



Today's Reality™ Knowledgebase

Comprehensive Intelligence in One, Newly-Integrated & Web-Updatable Business Toolset for U.S. Medical Device Market Analysis



Today's Reality™ Knowledgebase:

- ◊ Provides more than a CRM and hospital database combined, it has actionable access to installed base data by manufacturer and current sales potential for thousands of U.S. hospitals;
- ◊ Includes Owner Systems, Hospital Networks, Individual Facilities and their Functional Units;
- ◊ Expandable to include your own sales territory alignments and distributor channels.



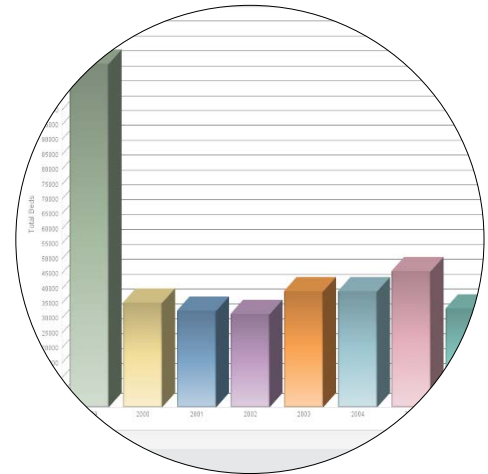


A Picture is Worth a Thousand Words

Market “events” (like Y2K and FCC regulatory changes) have distorted the market’s replacement cycles for decades (as shown on graph at right).

FACTS: (1) Units replaced (i.e. market potential) aren’t evenly divided by years, and vary dramatically. (2) Most segments of the patient monitoring market are saturated and therefore make it a replacement market that has slowly been losing hospitals and monitored beds, as hospitals have closed or consolidated under Obamacare.

Published market studies and forecasts consistently suggest positive Compound Annual Growth Rate (CAGR). *Printed market studies are fantasies!* Even inflationary price increases don’t produce this; because the Average Selling Price (ASP) is dropping as competition discounts prices to retain unit market share for the fewer units being replaced. *Why waste limited market research budgets on flawed and fictitious market study forecasts that have little basis in reality?*



Unit Market Share vs. Revenue Market Share

Determining unit market share (MSu) presupposes having a very large sample of the current unit sold by all vendors in all clinical areas in a single year. Only a survey of the entire U.S. market accurately captures units sold by all vendors. Printed market studies authors don’t conduct population-level surveys, nor do individual vendors. Printed market studies also report revenue-based Market Shares (MS\$) and include a 5-year forecast of projected revenue growth. But MS\$ is even harder to determine accurately than Unit Market Shares (MSu).

Published Report Accuracy & Value

An accurate MS\$ requires knowing: (1) MSu for product configurations in all clinical and diagnostic areas, (2) each supplier’s MSu in those areas, and (3) each supplier’s ASP in those areas - for every vendor. Then total revenues is the sum of all vendors’ MSu x Average Selling Price (ASP) x number of units sold in every functional unit for all vendors. That’s at least 15 different parameters per clinical area. If one doesn’t know every vendor’s ASP and MSu across all functional units, the calculation can’t be made accurately. Published market forecasts don’t make the calculation accurately because they lack the data. Therefore, all published market studies report a fictitious revenue market share that they claim is accurate, which generally reports a positive CAGR.

