

ASIA ACTUAL

U.S. Commercial Services

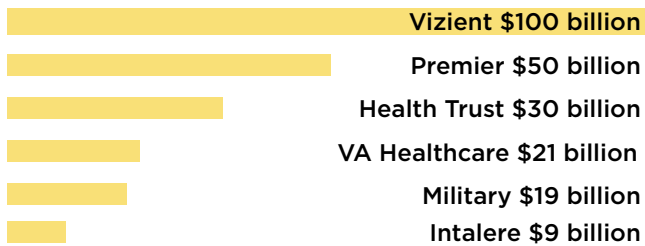
US: The World's Largest Healthcare Market

The US remains the largest medical device market in the world with a market size of \$156 billion, and represents 40% of the global medical device market alone.

A recent study showed the U.S. pays as much as six times more for medical devices than its European counterparts. Cardiac implant device prices, for example, are up to six times higher in the U.S. than in Germany, Italy, France and the United Kingdom.

Navigating the US market requires experience along with established partnerships and alliances. Asia Actual opens the door to key decision makers in otherwise impervious customers.

TOP GROUP PURCHASING ORGANIZATIONS (GPO)



TOP MEDICAL DEVICE DISTRIBUTORS BY REVENUE

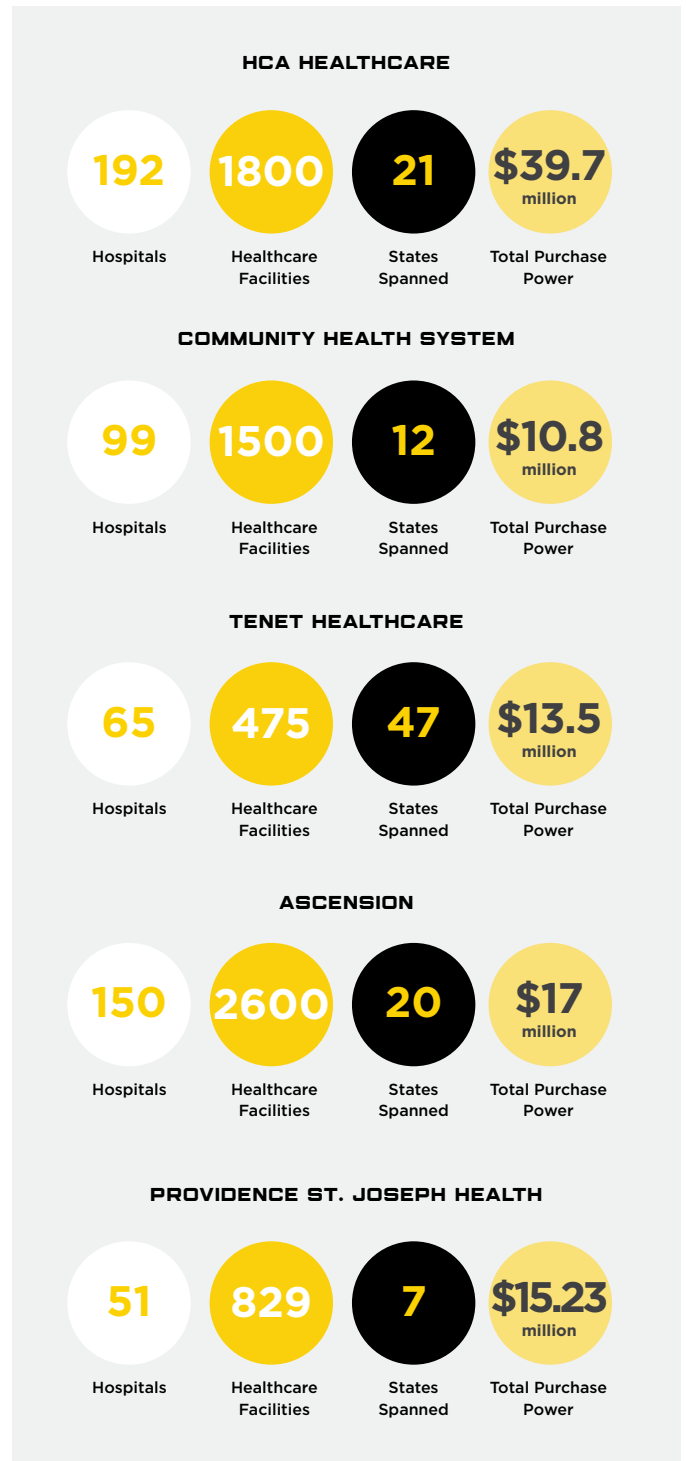
National Distributors

- McKesson - \$208.4 billion
- Cardinal Health - \$136.8 billion
- Henry Schein - \$13.2 billion
- Medline - \$10.2 billion
- Owens & Minor - \$9.8 billion

