

News letter

ALKANTIS, a World's First !

The ALKANTIS Smart Idea:

Primary place of use: O.R. and A.S.C.



**The ALKANTIS smart idea is to introduce cold therapy
at the right time and at the right place!**

- Right Place : (Directly on Surgical Site)
- Right Time : (In OR after Surgical Closing)
- Right Temperature: (41° to 54 °F) (5° to 12° C)
- Right Duration : (up to 3 hours)
- Right Penetration : (greater than 3cm)



ALKANTIS deliver a long lasting cold!
 Sterile!
 Dry



ALKANTIS is a sterile, dry, single use cold therapy that helps reduce post-operative surgery complications

3



Sales Training Package

The goal with this sales training news letter is to provide distributors and reps with useful information to succeed when introducing ALKANTIS to new prospects.

1. **How to conduct a Call?**
2. **The Pocket Card**
3. **The Script**

The most important point is “to know by heart” the Alkantis “pitch” as written in pocket card instructions!

Next pages:



ALKANTIS

Sales training process

ALKANTIS

LABORATOIRE



WE ARE PROUD TO INTRODUCE A WORLD'S FIRST!



How to conduct a call?



1

ALKANTIS internal use only version 7 / 7 May 2012

Sales guidelines

How to conduct a Call?

1. Select prospects from the surgical specialty you are the most familiar with
2. Set an appointment in priority with:
 - Surgeons
 - O.R. coordinator
 - Material manager
3. Do the call following the Pocket Card instruction and script
4. Activate ALKANTIS in front of the prospect and put it on the back of his hand in order he feels how dry is the skin contact
5. Offer a couple of free samples to the surgeon in order he makes a trial
6. Set an appointment to receive feedback

2

ALKANTIS
Ice Sterile
Prevent rather than treat!

ALKANTIS internal use only version 7 / 7 May 2012

Sales guidelines

ALKANTIS call process

- 1 Meet Surgeons → Follow the pitch
- 2 Indications → Go through the Surgeries Indications slides
- 3 Samples → Leave ALKANTIS samples & the evaluation form
- 4 Set up a new appointment within 10 days → Collect trials feedback
✓ Hospital registration code
✓ Get the first order

3

ALKANTIS POCKET CARD 10 points to know be heart!

- 1) We are Proud to introduce you to a world's first
- 2) ALKANTIS makes possible the use of a **sterile and dry** single use cold pad **inside the operating theatre**.
 - You do not longer need to wait for hours to apply a cold therapy.
- 3) The smart idea is to introduce cold at the right time and at the right place:
 - The Sooner the Better!
- 4) ALKANTIS delivers a **STERILE and DRY** Long lasting cold and 5°C (41°F) <Temp<12°C (54°F)
- 5) ALKANTIS is ergonomic, compressible.
- 6) ALKANTIS **helps to control swelling, inflammatory and patient's pain**, ALKANTIS **helps to prevent post-operative complications** (edema, hematoma,...)
- 7) ALKANTIS helps to meet patient's hospitalization time; ALKANTIS is **ideal for day surgery**.
- 8) ALKANTIS is **easy to use**, it avoids wet contaminated ice bags and gel packs; it **remains dry and provides absorption rather than condensation** (risks of infections, keeping dressings dry).
- 9) ALKANTIS is a **DRUG FREE** therapy, which complies with health standards and safety regulations (ICC)
- 10) More than a product, ALKANTIS is a **concept** allowing **cost savings** by helping reducing post surgery patient's **drug consumption**, (ref to Hernia study) **reducing inflammatory complications** and meets surgeons expectations.
ALKANTIS helps to meet hospitalisation time!

Prevent rather than treat!

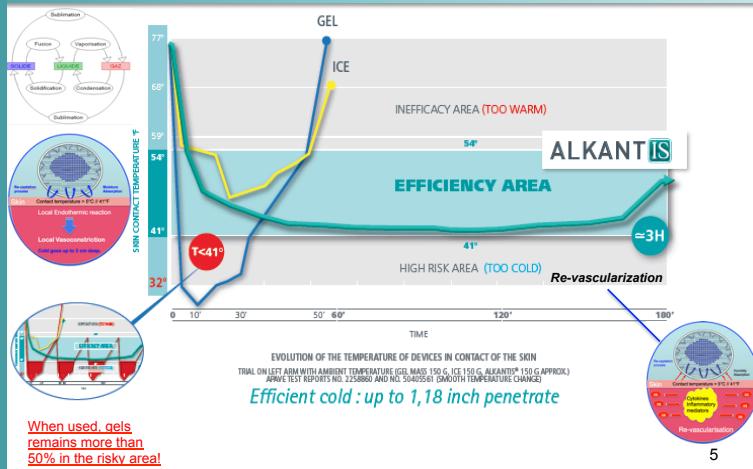
ALKANTIS - prevent rather than treat !

