

THE BEAT GOES ON MEDRAD'S BALDRIGE JOURNEY



Joe Havrilla, Chief Innovation Officer
April 5, 2011



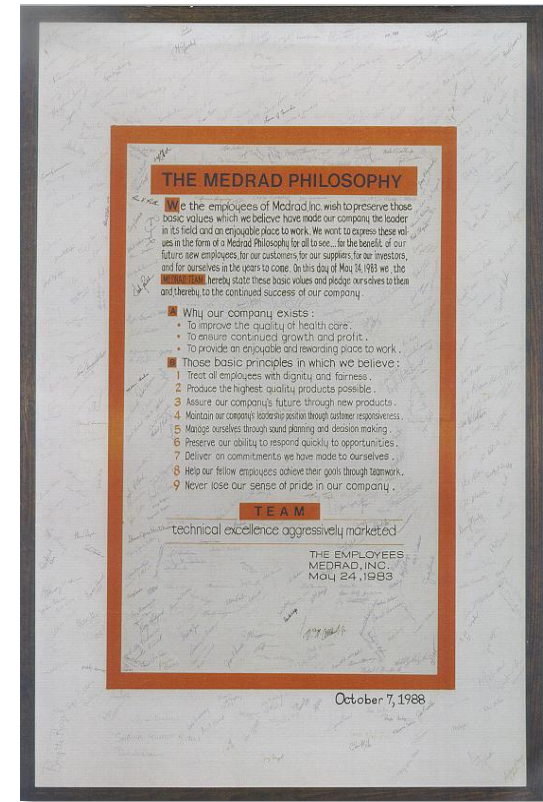
TOPICS

- Our Unchanging Core
- Our 1st Baldrige Journey
- Continuous Improvement and Innovation
- Why did we apply again
- What's next – Where do we go from here



OUR UNCHANGING CORE

Defines the three reasons MEDRAD exists:
deliver value to customers, employees, shareholder.

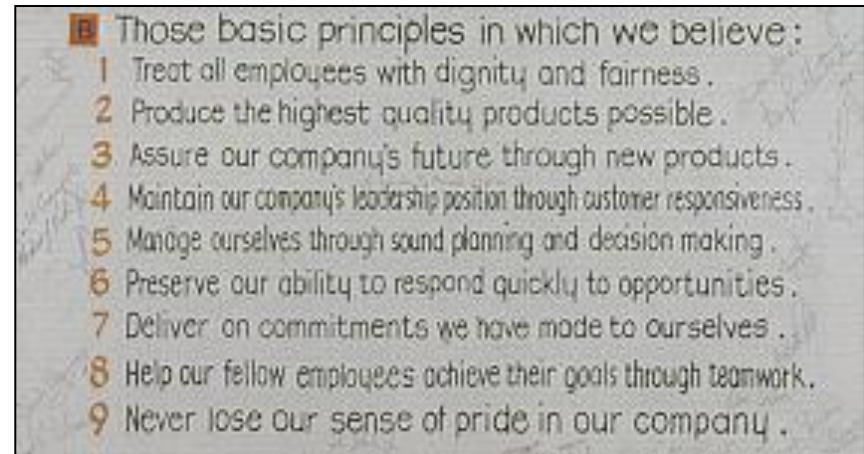




OUR 1ST BALDRIGE JOURNEY LEADING UP TO 2003

Create The Environment

- 1983 to 1991
 - MEDRAD Philosophy
 - Quality Policy created
 - MEDRAD Mission
 - Customer Satisfaction Survey



Set High Standards

- 1993 to 1995
 - Hay benchmark employee survey
 - Baldrige Criteria used for self-assessment
 - ISO9001 and CE Mark certifications
 - Balanced Measures management tool



OUR 1ST BALDRIGE JOURNEY LEADING UP TO 2003

Align on the Critical Few

– 1998 – 2001

✓ Corporate Scorecard simplifies
from 40 to 5 Measures

✓ Aligned Incentives

✓ “Top Box” Customer
Satisfaction approach

- Advisory-Board distributed leadership
- Code of Conduct introduced
- Mission updated based on strategic plan

– 2003 MEDRAD receives first Baldrige Award

Goal	2005	2006	2007	2008	2009	2010
Exceed the Financials	A	A	A	A	A	B
Grow the Company	A	A	A	B	A	A
Increase Quality & Productivity	A	A	A	A	B	A
Increase Customer Satisfaction	A	A	A	A	A	A
Increase Employee Growth & Satisfaction	A	A	A	A	A	B



CONTINUOUS IMPROVEMENT & INNOVATION

Never Quit

– 2004 to 2010

- Quality Policy Updated
- “Net Promoter” Customer Satisfaction benchmark begins
- Great Places to Work employee survey introduced
- Mission revised based on strategic plan
- MEDRAD doubles revenue in 5 years *again* (2002-2007)





WHY DID WE APPLY AGAIN?

