

Newsletter

ALKANTIS Special U.S.A.

Hello,

- The first part of this newsletter reports the events which took place during the month of March in the U.S.A.
- The second part is dedicated to the ALKANTIS product launch in your territory. *(read on the back)*

The ALKANTIS «family» continues to grow in the United States, Billy from American Surgical recently organized a conference call with you and we felt it is necessary to relate here the main recommendations to successfully introducing the ALKANTIS product and concept .

Part 1: March 2013 Congresses feedback

We were very happy to share with you all the events that have occurred in the recent past weeks in the USA

American Surgical was present with a booth at three major conferences in the month of March.

During these three exhibitions the popularity of the booth has not ceased, which allowed the American Surgical team to create many contacts and forward the information to you.

San Diego: During AORN we attracted the interest of O.R. nurses

Orlando: Professor Champault has presented to a panel of general surgeons the results of his studies. As it was a success, the study has been selected for the next Hernia World Congress.

Chicago / AAOS: The affluence on the booth was important, many orthopedic surgeons came to see us and, were seduced by the ALKANTIS product and, especially by the ALKANTIS concept. (Savings!)

American Surgical participated to the following three US congresses:

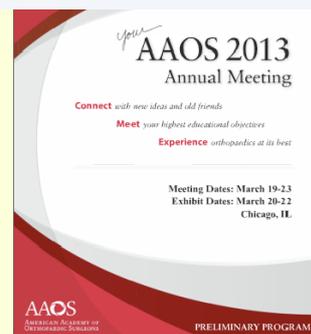
1. **AORN St Diego , March 4-6, 2013**
Booth N° 3945



2. **HAS Orlando, March 13-16, 2013**
Booth N° 408



3. **AAOS Chicago, March 20-22, 2013**
Booth N° 5259



Part 2: How to be successful when introducing ALKANTIS on your market area ?

1) To make a call you need:

- **To know the Pitch** (see Newsletter N°3)
- **A print the four pages Brochure** (In dropbox)
- **A print of the Key slides or having them available on your tablet** (In dropbox)
- **A print of the Indications matrix** (see Newsletter N°5)

2) Customer targets are Hospital and ASC (Ambulatory Surgical center)

Target 1: Hospital: how to conduct an evaluation?

First you need to target early adaptors.

- **Select a surgeon A**
- **Start an evaluation**
- **Follow the evaluation**
- **Close the evaluation**

Meet other surgeons from the same hospital using surgeon A as reference and tell them to order the ALKANTIS product.

At the Hospital you can meet other people to explain both Product and Concept:

- **Nurses**
- **ICC committee**
- **Risks manager**
- **Materials manager**

Promote both Alkantis product and concept to them (In dropbox)

Target 2: ASC

Select an early adaptor surgeon (keep in mind he is your hospital Trojan horse!)

- **Conduct evaluation (same as above)**

3) How many pilot evaluation do you need to start ?

Your objective is to initiate 5 evaluations (means more calls) and to close these evaluations.

We wish you the best success for launching Alkantis on you market area.

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