The Pitch!

1. We are proud to introduce a **world's first**.
2. ALKANTIS makes possible to use a **sterile & dry** disposable cold pad inside the Operating Room. (**41°F < Contact temperature < 54°F Up to 3 hours!**)
3. The smart idea is to **introduce cold at the right place and at the right time!** *You do not longer need to wait for hours to apply a cold therapy!* (**The Sooner the better !**)
4. Help to **prevent swelling** and **control pain** from the O.R.
5. Help to **prevent cross contamination** / Infectious risks (**No condensation**)
6. ALKANTIS Is a paradigm shift: a concept = cost savings (**Help to reduce post surgeries complications and drugs consumption = drug free therapy**)

4

The objective being your prospect accept to make a trial!



Healing process!
Help to avoid re-vascularisation issues

Medical evidence!

Analgesic



or

Cold therapy ?



Patient's Pain

Cold Therapy only

Back to the room

90% no pain

Analgesic's injection*

76 % no pain

After 6hours

70% no pain

19% no pain

* Oedema !

Drug consumption

Analgesic's reduction

Day 1

- 69%

Day 2

- 43%

Proof of the Alkantis Concept!

The sooner the Better !

6

A paradigm shift!

ALKANTIS should not be perceived as an additional cost but an opportunity for the hospital to make some savings and manage H.A.I. risks !

* MORE THAN A PRODUCT... A CONCEPT



Prevent rather than treat !

7

More than a Product!

A Concept! photo



H.A.I: The Cost !

H.A.I.s are those that develop in the hospital that were neither incubating nor present at the time of the patient admission.¹

- 40 million persons hospitalized annually in US.
- 2 million will develop a H.A.I. (One in 20 hospitalized!)



Total annual hospital-related financial burden-\$ 45 billion (2007 \$)



- 5% Mortality (100,000 deaths)
- Morbidity with direct costs (at 2004 prices) ranging from additional cost from \$10,500 per case to \$111,000 per case.
- Variable prolongation of hospital stay
~7-10 additional postoperative hospital days²



8

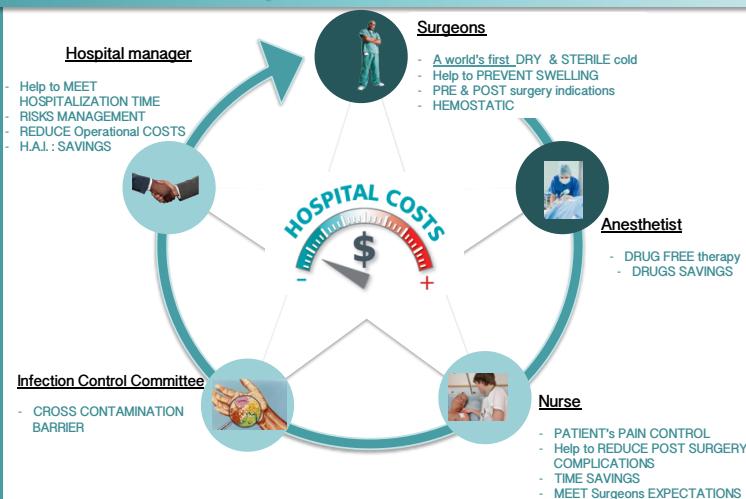
1: William A. Rutala, Ph.D., M.P.H., David J. Weber, M.D., M.P.H. Hospital Epidemiology, UNC Health Care System

2: Prevention of hospital-acquired infections-A PRACTICAL GUIDE-World Health organization WHO/CDS/CSR/EPH/2002.12 http://www.who.int/

That's real life!

Additional cost! photo

More than a product...A CONCEPT !



Alkantis Key Stakeholders!

iStockphoto

Cold Therapy is known!

