

# Newsletter

## The ALKANTIS new brochure and new Pitch !

### Introduction:

Following our recent customers visits and Reps interviews we have collected a number of valuable information to review and improve both the ALKANTIS brochure and the pitch to be used when introducing ALKANTIS to customers.

### The ALKANTIS new brochure

#### • First page

1) Introduce the ALKANTIS concept from the first page.

#### • Second page

2) We noticed that most of our customers are sensitive to the fact Alkantis provides a controlled cold temperature which does not collapse the blood microcirculation in the inflamed area: we added a magnifying glass below the graph (see next page)

3) Are listed too the main ALKANTIS product value

#### • Third page

4) Below the results of the study we introduced the **ALKANTIS concept** which allows hospitals to make savings when using ALKANTIS.

**We have identified three levels of savings**

**Level 1: Drug free therapy= less narcotics to the patient**

**Level 2: Helps to reduce Post surgery complications**

**Level 3: Helps to prevent Hospital Acquired Infections (H.A.I.)**

Our new slogan for the concept is:

*«The More you use ALKANTIS, The More SAVINGS you make!»*

#### • Fourth page

On the last page we displayed a diagram that shows the savings which can be made by the different hospital stakeholders.

*The next pages describe in details the ALKANTIS brochure changes*

**The last page displays the ALKANTIS Pitch you need to know!**

ALKANTIS

[ Ice Sterile ]

**A World's first !**

The FIRST cold, DRY and STERILE.

Introducing in the O.R. a Drug-free Patient's Pain Control by using a Sterile and Dry Cold Therapy



Single-use ergonomic device  
Cold constant between 5 and 12°C, lasting up to 3 hrs.

Developed for hospital use  
Complies with "health and safety" recommendations



*Prevent rather than treat !*

**MORE THAN A PRODUCT... A CONCEPT**

**HOSPITAL COSTS**

MD CLASS 15 - CE MARK NO. 1014 - FDA  
INTERNATIONAL PATENT (EU, USA, ASIA ETC) AND PATENT PENDING

SAVINGS !



• Second page

- Because ALKANTIS does not go below 5°C ( 41°F) it does not create a too strong vasoconstriction which keeps the blood circulating... ALKANTIS does not put on hold the healing process...
- This is good for the patient!

- Main ALKANTIS product value

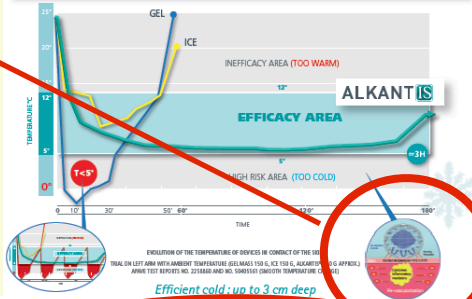
WHY COLD THERAPY?

Cold therapy is recognised for its pain-relieving action. Its vaso-constricting power prevents swelling and bruising.

Cold therapy is:

- Analgesic
- Anti-inflammatory
- Anti-edema action
- Useful on haemorrhagic area
- Hemostatic
- Anti Spasmodic

WHAT IS 'EFFECTIVE' COLD?



ALKANTIS ADDED VALUE: BENEFITS

- Sterile (cross contamination barrier)
- Long-lasting cold (up to 3 hours)
- Dry contact (no condensation, no moisture)
- Hermostatic (vasoconstriction)
- Compressible (strapping)
- Ergonomic design (body + patient)

PROOF OF THE CONCEPT: CLINICAL OUTCOMES

Analgesics	ALKANTIS
PATIENT'S PAIN	
Grouped Alkantis	90% no pain
Analgesic's injection*	70% no pain
* Edema	70% no pain
Drug consumption	Day 2
Analgesics reduction	-43%

*Savings!*

MORE THAN A PRODUCT... A CONCEPT

- 3 levels of savings
- 1 Drug free therapy = Less Narcotics to the patient (Refer to the above clinical outcomes)
  - 2 Helps to reduce Post surgery complications (Ideal for Day surgery) (Meets hospitalization time)
  - 3 Helps to prevent Hospital Acquired Infections (H.A.I) (ALKANTIS being sterile is a cross contamination barrier)

The More you use ALKANTIS, The More SAVINGS you make!  
Prevent rather than treat!

**This is the ALKANTIS cornerstone!**

It is very important to highlight the ALKANTIS concept ...during the call!

Customers need to realize savings potential when using ALKANTIS ...

- Only shows ALKANTIS after having explained the product values and the Concept.

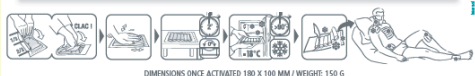
- This diagram shows the key decision makers who are sitting in the «product value committee»

- They need to know the concept !

ALKANTIS STAKEHOLDERS



EASY TO USE



ALKANTIS AND SUSTAINABLE DEVELOPMENT

ALKANTIS is made with an hypoallergenic unwoven material and a non-toxic polymer (residual ashes: 29%).

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 e-mail: [alkantis@alkantis.com](mailto:alkantis@alkantis.com)

How to prepare Alkantis?



## **ALKANTIS Pitch: 7 points to know be heart!**

**1) We are Proud to introduce you a world's first**

**2) From the Operating Room, ALKANTIS makes possible to control Patient's Pain using a Drug-free, Sterile and Dry cold therapy.**

- *You do not longer need to wait to prevent swelling and control inflammatory.*

**3) The smart idea is to introduce cold at the right time and at the right place:**

- ***The Sooner the Better!***
- ***Fire in the kitchen / Extinguisher!***

**4) ALKANTIS delivers a Sterile and Dry Long lasting cold: 5°C (41°F)<Temp<12°C (54°F)**

- *Explain the efficacy window, only Alkantis kept the contact dry (no condensation)*
- *Tell Alkantis is safe (no burns) and do not stop the re-vascularization*
- *Indicate Alkantis cold goes up to 3 cm deep*

**5) The ALKANTIS proof of concept has been made**

- *Explain the t0+6h patient's pain control and pain killer reduction day 1 & day2*

**6) ALKANTIS is more than a product! it is a Concept**

- *Explain the 3 levels of savings*
  - **Level 1: Drug free therapy: less narcotics to the patient**
  - **Level 2: Help to reduce post surgery complications**
  - **Level 3: Help to prevent Hospital Acquired infections (H.A.I.)**
- ***The more you use ALKANTIS, The more savings you make!***

**7) Show ALKANTIS, activate the product and apply it on the back of the surgeon's hand**

- *Tell ALKANTIS helps to make savings and is easy to use!*
- *Explain Alkantis is good for the surgeon, the nurse and the hospital manager*
  - *Less risks, better care*
- *Ask the surgeon if he is ready to try ALKANTIS? Offer him free samples*

***ALKANTIS - prevent rather than treat!***

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