

# COOK MEDICAL: BUSINESS OVERVIEW PRESENTATION

# Yesterday: A simple(r) sale



Doctor

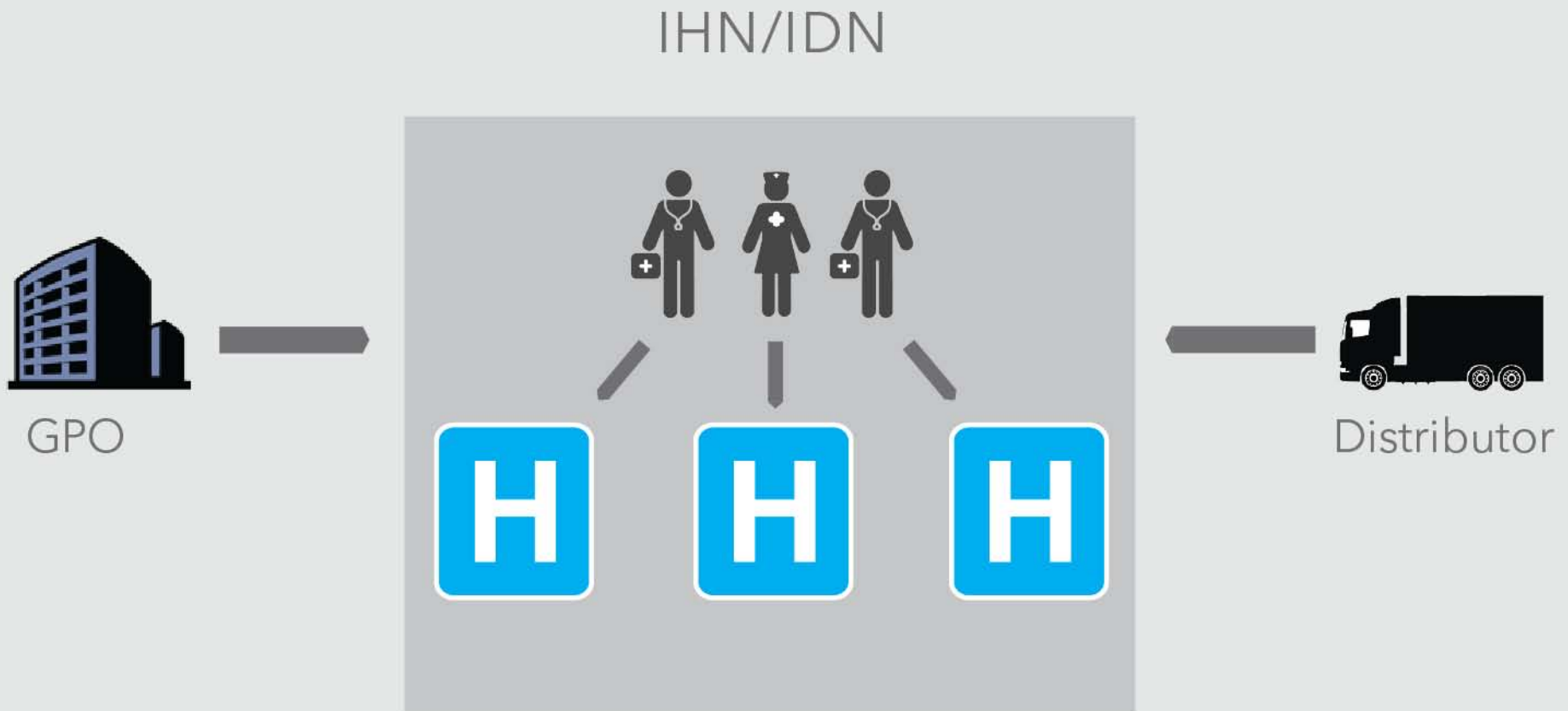