Conclusion

Alkantis as an added BONUS provides:

✓ **Infection Control Properties:**

- ✓ Dry / No Condensation
- ✓ No cross contamination (Sterile)

✓ **Drug Free Therapy:**

- ✓ Savings
- ✓ Meet Hospitalization Time (Paralytic Ileus)
- ✓ **Safe and Effective way to use "Cold Therapy"**
- ✓ Eliminates Frostbite, Burns, Amputations
- ✓ Ensures Revascularization

ALKANTIS
[Ice Sterile]
Prevent rather than treat!



Benefits for the Patients:

Pain control, possible Less drugs,
Help for a Better recovery!



10

ALKANTIS
LABORATOIRE

ALKANTIS
[Ice Sterile]
Prevent rather than treat!

Thank You !

ALKANTIS is an opportunity:

1. For the hospital to make some savings
2. Manage H.A.I. risks!
3. To improve patient's pain control and comfort!



The Sooner the better!

✳ MORE THAN A PRODUCT... A CONCEPT



Benefits for the Hospital:
Possible SAVINGS!

The Script! Part I

Introduction:

Good morning/afternoon Doctor/Professor,

I am very happy to introduce you today a world First!

- Today, ALKANTIS offers you the unique opportunity to use a sterile disposable cold pad into the operating room.
- With ALKANTIS, you do not need to wait until the patient is back to the room to apply cold therapy. It's too late ! (Inflammatory, edema, hematoma, pain already developed !)

The ALKANTIS smart idea is to introduce cold at the right time and at the right place!

The Sooner the better !

ALKANTIS delivers a sterile and a dry cold from 5 °C (41°F) to 120°C (54°F), up to 3 hours.

The initial input came from a group of hospitals in France; 5 years ago! They requested ALKANTIS to develop a sterile cold therapy pad to prevent cross contamination and to be introduced into the O.R.

Their idea was to stop the pain process and avoid inflammatory process consequences (edema, hematoma,...) which is a cost for the hospitals (the patient could stay up to 7 days more...)

ALKANTIS is a sterile class 1S, CE and FDA approved medical device and meets health, hygiene and safety standards.

Why cold?

- Since centuries, Cold is known to be analgesic, antalgic, anti-edema and anti-hematoma .

What is an effective cold?

- As you know, an effective cold is between from 5°C (41°F) to 12°C (54°F) .

Under 5°C (41°F) it is a risky area, there is a risk of paraesthesia, burns, necrosis and revascularisation issues.

Above 12°C, cooling is ineffective.

Show the temperature curve!

An independent certified body has carried out a comparative study between the different available products on the market.

- This graph displays the skin temperature contact
- You can see the behavior of gels (blue, pink, etc.) on the blue curve.

1) **Gels:** Because of the moisture, the gel is too cold and creates burns, stay long below 5°C (41°F) .

Gels only stay 15 min within the target and become warm very quickly!

If you want to apply a 3 hours cold therapy with gel you would stay more than 50% of the time in risky area (cf zoom curve / brochure)

- **Under 41°F we are in a risky area with burns, paraesthesia, necrosis and re-vascularisation issues**

2) **Ice bag:** the yellow curve shows the “ice bag” which remains about 30 minutes between 5°C (41°F) and 12°C (54°F), then warms up quickly.

- **All the existing products have the same problem: our skin is at 34°C / 96°F, when gels or ice bags are in contact with the skin they create condensation (moisture) which leads to a rapid transfer of cold from the pad to the skin creating burns. Also condensation is an open door for bacteria growth and possible post surgery complications / infections.**

3) ALKANTIS: The green curve displays the ALKANTIS performances, we deliver a dry skin contact and a controlled cold temperature from 5°C (41°F) to 12°C (54°F), up to 3 hours. ALKANTIS never goes below 5°C (41°F) which means no revascularisation issues.

Because the ALKANTIS cold goes deep, the patient can keep an efficient cold for 2 hours more!

The Script! Part 2**Materials, packaging and preparation.**

ALKANTIS is a dressing pad made with a non-woven hypoallergenic material. Inside there is a non-toxic tech-nopolymer, which will absorbs the sterile water. (*ALKANTIS is delivered to the hospital with its own sterile water*).