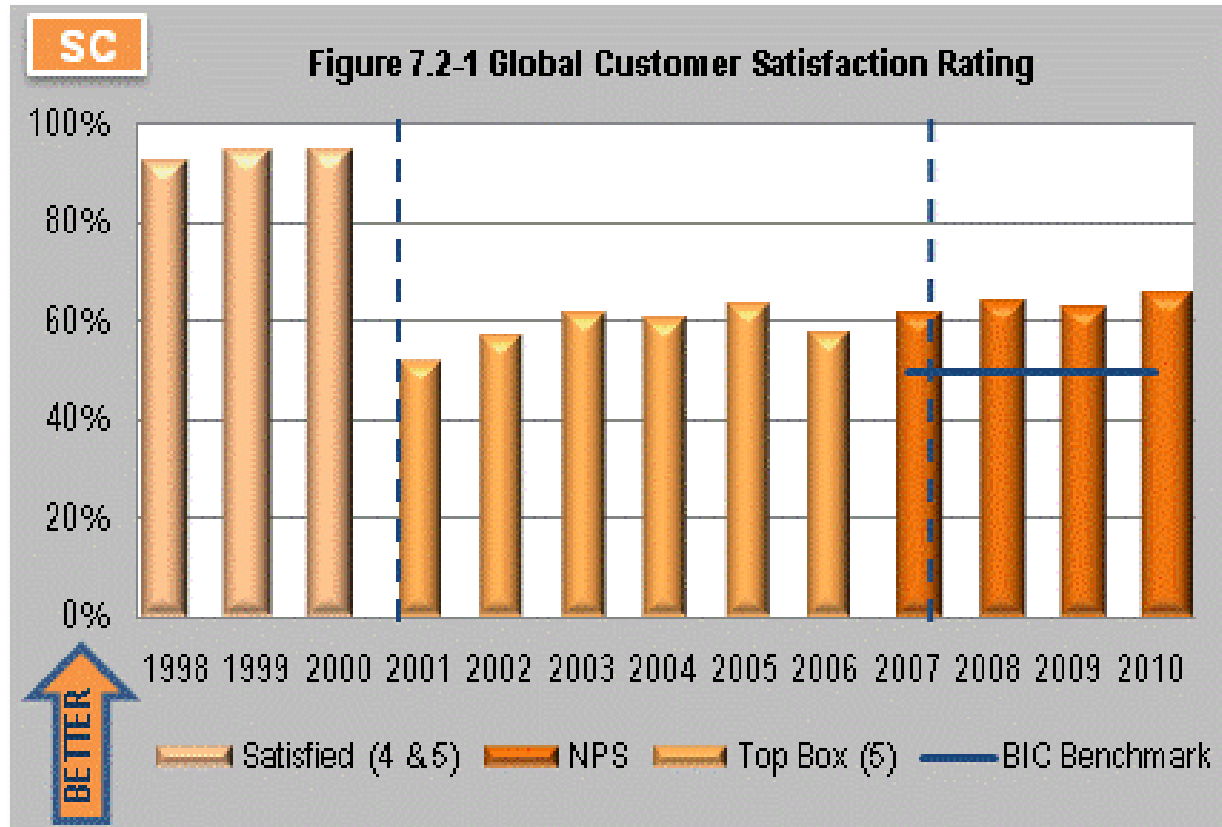
- Excellence is a river
- ***How do you know*** you are Best in Class?
 - Great value from getting asked the question
 - Benchmarking against the best
- External and independent view





HOW DO YOU KNOW?