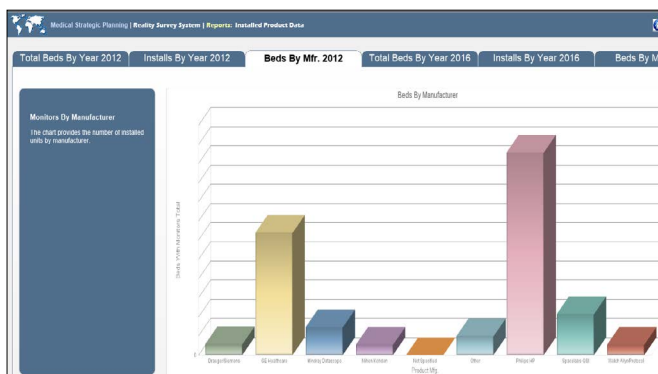
To discover how inaccurate published reports really are, ask the publisher of any report and forecast for your company’s ASP across all the clinical areas you sell and see what you get. How accurate is it? If your data isn’t accurate, why would your competitors be any more accurate? *This flaw in such circular logic “market research reports” is often overlooked.* Why spend \$5,000 for flawed market studies or report known-inaccurate market shares to your shareholders, or base strategic management decisions on such fictitious and flawed information?

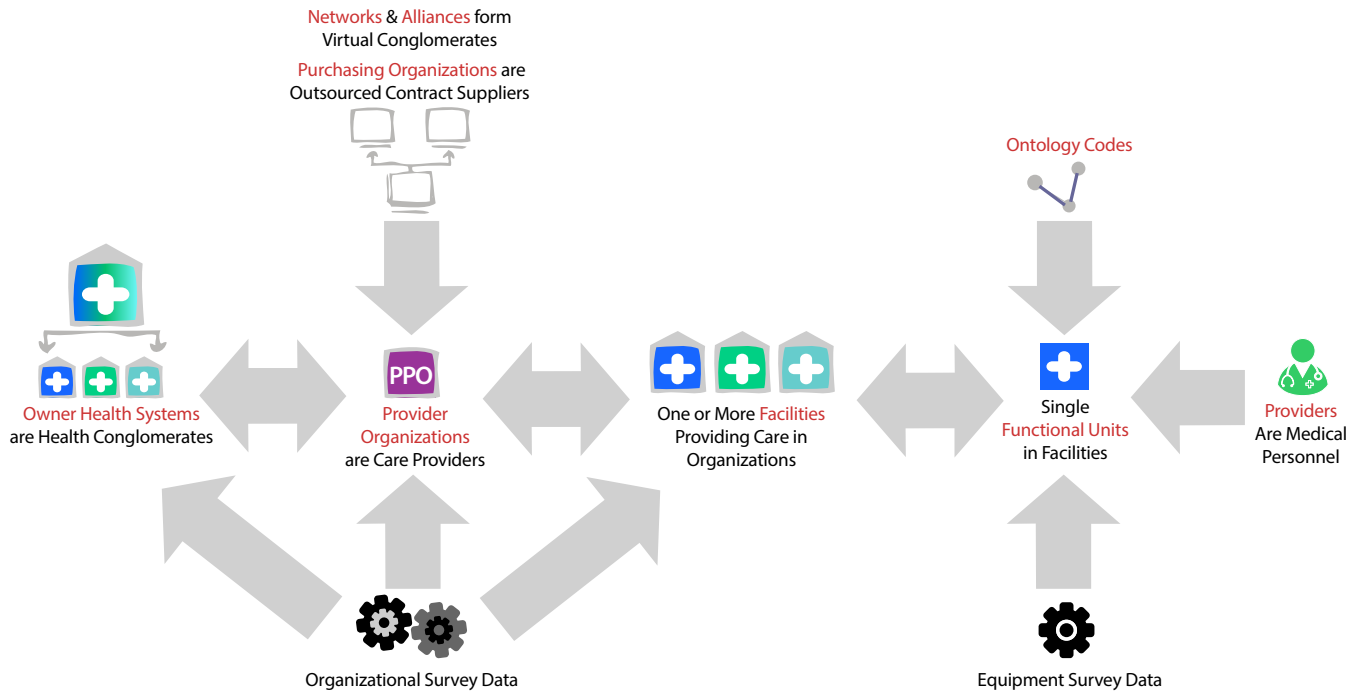
Unless a vendor has **Today’s Reality™** they don’t have access to units installed in several thousand hospitals, across dozens of their clinical/diagnostic functional units. **Today’s Reality™** captures unit market share (MSu). MSu is the most accurate means of tracking market performance, better than revenue market share. **Today’s Reality™** reveals not only a vendor’s current verifiable MSu, but also the trend of their MSu over the last several years. Providing data for each hospital and aggregating it by hospital size, functional units, and territory alignment provides powerful insight into the today’s market.

