Exclusive Partnership

HBP-1300
Professional Blood Pressure Monitor

Product Launch Plan
BP Monitor Market Top-line Facts

- Majority of clinicians take BP readings in the office setting using manual methods when they could be using Digital Technology.

- The Omron HBP-1300 is an Entry Level professional BPM that will join the Professional BPM family, along with the HEM-907XL.

- The Omron HBP-1300 is an affordable professional digital blood pressure unit that is clinically proven accurate and provides fast, reliable results and is easy to use, designed for the Office setting.
What We Know

72% of primary care clinics and 69% of cardiologist offices use manual monitors.

75% of U.S. adults are in favor of having physicians adopt new technology.

The primary barriers to adopting the device are concerns about accuracy and cost.

Majority of nurses using technology agreed it improves efficiency & contributes to improving the quality of patient care.

1 Harris Interactive in 2005

2 2007, the Maryland Nursing Workforce Commission Technology Committee
There is a $39M Sales Opportunity for PSS in conversion of Physicians from manual BP taking to digital

**BPM Physician Office Segment**
Incremental growth opportunity → 90% using digital

**Present**

<table>
<thead>
<tr>
<th>Manual Units</th>
<th>Digital Units</th>
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<tbody>
<tr>
<td>$12M</td>
<td>$5M</td>
</tr>
<tr>
<td><strong>$17M Sales annually</strong></td>
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**Opportunity**

<table>
<thead>
<tr>
<th>Manual Units</th>
<th>Digital Units</th>
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<tbody>
<tr>
<td>$5M</td>
<td>$39M</td>
</tr>
<tr>
<td><strong>$44M Sales annually</strong></td>
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The Omron HBP-1300 is the *only professional blood pressure monitor* currently in the $150 - $600 range, which makes up to 70% of the current professional market.

With its exclusivity, PSS is the *only option* for any professional to buy into this price point with an HBP-1300!
Exclusive Partnership

The Omron HBP-1300 Professional Blood Pressure Monitor

Features & Benefits
Market Background

**Target audience:**
- **Primary:** Primary Care Physicians that currently use manual methods for BPM, they are the final **decision maker**.
- **Secondary:** Targeted end user within the physician office: Physician Assistant, Registered Nurse, Nurse Practitioner, they are the **influencer** (responsible for taking BP measurement)

**Target audience unmet needs:**
- Digital technologies designed for professional use are too expensive
- HBPM are not durable enough for office setting
- Manual BP can lead to inconsistent and inaccurate readings

**Why should they purchase the HBP-1300?**
- It is accurate (clinically validated), easy to use, affordable and is designed for physician office durability and patient arm size diversity
Features and Benefits

- **Accurate** - Meets AAMI standard requirements

- **Consistent** – Proven to be within ± 3mmHg or 2% (Pulse rate; within ± 5% of reading )

- **Affordable** - Provides the benefits of digital technology at an affordable price.

- **Safe** – No mercury

- **Easy to Use** - One-button operation for fast, accurate readings in about 30 sec’s.

- **Durable** - Built for professional use

- **Designed for Professionals** – Fits 5 Cuffs, ranging from 12-50 cm (5” to 20”)

Omron Confidential B
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Product Launch Strategy
Product Positioning
Omron Accuracy built for the Office

THE HPB-1300 IS:

Accurate
• Validated to consistently measure pressure within ±3mmHg (or 2%)
  • Validated According to internationally accepted protocols Association for the Advancement of Medical Instrumentation (AAMI SP10)

Consistent
• Pulse rate within ±5% of reading

Affordable
• Priced around $300 - over 75% less than the comparable hospital models

Safe
• No mercury
Product Positioning
Omron Accuracy built for the Office

THE HPB-1300 IS:

**Fast and efficient**
- One-button, “ears-free” operation allows for easy multi-tasking
  - More time with patients and accurate readings in about 30 sec’s.
  - Can be used on a table or mounted on the wall with optional Omron wall mounting kit.

