET		
Implantable Devices		Tension-free meshes and slings					Dental Implants		
	Pacemakers and ICDs		Intra-Ocular Lenses						
	Stents (Coronary and Peripheral)		Orthopedic Implants						
		Mitral / Aortic valves							
	Vena Cava Filters								

Junicon[®]

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.



Junicon[®]

Information to Insight[®]

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

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- 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

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- 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

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- 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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