Purchasing

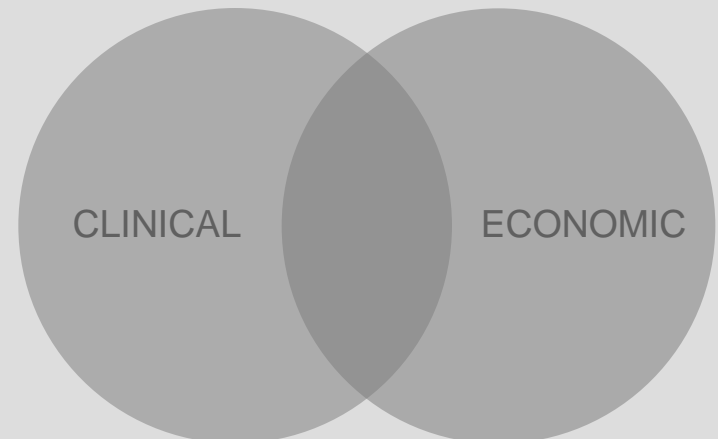
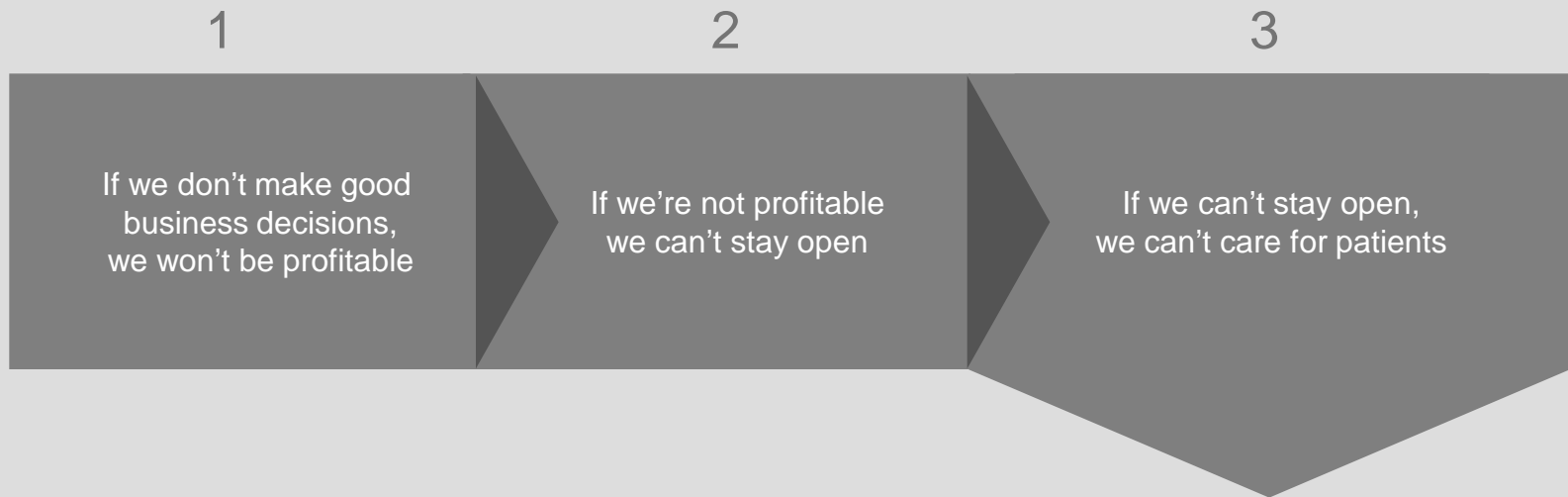