Today’s Reality™ provides verifiable data needed to manage your business, make strategic decisions and perform SWOT (Strength, Weakness, Opportunity, Threat) analysis. When a territory under performs, **Today’s Reality™** can help you determine the cause. Is it a sales territory alignment/potential problem or a sales representation (who needs training) or a GPO conflict or another factor like yearly fluctuations in aged devices to be replaced? Don’t misdiagnose and fix the wrong problem.

Today’s Reality™ informs your sales force where the aged installed base ready to be replaced is installed. It’s a win-win proposition for the entire company.

Trying to intelligently grow your business without the clarity of Today’s Reality™ is like driving your car by watching the road appear behind you in the rear view mirror!





Today's Reality is a unique business intelligence tool that includes deep knowledge of today's overall U.S. healthcare market structure; including each medical facility's functional units and the types of care/procedures performed in them. This dictates the types of patient monitors or other equipment installed there. The structure of **Today's Reality™** is based upon a new, topological ontology of healthcare systems which took two year to perfect. It provides relationships that allow navigation down to the individual facility's functional-unit levels.

Accurate, Actionable Business Intel Requires More Than a CRM

Today's Reality™ provides an integrated picture of the U.S. healthcare market, including technologies installed, their age and vendor (unit) market shares - at the individual clinical and diagnostic units in hospitals as it exists today.

Today's Reality™ reveals technology replacement intentions, including incumbent vendors whose systems are at risk. It reveals factors that influence technology selection decisions. It's like having an electronic version of the AHA, but with more actionable, account-level, detailed monitoring information than any Guide has ever contained.

Timely, Actionable Account-Level, Installed Base Data

U.S. healthcare markets are being permanently transformed by Obamacare. Today, selling only at the facility level overlooks hospital networks and owner/management groups. The healthcare segment has consolidated and so has **Today's Reality™**. Companies can't afford to manage their business using out-of-date, summary-level or fictitious market forecast data.

Data that Can Answer Tough Management Questions

Today's Reality™ provides actionable, account-level data on market share and how it varies by hospital type, size, penetration of clinical areas and sales territories. No CRM or model-based, market forecast report, not even the AHA Hospital Database provides that.

Overlaid Company Distribution Channels

Today's Reality™ clients can overlay their own sales territories using State, County, City, Zip or Hospital Size slicers or assign territories by individual facilities. Once complete, market shares and trends can be determined, stored and reported at the territory level.

Aggregate and View Provider Information at ALL levels

Today's Reality™ helps your sales team understand their prospects' Owner Systems, Provider Organizations, individual Facilities and their specific clinical and diagnostic functional units. Start at any level and drill all the way down to the detailed clinical/functional unit level in any facility. See how does your unit market share change when data is consolidated above the facility level at provider networks or owner systems.

Data Security and Privacy of Sensitive Licensee Information

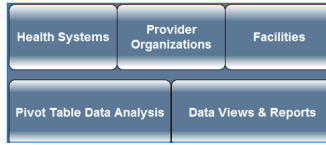
How secure are your corporate information assets like territory alignment and sales personnel identities? Cyber theft and crimeware are serious threats today. Don't put highly-confidential information on insecure websites or cloud servers over which you exercise almost no control. **Today's Reality™** stores data on your computer(s), behind your firewalls, where your CIO exercises total control.



