

Products

- Lux 1.1
- Web Reporting
- Me Match
- Short Messaging Service CRM

Products: Lux1.1

Geographical Trends

Competitive Trends

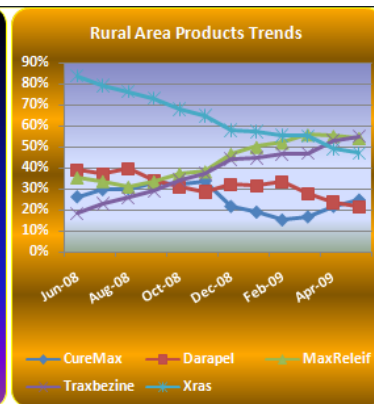
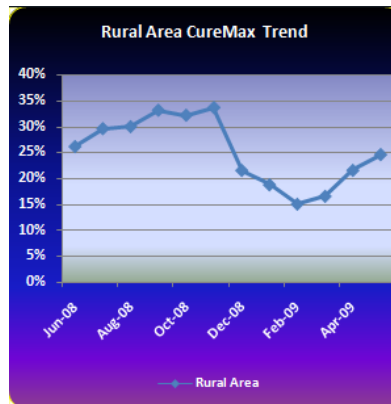
Performance Criteria

Interactive Excel application to report sales trends at different geographies, products and markets

- Benchmarking
- Competitive Landscaping
- Business Contribution
- Historical Trends
- Opportunity Analysis
- Excel Functionality

Color Formatting To Detect Change

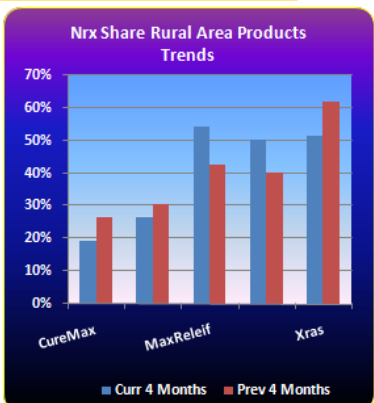
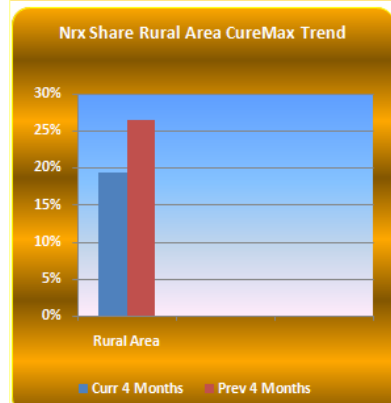
Other Periods Increments



Product	Market	Division	Region	District	Area
CureMax	56,864	Vascular	EAST	North	Rural
Rel. %of Business	100.00%	49.83%	51.28%	34.71%	44.76%
Abs %of Business	100.00%	49.83%	25.55%	17.80%	15.54%
NRx Share					
Curr 4 Months	11.51%	10.49%	9.42%	8.76%	19.42%
Prev 4 Months	10.31%	10.60%	9.85%	11.73%	26.46%
Evolution Index	1.1	1.0	1.0	0.7	0.7

Geography	Low bound	High bound
Nation	10%	13%
Division	11%	14%
Region	10%	13%
District	12%	15%
Area	26%	34%

ALL PRODUCTS AND TRENDS ARE FICTITIOUS



Curr 4 Mnth Limits (Enter Your own Criteria)