**Durable**
- Built for professional use and tested to hold up 100,000 cycles (100,000 readings)
  - 3 times more durable than most home monitors

**Designed for professionals**
- 5 Cuffs, ranging from 12-50 cm (5” to 20”)
  - Enables consistent and accurate readings on virtually all patients
  - Clinically validated for children ages 3 years and older
  - 3 times more durable than most home monitors with cuff circumferences ranging from 12-50 cm (5” to 20”)
  - Latex-free
Sales Positioning

HBP-1300 vs. Manual aneroid units

- **More consistency between measurements**
  - Helps mitigate operator variability since there is no need to be trained in the manual technique
  - Can increase the accuracy by reducing observer errors such as digit bias, zero preference and incorrect deflation rates

- **Choosing an electronic/digital over an aneroid**
  - Can help reduce costs as the HBP-1300 needs no calibration.
    - According to manufacturers aneroid units should be calibrated every 6 months
  - Removes the requirement of having a maintenance protocol
    - Calibration check for accuracy, needle check for smooth rotation
  - Same technology as higher end vital signs monitors, but for 1/3 the cost
    - The 1300 provides the same professional grade technology used in the HEM-907XL

- **Just as accurate as aneroid units**
  - Validated to the AMII standard (SP10) which is based off of mercury unit
Sales Tools
Omron HBP-1300 is an affordable, accurate Professional digital BPM

- **Literature**
  - Provides overview of features & benefits
  - Addresses the primary barriers to adopting a new device – including concerns about accuracy and cost

- **Demo Unit** – Provide for product demonstration focusing on addressing ease of use and accuracy

- **White Paper (in progress)** - Establish an overall need for a digital monitor for clinician’s by showcasing the 1300 as a more accurate and easy-to-use option for staff who will be taking a patient’s BP

- **Sales Exclusivity** - With its exclusivity, PSS is the *only option* for any professional to buy into the $150 - $600 price-point with an HBP-1300
Product Basics
Product Basics

The Omron HBP-1300 is an affordable Professional digital blood pressure unit that is clinically proven accurate, easy to use, and provides fast, reliable results.

- **Key features, benefits, look**
  - Passes AAMI SP10 accuracy standard
  - Validated for children – ages 3 and above
  - 5 cuff sizes available for versatility
  - Latex-free cuffs
  - Last Read Function
  - Large, easy-to-read backlight display
  - No mercury
  - Functions made for professionals
    - Motion stop function
    - Irregular pulse indicator
    - Inflation Pressure Setting
    - Auto-Off
  - 2-year warranty
  - Optional wall mount kit for product security
Product Basics
The Omron HBP-1300 is designed to perform in the most demanding professional environments.

- Durable housing for shock & drop resistant
- Can be disinfected with alcohol
- Custom rechargeable battery
- Less intrusive - fits flush against the wall
- Large backlight display
Product Basics

The Omron HBP-1300 offers quick-touch controls for ease of use.

**Mode Button:**
Press to enter "Menu Mode" and configure various settings. (If held down at least 3 sec when a measurement result is displayed, data is cleared without being stored in memory)

**Cuff Connector:**
Medical grade, luer lock type medical grade

**Alarm Lamp:**
Lights up or flashes when an alarm occurs

**Start/Stop Button:**
Turn on the power and start blood pressure measurement. During inflation or measurement, press to stop.

**Cursor Button:**
Displays the system settings and the last reading. When using "Auscultation Mode", inflates and deflates the cuff.
The Omron HBP-1300 monitor displays critical BP measuring information in intuitive, easy to read symbols and icons.

**Pulse synchronization Icon:**
Flashes in synchronization with the pulse during measurement

**Irregular pulse wave icon:**
Displays if the pulse wave interval was irregular during measurement

**Memory Icon:**
Displays while the previous data are being displayed

**Charge Icon:**
Flashes during charging. Solid when charging complete

**Auscultation Icon:**
Lights when "Auscultation Mode" is ON

**Sys:**
Displays *Systolic* blood pressure

**Dia:**
Displays *Diastolic* blood pressure

**Pulse:**
Displays the pulse rate

**Battery charge level:**
Displays how much charge the battery has

**Inflation Setting:**
Allows user to configure the Initial Inflation Pressure Value