Today's Reality™ is Simple and Intuitive To Use

Always Accessible

Today's Reality™ is accessible 24/7 because it runs on your PC or Apple computers. MSP provides the core data, updated via a Drop-box file that users download to update hospital, installed base and buying intentions. Unlike previous versions of the Reality Knowledgebase™, there are NO dongles to return at the end of the license period. User Admins can update data as often as needed during their active license period and control who receives it.



Today's Reality™ GUI has few buttons and menu tabs. The top row (shown left) allows users to choose the level of access to the information hierarchy in one click. The system's shallow-menus are designed to be intuitive and accelerate navigation for users, resulting in an quick and easy learning curve.

1. Begin at any level (Health Systems for example)

Simply start typing the name in the search box ❶ and an alphabetical "smart list" shows remaining name matches. Then select any desired choice.

MSP's data is more timely than other sources, because MSP surveys year round.



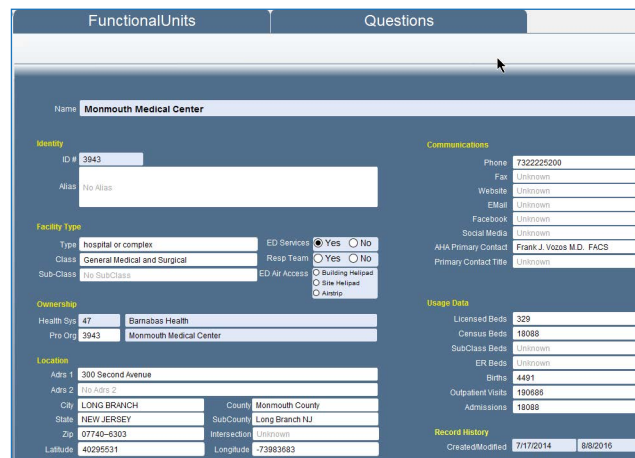
2. Move Down to Provider Organizations ❷ or a specific Facility ❸ and Select it.

Choose from either a provider organization or a specific facility in the health system.



3. Unlike a CRM or Hospital Guide, Today's Reality™ is preloaded with hospital contact, monitor installed base, incumbent system vendor and replacement intentions data!

Use the "Functional Units" => tab to display clinical and diagnostic areas that have installed monitors (See page 4).





Drill Down Inside Facilities to Functional Units

Today's Reality™ allows you to “drill down” or aggregate information at various levels in the provider’s hierarchy of facilities, using a new, integrated *Pivot table/graphics capability*. Cross-tabulated results can be named and stored for rapid access. A variety of other new report types may be directly created for executive briefings, including some graphics without the need for excel or other external tools. Opportunities are aggregated by client territory alignments. **Today's Reality™** provides an excellent and impartial resource for territory realignment and sales force reallocation projects. Reality™ works well with TTG’s AlignStar or other realignment tools.

The screenshot shows a software interface for 'Facility Details'. On the left, there's a 'Functional Units' section with a list of units and their details. A red circle labeled '1' highlights the 'Functional Units' tab. A red circle labeled '2' highlights a 'Select' button next to a unit with a cyan 'has data' stripe. A red circle labeled '3' highlights the selected unit's details, including 'Medical Surgical Intensive Care Services'. A red circle labeled '4' highlights the 'Total Data Records' section with up/down arrows.

- 1 Click the Functional Units Tab to display the inventory of functional (clinical and diagnostic) units found in a facility.
- 2 Pick any Functional Unit with a “has data” flag (in this case medical/surgical ICU) and click its Select button to see its data.
- 3 View data for the functional unit selected. Functional units without cyan “has data” stripes don’t have monitoring data yet. Stripes are added as the survey proceeds and data becomes available. Information (above right) includes: installed vendor(s), types of devices, number of devices, year installed, replacement plans and timetable, and contingency alternatives.
- 4 Some units have more than one vendor or type of monitors installed. One vendor may have the core monitoring system but another may have a monitor on a crash or special procedures carts. Up/Down arrows 4 access additional records.