Monthly Charts
4 Months Charts
FAQ



Products: Lux1.1

Geographical Trends

Competitive Trends

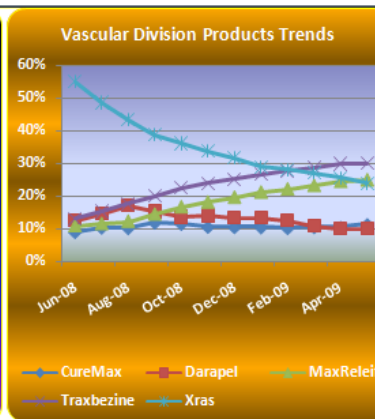
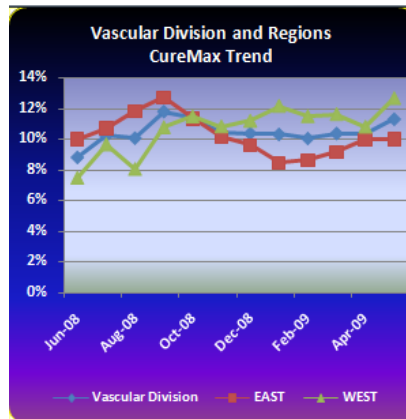
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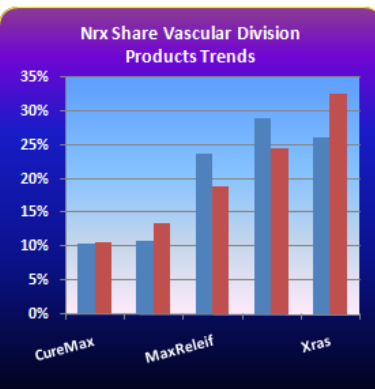
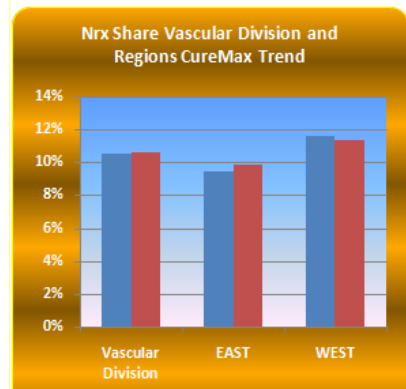
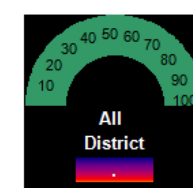
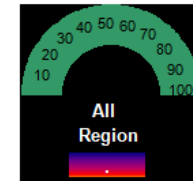
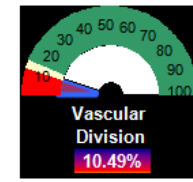
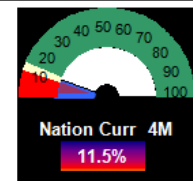


Curr 4 Mnth Limits (Enter Your own Criteria)			
Geography	Low bound	High bound	
Nation	10%	13%	
Division	11%	14%	
Region	.	#VALUE!	
District	.	#VALUE!	
Area	.	#VALUE!	

ALL PRODUCTS AND TRENDS ARE FICTICIOUS

Product	Division	Region	District	Area
CureMax	Vascular	All	All	All
Market	56,864	28,337	.	.
Rel. %of Business	100.00%	49.83%	.	.
Abs %of Business	100.00%	49.83%	.	.
NRx Share				
Curr 4 Months	11.51%	10.49%	.	.
Prev 4 Months	10.31%	10.60%	.	.
Evolution Index	1.1	1.0	.	.

Monthly Charts
4 Months Charts
FAQ



CureMax

Products: Web Reporting Solutions

Sales & Marketing

Basic

- Standard Reports
- Interactive Querying

Advanced

- Interactive Reports
- Querying Capabilities
- Create Excel Reports
- Team Collaboration

Advanced/Production

- Interactive Reports
- Queering Capabilities
- Create Excel Reports
- Team Collaboration
- Create Automated reports by field force, business, and other categories

NRx & TRx Product Volume

Product	Division	Region	District	Area
CureMax	Acute Care	EAST	North	All
Market	56,864	28,527	14,301	4,862
Rel. % of Business	100.00%	50.17%	50.13%	34.00%
Abs % of Business	100.00%	50.17%	25.15%	17.04%
NRx Share				
Curr 4 Months	11.51%	12.53%	12.14%	13.40%
Prev 4 Months	10.31%	10.02%	8.58%	6.72%
Evolution Index	1.1	1.3	1.4	2.0

