

Helping Companies Achieve
the Next Level of Success



Healthcare Consulting

By understanding where the healthcare market has been and where it is going, **The Mead Consulting Group** works with you to:

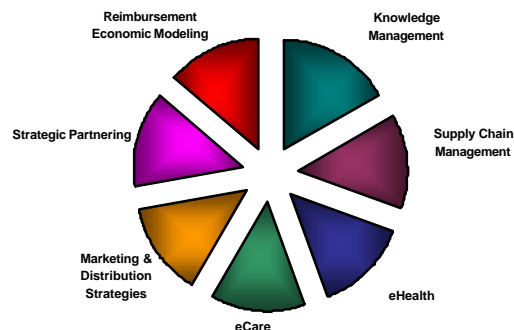
1. **Develop a strategy for the changing healthcare environment:** We help you update your business strategy for the increasingly complex healthcare environment you face.
2. **Leverage new technologies and methodologies:** We help you leverage emerging methods and technologies such as eCare or Knowledge Management to hit your sales and profit goals.

We understand that to be successful today - and tomorrow - you must implement:

- ◆ New ideas
- ◆ New models
- ◆ New approaches
- ◆ New ways of thinking

We have the ideas, models, approaches, and new ways of thinking that you need to be successful in the healthcare market.

Whether you are **looking to get into the healthcare vertical**, or you are a healthcare company that is **trying to grow your business**, The Mead Consulting Group offers the following strategies and services to help you achieve your business objectives:



For More Information Contact:

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Healthcare – Services



Mead Consulting Group Clients are CEO's, senior executives, board members, investors who wish to accelerate growth and to develop the strategic and functional areas of their company to *achieve the next level of success*. Clients include Medical Device/Pharmaceutical/ Healthcare IT companies and range in size from \$2 Million to \$400 Million in revenues, from start-ups to divisions and subsidiaries of Fortune 500 companies.

- **Strategic Business Consulting/ Business Planning**
- **Market Analysis/Market Planning**
- **Market Plan Development**
 - **Positioning Strategies**
 - **Promotional Plans**
 - **Pricing Approaches**
- **Distribution Planning/Distribution Network Development**
- **Business Development/Strategic Partnering**
- **Reimbursement Strategy**
- **Executive Management Services**
 - **Interim and Part-time Executives**
 - **CEO Advisory Services**
 - **Leadership Development**

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Healthcare – Success Stories



Regional Distributor

The client company revenue had been stalled at \$2 million in sales for three years and the business was operating at a loss. MCG assisted client with strategic planning, market positioning, and improvement of business processes starting in 1992. The company has experienced 40% + compounded growth EVERY YEAR for the last seven years.

Manufacturer of Proprietary Medical Devices

The client company had \$2 million in sales and an excellent product line. MCG assisted the client by building a sales channel and assisting the client management in scaling up manufacturing and market support. Client sales increased to \$16 million in the first full year after implementation of the new sales channel.

Information Technology Systems Integrator

The client company had \$35 million in sales, but margins were significantly below industry averages. MCG assisted with strategic planning and eBusiness transformation resulting in operating savings of \$1 million annually.

Software Company

MCG assisted client company by performing interim CEO role, repositioning the client marketing and product mix, securing 2 rounds of capital, building the sales and marketing organization, and hiring the executive team.

\$400M Healthcare Company

MCG assisted the company with adding new product lines through strategic relationships that added 30% to its annual revenue.

\$20M Services Company

MCG assisted with strategic planning and market development. Refocused marketing efforts on product lines with greatest growth potential, assisted with channel development, and positioned the client for a lucrative merger opportunity.

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Medical/Healthcare – Clients



Aegis Medical

Bristol Myers Squibb

Cleo Wallace Centers

Diagnostic Markers, Inc.

EduMed

Gull Laboratories, Inc.

Kinetic Concepts, Inc.

Laschal Surgical, Inc.

Medtronic

MedWired Corporation

Micronet Medical

Mountain Medical

Smith & Nephew Richards

Summit Medical Systems

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Our Group of Experienced Professionals:

There are over 50 professionals affiliated with The Mead Consulting Group. These individuals have backgrounds in Marketing, Sales, Business Development, Manufacturing, Engineering, R & D, Quality, and Finance and have worked with Fortune 500 companies and successful small and mid-size companies.

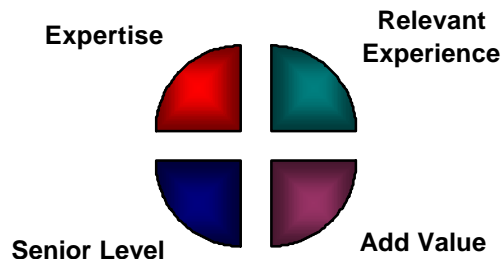
These professionals have held positions such as President & CEO, General Manager, Controller, CFO, Director of R & D, and VP of Sales and Marketing, with companies such as Mountain Medical Equipment, Medtronic, Bristol Myers Squibb, National Starch, Pentax, GE Medical Systems, BOC Healthcare, Cigna, PacifiCare, Aegis Medical, Samsonite, Milton Bradley, Cisco, Netscape, US WEST, Boston Market, and PepsiCo.

The Mead Consulting Group makes the best talent available to meet the needs of your business.

The Importance of Experience:

Each of our senior associates has three important assets:

- Each has broad functional experience with larger companies in a P&L role.
- Each has started a company and FAILED (it is true that we learn more from failure than success).
- Each has been with a startup business that SUCCEEDED.



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