Today's Reality™ Reports Summary Data

Functional Unit summaries are helpful, but **Today's Reality™** provides consolidated tabular and graphical pivot table reports. Commonly-accessed reports are pre-defined and saved. The integrated Pivot Table tool creates “ad-hoc” reports that supplement pre-defined ones. Pivot table parameters include survey data plus client-defined territories and facility functional areas (such as: CCU, medical

and surgical ICUs, OR and PACU, Emergency Department, Neonatal or Pediatric ICUs (as shown below), beds installed by vendor, facility licensed beds, year products installed, replacement plans and more. Row and column totals may be added to tabular reports, or omitted for Pie Chart, Stacked Bar Graph or other graphical data, where they would skew results.

🏠 Beds Installed By Mfg.

Table
ProductSurveyData

ProductSurveyData:dataProdMfg	Dräger/Siemens	GE Healthcare	Mindray Datascope	Nihon Kohden	Pr
FunctionalUnits:cfu_Name	ProductSurveyData:dataBedsWithProduct	ProductSurveyData:dataBedsWithProduct	ProductSurveyData:dataBedsWithProduct	ProductSurveyData:dataBedsWithProduct	Pr
Diagnostic Unit Cath Lab	20	88	11	0	
Diagnostic Unit Cath Lab PACU Recovery Cath Lab	16	116	0	0	
Diagnostic Unit EKG/ECG - Heart Station	0	9	0	0	
Diagnostic Unit Electroencephalography (EEG)	0	34	0	0	
Diagnostic Unit Electrophysiology Lab	0	0	11	0	
Diagnostic Unit GI Lab	1	15	28	0	
Diagnostic Unit GU Lab	4	122	34	0	
Diagnostic Unit Other Lab Special Procedures Lab	7	82	20	7	
Diagnostic Unit Other Lab Spectroscopy	0	0	0	0	



Effectiveness Requires Sales Territory-level Detail

Today's Reality™ answers complex management questions like: What's our market share in Emergency Departments (EDs) nationally and in Metro Chicago, Detroit and NYC? Which salesmen do better than others in penetrating EDs (or ICUs, or PACUs)? How does ED (ICU, OR) penetration vary by Hospital size, Owner System affiliation or GPO? To answer such questions, the vendor-specific installed base needs to be broken down to the territory level. *No CRM has current installed base vendor data.* CRMs may be useful for managing leads sales follow-up, but are not really business intelligence tools. **Today's Reality™** is. *That's why you assign territories in Today's Reality™, not just in your CRM application software.* It's fast and easy to do.

Unless clients provide MSP with their territory assignments, when delivered **Today's Reality™** puts all facilities in the default - To Be Assigned Group (1) category. Assignments can then be made by **State, County, City, Zipcode** or **Facility Size** using the TABS shown below. This approach is fast and flexible for clients of all sizes. **Color bars** for each facility identify associated owner systems (or hospital networks), and which facilities have installed base data available. All facilities in a state or county or city of zipcode can be assigned to a territory in a single mouse click! Facilities can also be assigned by simply changing the TID field when displayed.