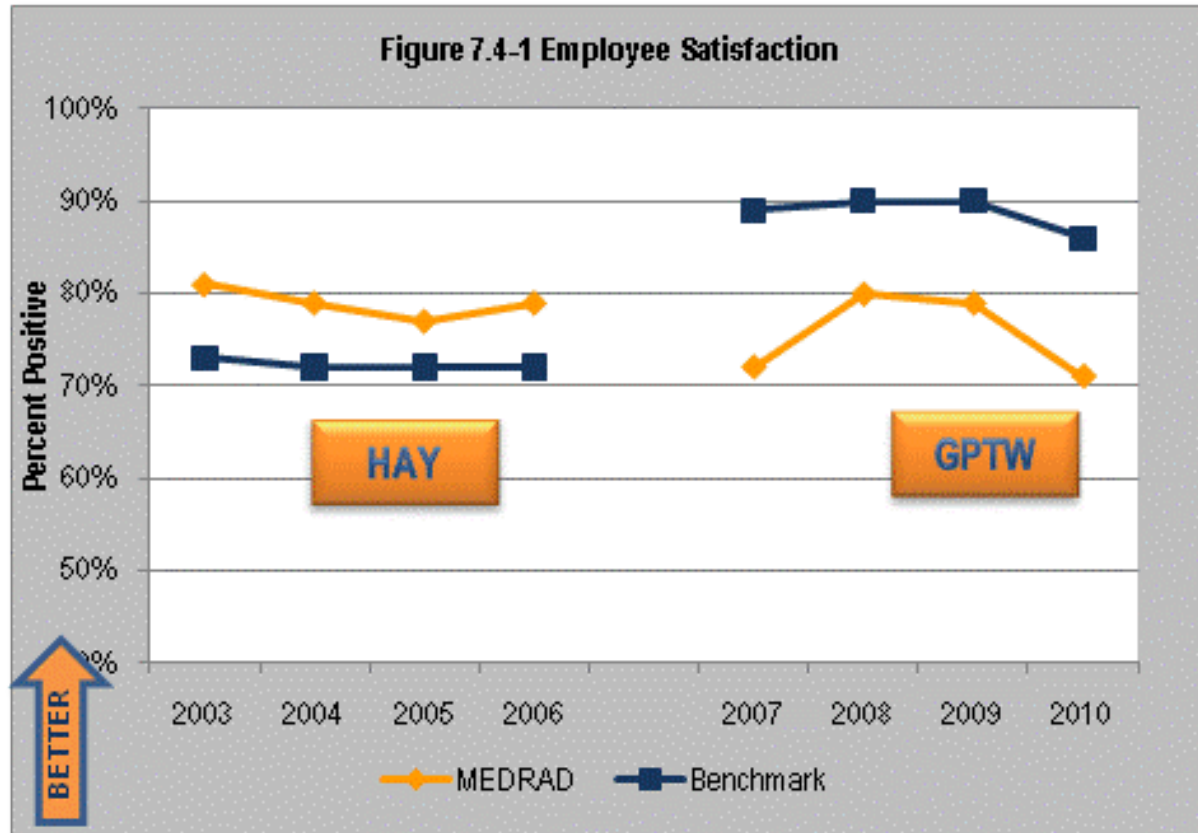
Raise the bar





HOW DO YOU KNOW?