Doctor,  
Happy

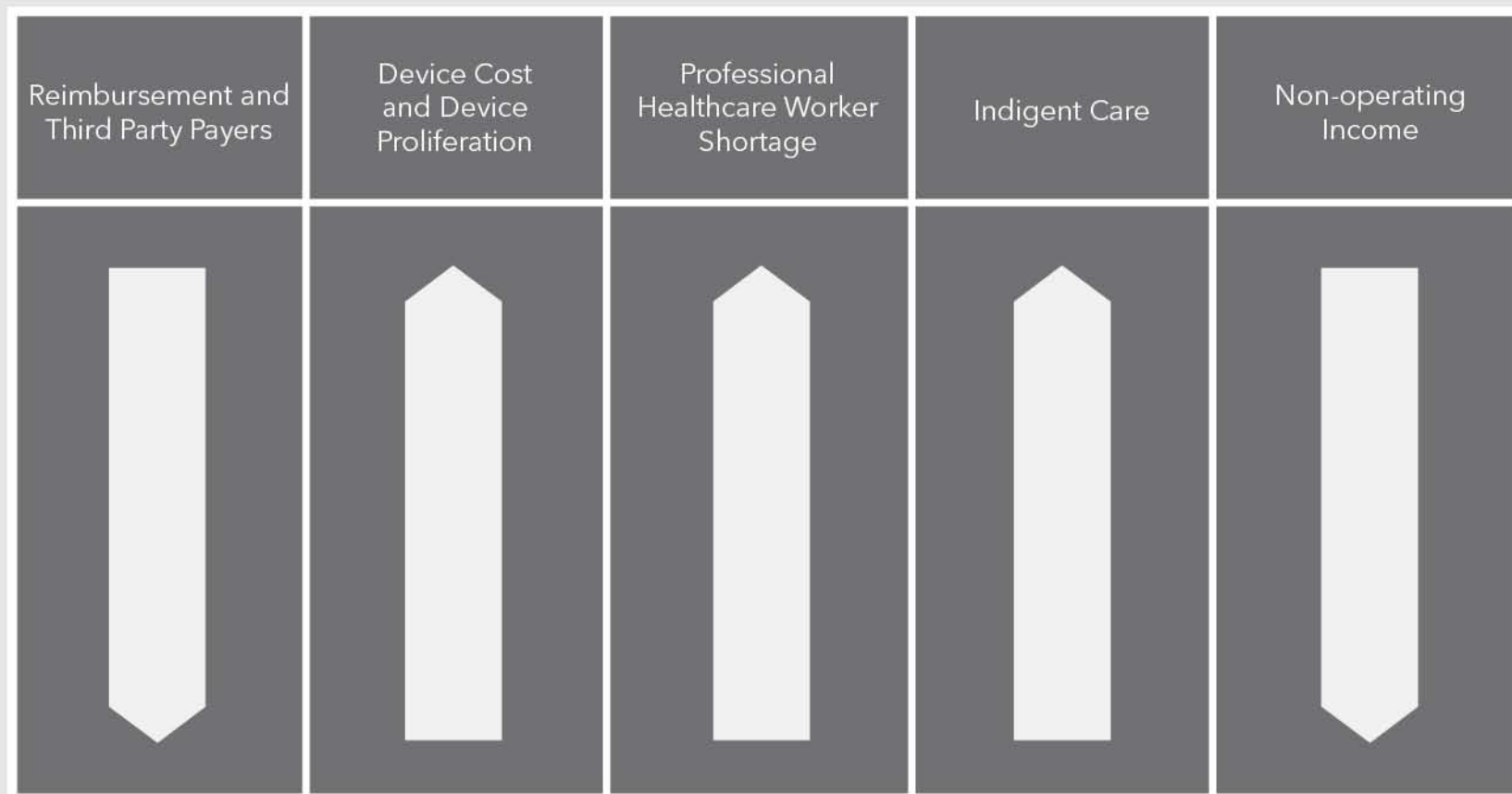
# Today: A Highly Complex Sale