Name	State	County	City	Zip Code	Beds
Type The State Here					
<input type="button" value="Assign Whole State to Territory"/> <input type="button" value="Go to Territory Setup"/>					
Select Facility By State					
<p>To select by state, type the state in the field above then click anywhere outside the field to confirm. As each letter is typed, the facilities with those leading letters in their state appear at the right. To type the next letter click the field once again to the right of the last character.</p> <p>To select a specific facility, click on the red [select] button at the end of that facilities row.</p> <p>To assign a territory to a facility, just type the territory ID in the small field below the facility name.</p>					
	Select	Facility Name	Address	Type	Service Class
	Select	16 Abraham Lincoln Memorial Hospital	200 Benthal Drive, LINCOLN, IL 62555-5098	hospital or complex	General Medical and Surgical
	Select	16 Adventist Bollingbrook Hospital	500 Remington Boulevard, BOLLINGBROOK, IL 60440-4008	hospital or complex	General Medical and Surgical
	Select	16 Adventist Glenoaks Hospital	701 Westtop Avenue, GLENOAKS HEIGHTS, IL 60136-1403	hospital or complex	General Medical and Surgical
	Select	16 Adventist Hinsdale Hospital	120 North Oak Street, HINSDALE, IL 60521-3890	hospital or complex	General Medical and Surgical
	Select	15 Adventist La Grange Memorial Hospital	5101 South Willow Spring Road, LA GRANGE, IL 60525-2000	hospital or complex	General Medical and Surgical
	Select	16 Advocate Broennel Medical Center	1354 Franklin Avenue, NORFOLK, IL 61761-2558	hospital or complex	General Medical and Surgical
	Select	15 Advocate Christ Medical Center	4440 West 95th Street, OAK LAWN, IL 60453-2659	hospital or complex	General Medical and Surgical
	Select	15 Advocate Condell Medical Center	801 South Milwaukee Avenue, LIBERTYVILLE, IL 60048-3199	hospital or complex	General Medical and Surgical
	Select	16 Advocate Eureka Hospital	101 South Major Street, EUREKA, IL 61533-1246	hospital or complex	General Medical and Surgical
	Select	16 Advocate Good Samaritan Hospital	3015 Highland Avenue, DOWNERS GROVE, IL 60515-1590	hospital or complex	General Medical and Surgical
	Select	15 Advocate Good Shepherd Hospital	450 West Highway 22, BARRINGTON, IL 60010-1919	hospital or complex	General Medical and Surgical
	Select	15 Advocate Hope Children's Hospital	4440 West 95th Street, OAK LAWN, IL 60453-2650	embedded	Children's General & Surgical
	Select	15 Advocate Illinois Masonic Medical Center	636 West Wellington Avenue, CHICAGO, IL 60657-5147	hospital or complex	General Medical and Surgical
	Select	15 Advocate Lutheran General Hospital	1373 Dempster Street, PARK RIDGE, IL 60068-1174	hospital or complex	General Medical and Surgical
	Select	16 Advocate Sherman Hospital	1425 North Randall Road, ELGIN, IL 60123-2300	hospital or complex	General Medical and Surgical

Below is a snapshot of partially-completed sales territory assignments. Each **Region** has been created. Some Regions also have had **Territories** created in them. All facilities in Illinois have just been pulled out of the **Midwest** region pool and pushed into the **Midwest | IL** sales territory. The Territory Summary screen shows each territory already created and named; as well as the count of hospital and licensed beds for the territories and the entire country. When the total count in any region becomes zero, it means all hospitals and beds are accounted for in the region's sales territories. All territories sort under their regions.

Manage Sales Territories

You can create sales or reporting territories using the table to the right. The total number of beds that can be assigned is given in the blue field at the upper right. (Total Beds That Can Be Assigned)

Do Not Change The First Record. It is reserved so you can always see how many beds have not yet been assigned.

To create a new territory, select the [New Territory] button and a new row will appear in the table. Fill it in by typing directly in the fields. Then, click the [Return To Territory Setup] button.

To assign facilities to a territory you can type in the assignment in the TID field in any of the tabbed tables of the [Selected Facilities] layout.

To delete a territory and all its facility assignments, select the grey [Delete] button in the territory row you wish to delete.