NRx Share Competitive View

North District Products Trends

Nrx Share North District Products

NRx Share Geography View

North District and Areas CureMax Trend

Nrx Share North District and Areas CureMax Trend

Analysis

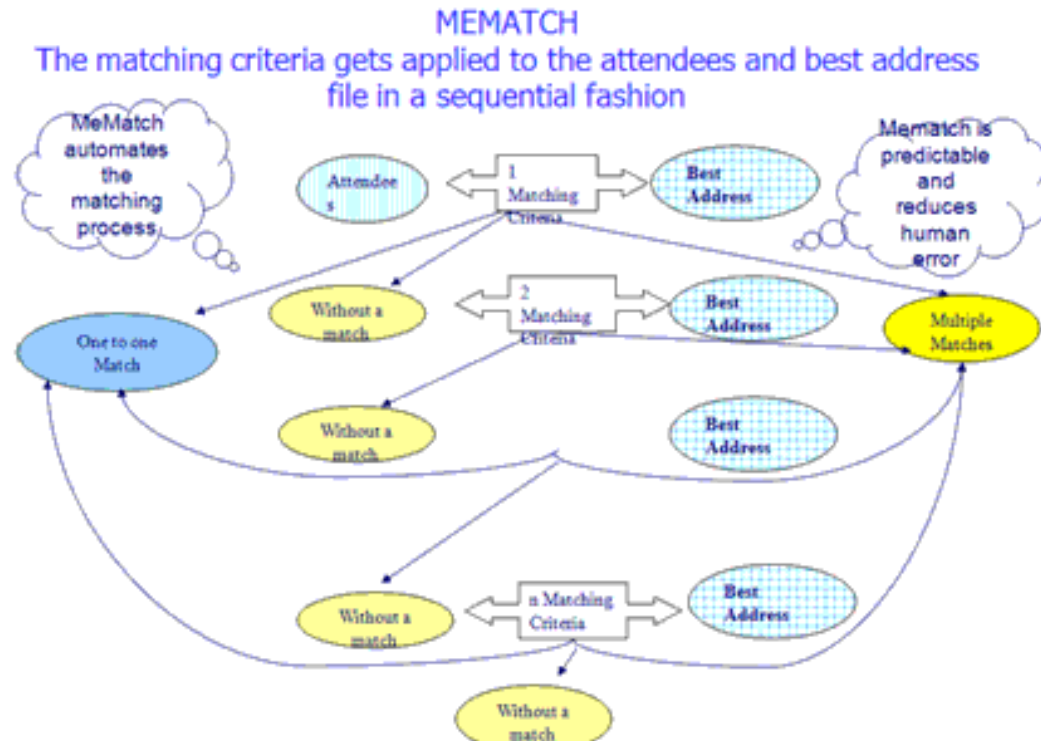
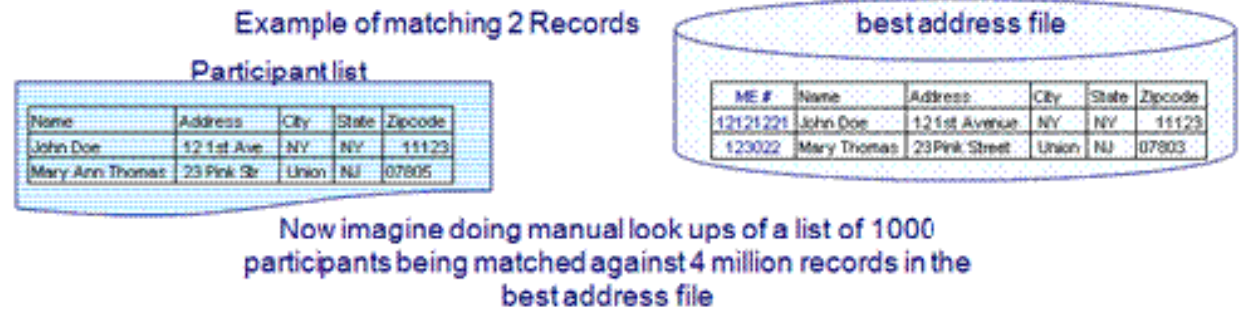
- Goals**
 - Reach more physicians
 - Introduce the patient care model
- Gains**
 - More compliance and share is growing
 - Optimization of samples and details efforts
- Loses**
 - Preferred Tier statues with United Health Care lost
 - Medicaid reimbursement dropped by 15%

Products: MeMatch

Who are your customers?

How do you find your customers in your data bases when you have only their contact information?

The MeMatch algorithm has saved clients thousands of dollars that otherwise would be spent doing manual look ups or licensing very expensive data cleaning software products. Clients turn around time to identify customers and conduct analysis is improved significantly. The amount of time spent doing manual look ups is reduced.



Products: SMS CRM

SMS Communications Through a partnership with CoreTalk USA, Data Means is offering CoreTalk a leading edged SMS (short message service, text messaging) communication solution, which can be tailored to suit your specific business needs. Whether you want to remind your customers of an appointment, schedule appointments, send promotional messages or send updates on due invoices, CoreTalk does it all at the press of a button.

CoreTalk also allows your customers to respond to your messages via the same number. It is cost effective, efficient and reliable. To learn more about Coretalk visit <http://www.coretalkusa.org/>.

What it Does

Business Communications

- Send an individual SMS or bulk SMSes to clients and staff members full, printable record of all communication with clients and their responses
- Create and manage up-to-date client-information databases
- Create ‘triggers’ to automatically send SMSes on specified dates
- CoreTalk is compatible with existing database and office software

Connectivity

Use the data modem to access the internet and your email too.

Benefits

- User friendly
- The most effective marketing simple, direct and concise
- 95 percent of text messages are read within the first 15 minutes
- Improved customer service
- Higher productivity
- Accessible wherever you have network signal
- Easy to keep in touch with your customers
- Easy for your customers to keep in touch with you
- Multiple user access