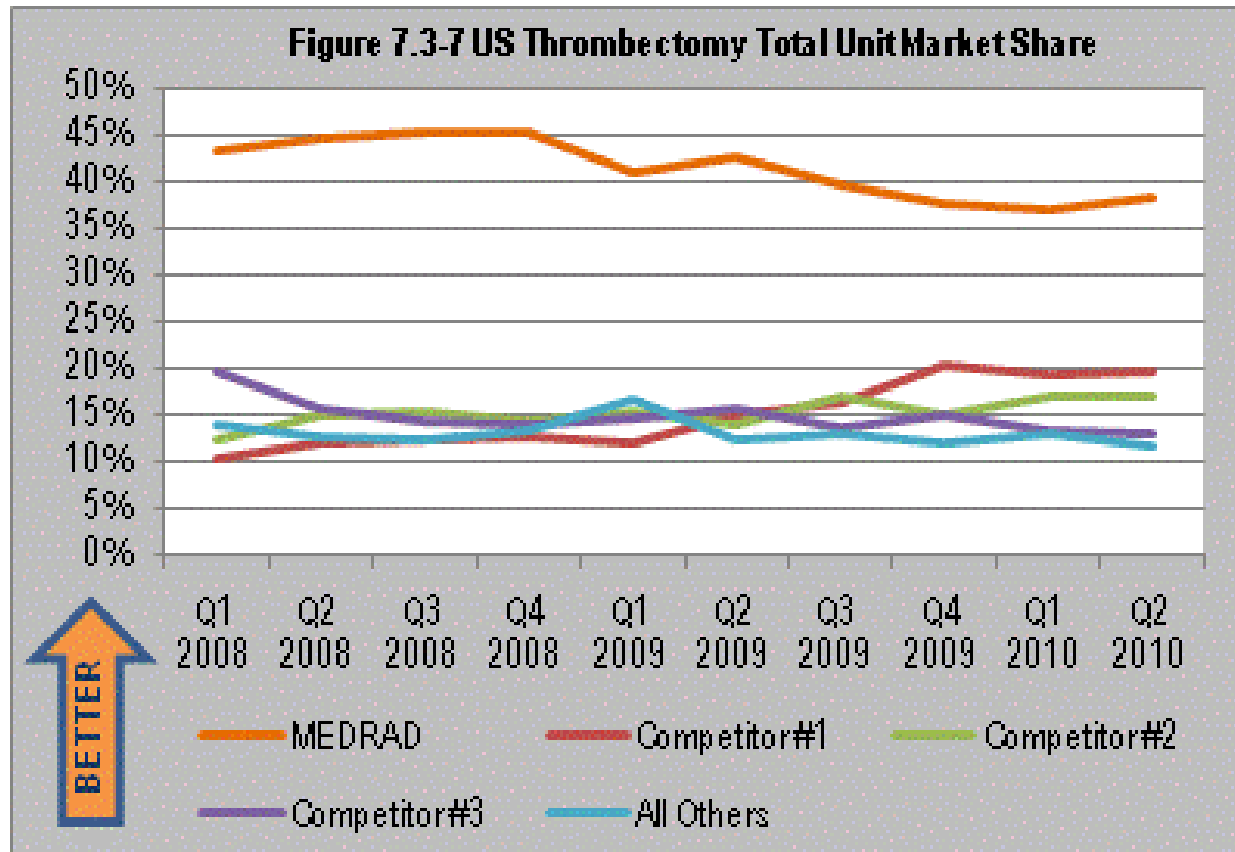
Raise the bar as high as you can





HOW DO YOU KNOW?