Sales Territory ID	Name	Assigned To ID	Employee Name	Total Facilities Assigned	Total Beds Assigned
1	To Be Assigned		Do Not Change This Record	1667	164284
9	Atlantic	0017	Robson	1136	172940
17	Atlantic VA	0021	Smith	133	21202
18	Atlantic VA & DC Metro		Jones	13	2476
10	Midwest	005	Walton	500	65996
12	Midwest AR	008	Hecis	114	11185
15	Midwest Greater Chicago		Warefield	90	18788
16	Midwest IL	0020	Walton	162	18250
14	Midwest IN		Cundall	183	21118
13	Midwest OH & KY		Burkholder	405	55985
11	Midwest WI & MI LP	0007	Cudahy	158	15199
2	Northeast	0001	Art Gasch	171	33563
4	Northeast Eastern NY	0010	Bloomberg	8	1035
7	Northeast MA VT	0012	Powers	157	22782
8	Northeast ME	0016	Beaver	79	7233
5	Northeast NJ	0011	Golembek	148	28267
3	Northeast NYC Metro & CT & RI	0010	Trump	179	47864
6	Northeast PA East	0013	Hoplund	294	46186
19	Pacific		Connors	804	118908
20	Southwest			685	79457
21	Southwest AZ			123	16897

Total Beds That Can Be Assigned: **959763**

The [Reset] button erases every territory assignment that has been made and reassigns all facilities to the original default group. It also resets the territory counter so that the next territory you create will be given the number [2].

The higher the hospital (facility) density (or sales force size), the smaller the geographies and number of facilities per territory are needed. A **Midwest | Metro Chicago** territory might include only Cook and Lake counties, or just Cook county split into multiple territories by zipcode (if the sales force is large). Every facility belongs to one and only one territory (or remains unassigned). Assigning territories at the facility level allows hospitals across the street from each to be in two different sales territories. A display of Category 1 shows any facilities in the entire country that remain "Unassigned." Some clients use the "Unassigned" as "house" accounts to be covered by the company and not one of the sales reps or included in a specific region.

6 / Medical Strategic Planning / 732-219-5090 / www.medsp.com



Today's Reality™ is Designed for Security

More and more software applications are (by default) pushing sensitive corporate e-data onto remote cloud servers over which companies' have no control. Microsoft 365 applications run from the web and can store data there; but they also offer installed versions. Adobe's latest suite of products can only be executed on the web and aren't installable. Web data storage servers like Box and Dropbox can have been hacked. The "Security" and "Privacy" policies of cloud storage sites are obscure, and not worded to protect their user rights. Most companies have no idea if their sensitive data has been hacked. **Today's Reality™** puts your CIO back in control of the security of sensitive corporate e-data which is crucial in the era of crimeware, malware and hacking.

Today's Reality™ is a runtime, compiled version that operates very much like a kiosk. Its e-data is embedded in binary format. *The data you add to it (such as territory information) remains on company-owned and controlled computers.* The company's Admin determines who receives and can log into the **Today's Reality™** kiosk application and what they can see, which MSP can customize as an optional (\$) feature.

The updated market and replacement intentions data is downloadable from in an Internet-to your desktop systems throughout the licensing period. Your Admin provides MSP with a territory alignment, comma-separated variable (CSV) file that MSP merges into your update downloads. By using run-time rather than installed versions of the underlying (Filemaker) database, there is no need to install the database program on any CPU. This approach eliminates potential software conflicts and runs on recent version of either the Windows or Apple operating system.

Today's Reality™ Since your data is not stored at a MSP site, it is not vulnerable to being hacked. Your admin controls who in your company can access data. Since you control when data is updated, no persistent crimeware or theft "threat access vector" is created into corporate networks and user computers.

Unless a territory file is provided for each update by a user, **Today's Reality™** data is delivered with all facilities set to the single, default "To Be Assigned" territory, preventing theft of the sensitive territory assignment data.

Update requests are flagged to your company's "administrator." In this way, MSP helps clients enforce their respective security and licensing policies, and keeps sensitive information from falling into competitors' hands.

The Bottom Line on Costs

The bottom line is that **Today's Reality™** improves sales by providing one, integrated business intelligence solution that includes both the crucial management data and an optimized toolset to utilize it in a safe and secured manner. **Today's Reality™** provides insight into all vendors unit-based market shares, and the markets installed base, based on data from thousands of individual facilities and their clinical units surveyed. **Today's Reality™** also provides insights into hospital networks and their owner organizations in a consolidating market, helping you to glean at what levels to approach and sell to them.