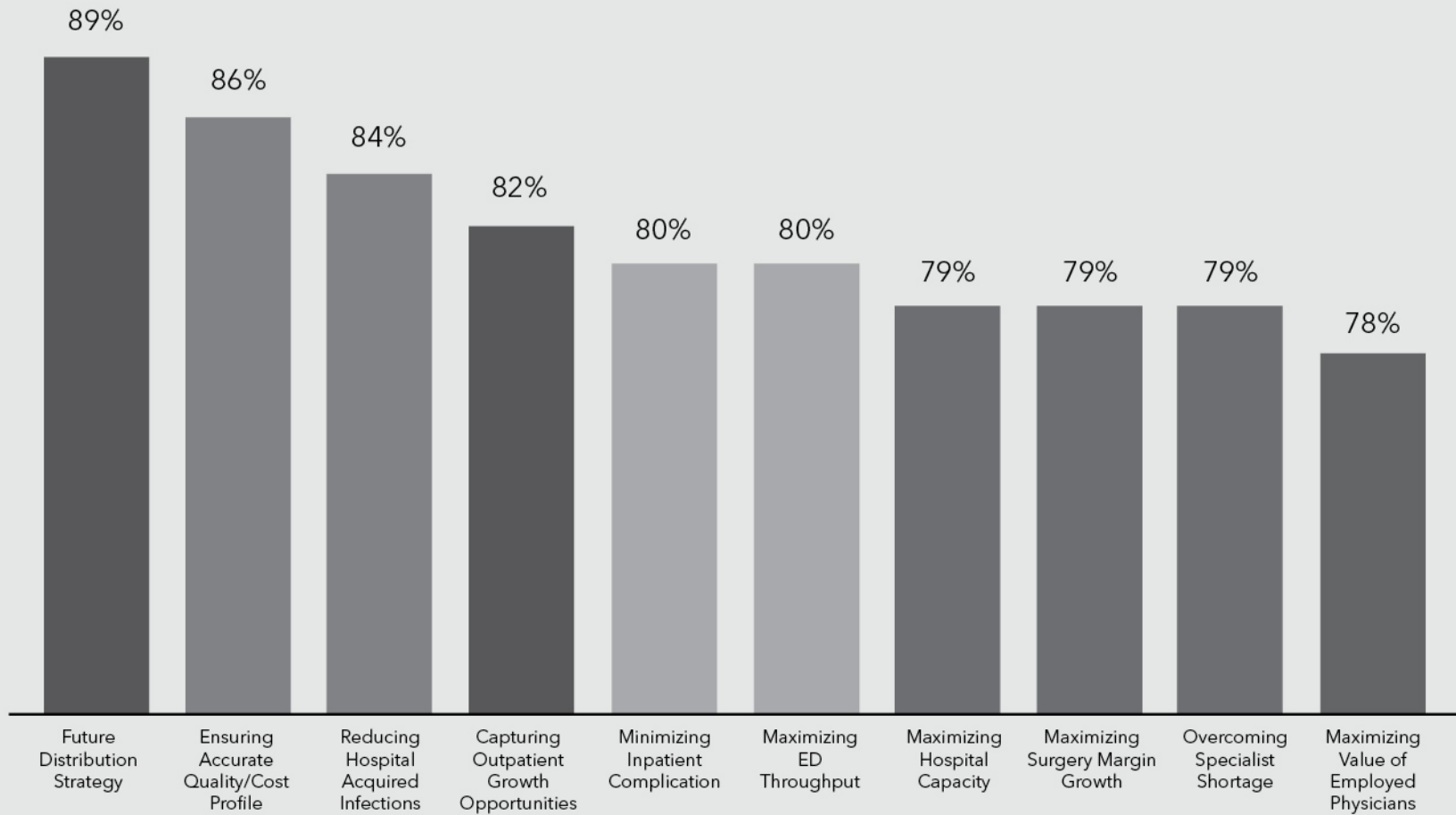
# Healthcare Business Decisions are Clinical Decisions