ALKANTIS is easy to prepare, you need to release the water bag by rolling the ALKANTIS blister, leave it flat, watch for a uniform water absorption and “play piano with”

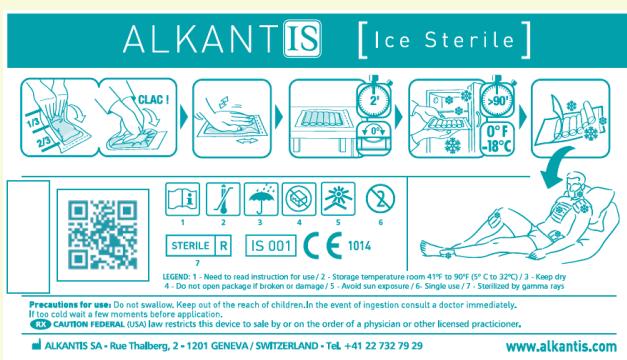
The nurse can prepare as many dressings as she need.

ALKANTIS needs to be stored in the deep freezer (-18°C/o°F) 90 min minimum)

ALKANTIS is ready to be used, the shelf life is 24 months . ALKANTIS is packaged in boxes of 40 units.

Demonstration:

Activate an ALKANTIS pad. Wait water absorption, open the blister and apply ALKANTIS to the back of the practitioner's hand for 10 seconds showing him/her that their skin is dry. (Explain that it is not cold as it has not been put in the freezer). ALKANTIS is ergonomic and compressible. Touch your skin: it is dry !

**Explain again:**

ALKANTIS temperature control and the long lasting time keeping the re-vascularisation.

ALKANTIS is a disposable, ergonomic, compressible and sterile Medical device which delivers a dry cold therapy. ALKANTIS helps to manage pain and local oedema formation without drugs.

ALKANTIS clinical study

We made an ALKANTIS clinical study on inguinal hernia repair, the study has been conducted in France by an International KOL , American fellow. 108 patients have been selected and split in two groups of 54. (reference and ALKANTIS groups)

The reference group followed the normal procedure which consists to inject “analgesics” and the ALKANTIS group only received cold therapy instead.

Results on patient pain: back to the room, ALKANTIS group 90% no pain, better than reference group: only 70% , Much more spectacular, 6 hours after being back to the room 76% no pain with ALKANTIS, 82% PAIN for the reference group !

Does ALKANTIS is an additional cost? No : Drug consumption is reduced by - 63% day 1 and -43% day 2 ! These are savings !

The Smart idea is to prevent rather than treat.

The Script! Part 3

ALKANTIS is more than a product, it is a concept!

- We succeeded to design a sterile and dry cold therapy pad to be used into the O.R.
- ALKANTIS helps first to control the patient's pain and second the inflammatory process consequences leading to post surgery complications (possible extra days of hospitalisation).
- It works, savings could be made ! (refer to the clinical study)
- **The sooner the better!**
- ALKANTIS is easy to use and meet surgeon expectations !
-

Explain experience gathered from the field:

- Show the indications matrix / specialities.

Conclusion of the talk:

- **The smart idea is Prevent rather than treat!**

I would very much like to know your feeling about ALKANTIS? Would you agree to test it on few patients? (this means asking him/her to tell the head of the theatre or unit about our visit, to be able to give a presentation of the product to him/her and organize the test).

- Ask the surgeon/nurse to prepare ALKANTIS him/herself.
- Leave samples (3 to 4), provide the evaluation form for a trial and make an appointment within 10 days to collect feedback

I am very proud to introduce you a world's first
More than a product, ALKANTIS is a concept good for the patient, good for the hospital because of the possible savings ...

Thank your Doctor/Professor.



Calendar Q1 2013

ALKANTIS will be present at:

- **AORN St Diego / USA from March 2 to 7, 2013**
- **AHS Orlando / USA from March 13 to 16, 2013**
(First international plenary lecture by Pr Champault)
- **EOR Chicago / USA from March 19 to 21**
- **May 2013**
Hernia congress / Poland / Gentz
(international plenary lecture by Pr Champault)
- **October 2013**
ACS Washington / USA

INTERNATIONAL :

Patrick Caceres

+33 (0) 620 747 302

p.caceres@alkantis.fr

Jean Claude Riquier

+33(0) 677 079 747

Jean-claude.riquier@innovcare.net