Today's Reality™ is powerful but inexpensive - costing less than \$30 per hospital. It keeps your sales teams selling and not wasting time prospecting for opportunities. *Today's saleswoman may carry a quota of \$3 million dollars or more. Given 260 selling days per year and 8 customer-accessible hours/day, a salesman's selling time is worth about \$1,400 per hour.* Every hour spent prospecting costs a company \$1,400 that is forever lost to selling or closing sales. Your company can dramatically improve sales team performance when it's armed with the right information to succeed in today's U.S. healthcare market battleground.

TODAY'S REALITY™ TERMS & CONDITIONS (THE FINE PRINT)

Data Availability, Payments & Access: Data is not sold, it is licensed for a fixed period of time. Quarterly survey periods begin the 3rd week of January, April, July and October. Data access is for 90 days at a time, renewable quarterly. Orders must be paid in full prior to data delivery. Data access is provided by a run-time license to a Filemaker Pro 15 kiosk application provided by MSP for concurrent use by the number of employees licensed. *FMP is configured to directly access MSP's Cloud-Hosted Data Server upon being started on any Windows or Apple OS computer.*

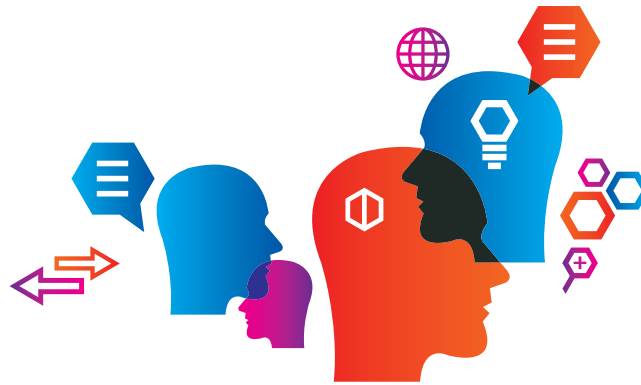
Licensing Cost: For U.S. hospitals - \$32,000 for the first quarter prepaid and \$26,000 prepaid for each subsequent quarter. A yearly access license is also available at a discount. Basic licenses provided for up to five corporate staff. Additional user license cost \$1,000 per 5 additional licenses. Custom surveys available for other provider groups such as: urgent care centers, surgicenters or imaging centers, defibs, ventilators or other products. Surveys can also be provided for Canadian hospitals. Survey can optionally include Customer Satisfaction and Net Provider Scores. No MSP IP rights to its e-data are conferred to Licensees, nor persist beyond the period licensed. Realities of more limited scope are also available. Contact MSP to discuss your needs and special pricing.

Training Support: MSP provides free GotoMeeting webinars on **Today's Reality™** use and report generation and an operator's manual for initial users, and training to the Client's Admin user. On-site training is available at extra cost that covers time, travel and lodging expenses.

Additional/Optional Data and Services: Cost for adding additional demographic data beyond territory alignments to **Today's Reality™** can be quoted upon request. Provider data is available for up to 2.4 million providers in the U.S. across many clinical and diagnostic functional units. Net Provider Index can be surveyed and included at additional cost; as can Canadian hospital information.

Credit Payments: All **Today's Reality™** fees can be paid by company check, electronic transfers, or by Visa, Mastercard or Discover credit card payments at the time services are rendered. MSP no longer accepts American Express. Data is not available until license fees are paid in full.

Data Security: Since e-data is kept on client computer over which MSP has no control or access rights, MSP disclaims any/all liability for loss or breach of such data. **Today's Reality™** e-data is copyrighted by MSP. Contact MSP for questions or subscription assistance.



Learn more about the Web-based Reality Knowledgebase™ leads system.

**Contact MSP at 732-219-5090
for a FREE DEMO today.**