# What's Changed?



# Pre-Economic Crisis: Distribution Strategy is Hospital C-Suite's #1 Issue



# 3 Channels for Delivering Solutions



# Aligning Resources

**Clinically Focused,  
Business Aware**

**Business Focused,  
Clinically Aware**

**IDN/HOSPITAL**

Clinicians

Department  
Buyers

Service Line  
Administrators

Value  
Analysis

Sourcing and Materials  
Management

Purchasing

CFO

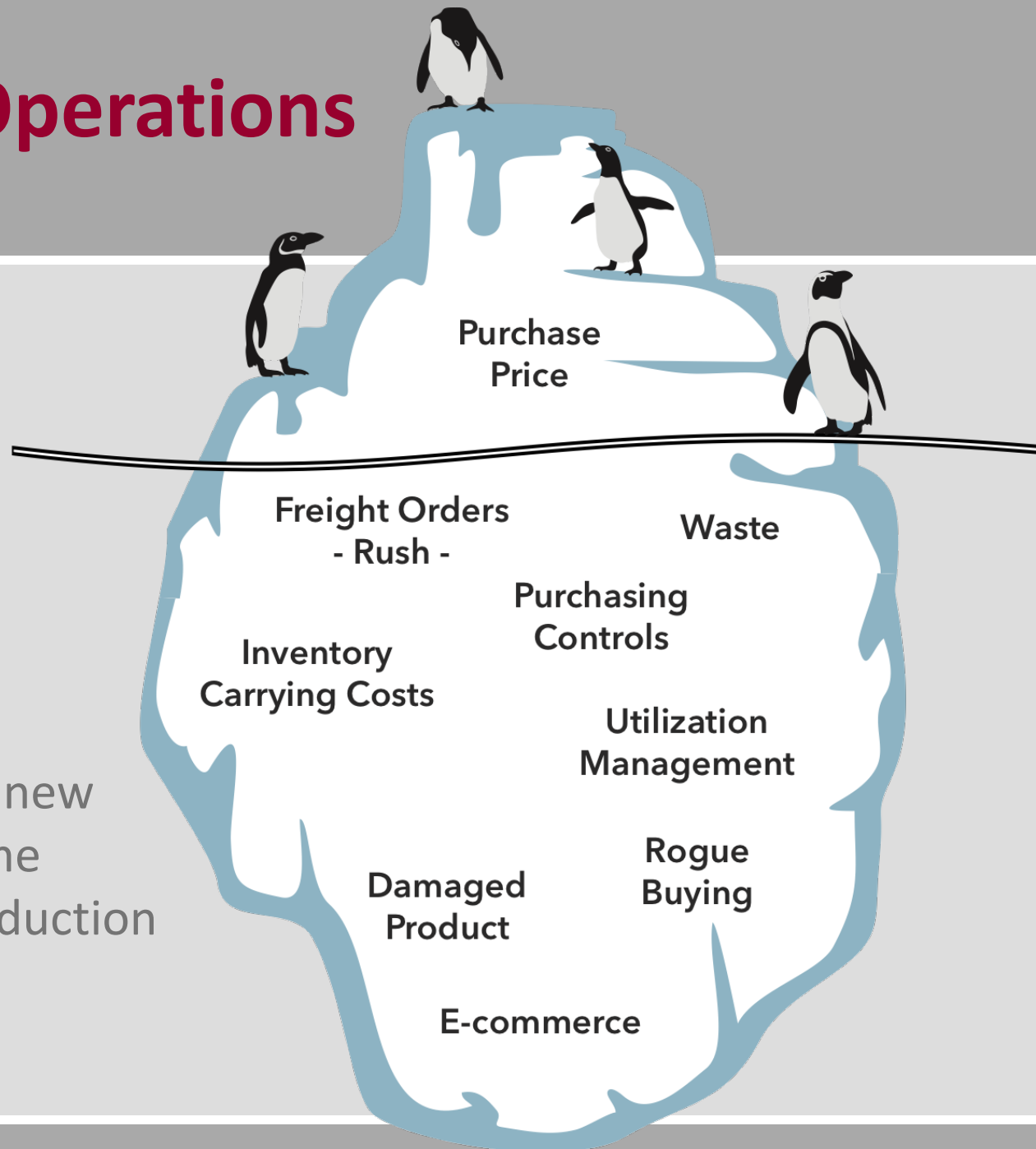
CEO



Supplier



# Streamline Operations



“It takes **\$11,700,000** in new revenue to have the same impact as a **\$100,000** reduction in operating costs”