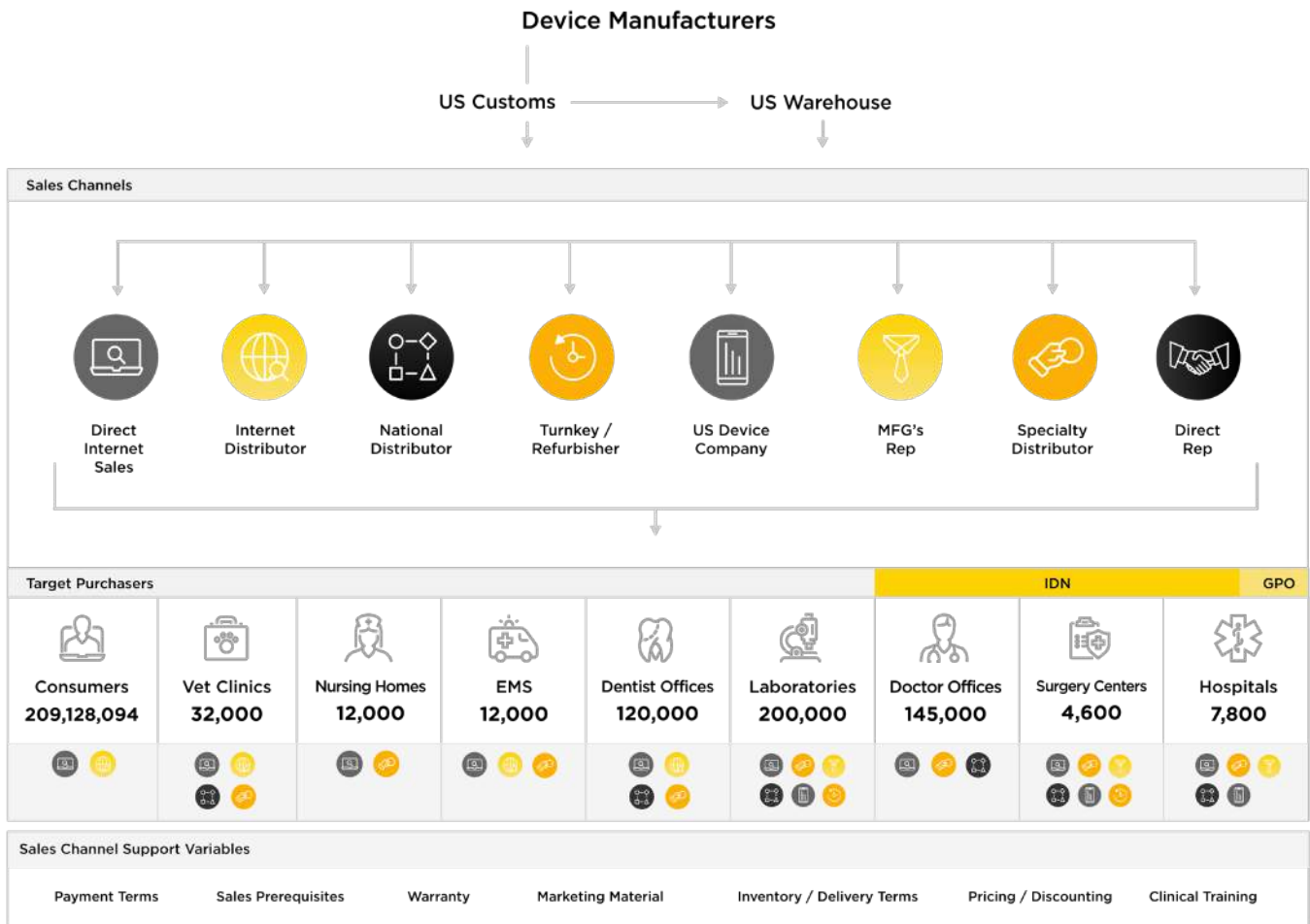
Regional Distributors

- Buffalo Hospital Supply - \$28 million
- Texas Health Supply - \$3.5 billion
- Concordance - \$1.5 billion
- Claflin - \$13.7 million

Integrated Delivery Networks (IDN)



US Sales Channel Options



Unique Market Challenges



Sales Channel Complexity



Market Segment Diversity



Regulatory Requirements



Reimbursement

The US medical device market is serviced by multiple distribution pathways. Building your business plan will not only require efficient marketing assessment strategy development, but relationships with the key distributors at all levels may be crucial to a successful sales strategy.

Our Proven Solutions

Assess

- Evaluate existing distributors / contracts / support programs
- Quantify market segments (size, requirements, preferences)
- Interview KOLs, manufacturers, GPOs, trade professionals
- Assess (and analyze) competitors
- Analyze product position (price:features)
- Evaluate all sales channel options
- Interview 1st hand experts in the industry

Plan

- Prioritized market segments
- Optimal sales channel contract template
- Identify optimal sales channel partners
- Presentations to targeted sales channel partners
- Localization modifications for messaging & products
- Detailed "Go-to-Market" strategies including:
 - Commercial Services (marketing and sales)
 - Partnerships
 - Distribution and Logistics
 - After Sales Services

Implement

- Contact targeted distribution partners
- Negotiation support
- Key Opinion Leader engagement
- Large volume purchaser introductions
- Continuous sales channel management & development
- On-going monitoring and feedback
- Metrics and performance evaluation
- Assess potential new sales channel options on an ongoing basis