



Opportunities Provided by Rapid

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Peripheral Products – Historical Perspective

- + Companies Use Peripheral Products to Leverage Technology to High Volume Disease States
 - + PTA to PTCA and Neuro balloons
 - + Biliary stents to Peripheral, Coronary and, AAA stents
 - + Visceral artery embolization to Neuro
 - + Etc.
- + Company investment in original platforms often decrease dramatically after transfer to higher volume disease states

Why would investment Decrease?

PAD / PVD Products –Volume Perspective

- + Numbers Matter, Don't they?
 - + Two legs with Multiple Accessible Vessels in each leg
 - + One heart with only a few major vessels
 - + One Brain with only a few accessible vessels
 - + One Aorta
- + Greater Volume = Greater Resources in both \$ and People

NO!

PAD / PVD Products – Business Perspective

- + Investments are made based on common elements
 - + Market Size vs. Market Potential
 - + How Much \$ to grow Potential Markets
 - + How Much Time to grow Potential Markets
 - + Current Market Share vs. Competition
 - + Current Indication vs. Needed Indication to grow the Market or gain Market Share
 - + What Clinical Studies are Needed to Change Current Indications
 - + How Much \$ will those Clinical Studies Require
 - + How Much Time will it take to Finish those Studies
 - + What is the Regulatory Path and Timing

RAPID Opportunity Today

- + Utilize Registries to save Time and Money
- + Study Real World Patients, in Real Time
 - + Augment your Quality Systems with this Data
- + Gain agreement with FDA in Advance on;
 - + Label Expansion
- + Customize Registry Data to Meet Your Needs
 - + Add a few CRF's instead of hundreds in traditional studies

RAPID Future Opportunity

- + In the Future as More Regulatory Bodies Participate in Various Geographies, Leveraging Registry Data will Gain Product Approval
 - + No more small non-statistical trials
 - + Streamlined approval process
- + In the Future Gain agreement with FDA in Advance on;
 - + Product Approvals or Product Supplements
- + In the Future Registry Data linked to CMS Economic Data Could Drive
 - + Health Economic Analysis to support various projects
- + In the Future Registry Data linked to International Payers Could Drive
 - + Health Economic Analysis to support various projects

Q&A / Discussion Session

- + Some Items Which May Be On People's Minds. Fill in the Blanks. Please add Other Questions or Concerns
 - + I think this is great but some back at the office may be concerned about
 - + How Much Will This Cost and Who is Paying for it?
 - + Will we Have Access to this Data?
 - + Will the Access be Timely and Need to be Approved?
 - + Who will Approve Access to the Data?
 - + Can we Run Different Studies While RAPID / SPEED is Being Implemented?
 - + Other Questions?