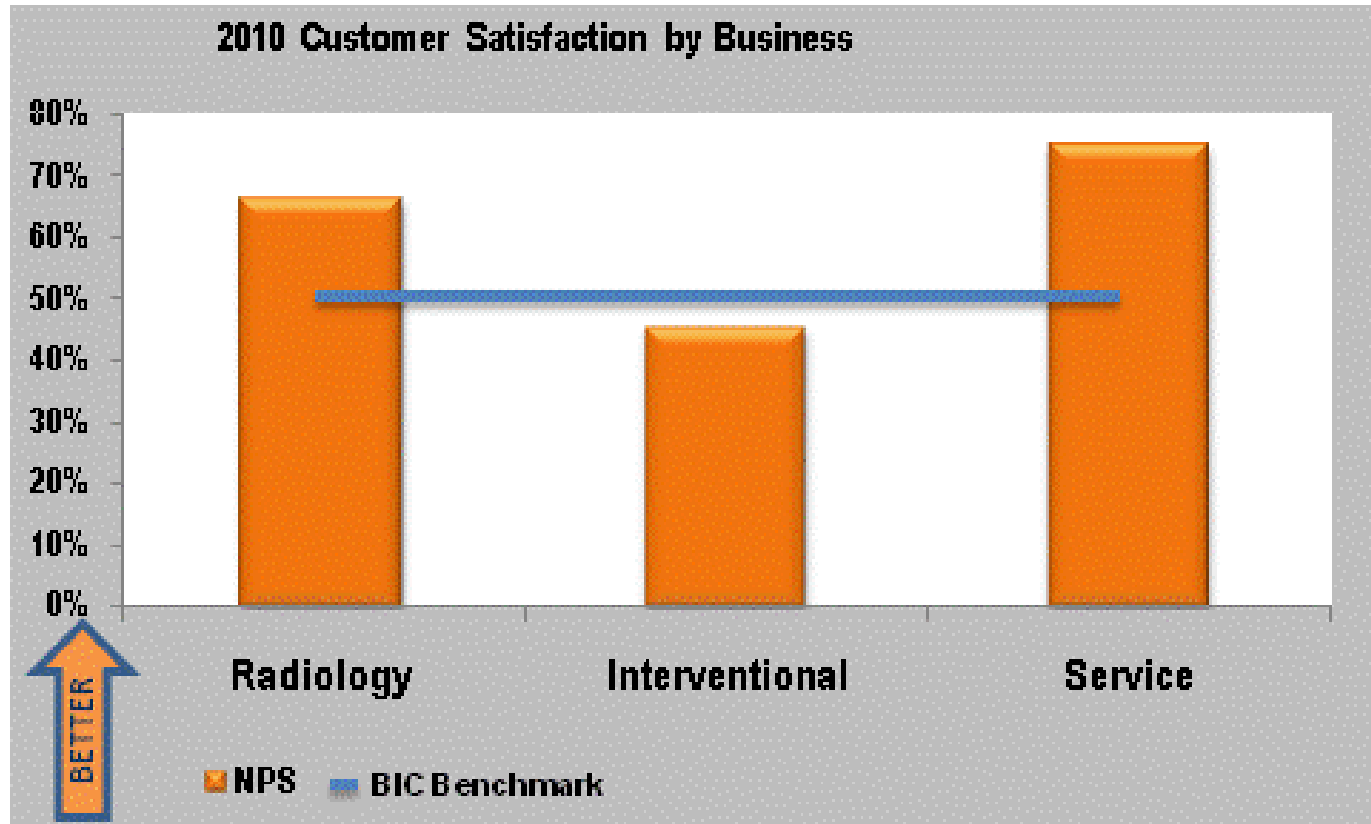
Understand your market and competitors





HOW DO YOU KNOW?

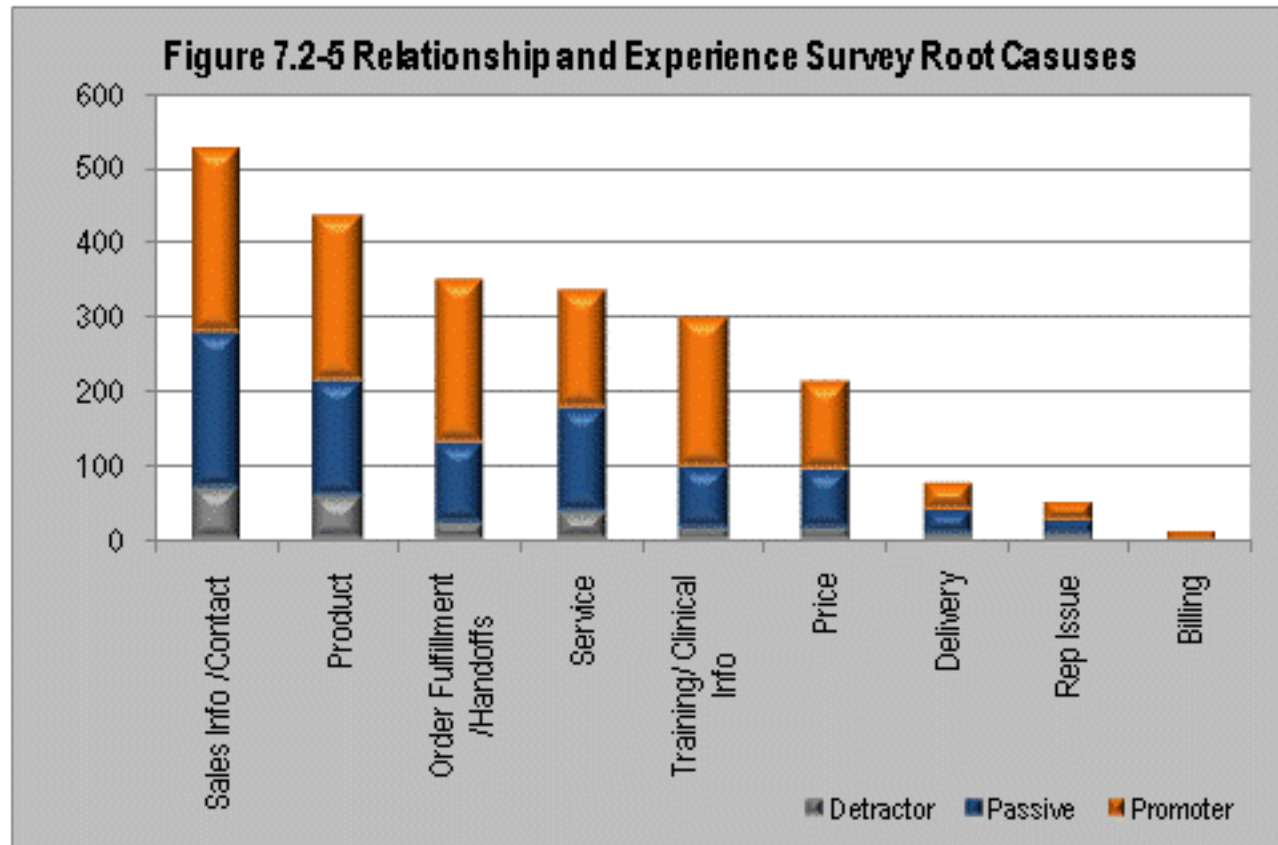
Segregate data (actionable categories)





HOW DO YOU KNOW?

Learn from the data (Pareto root causes)





INSIGHTS FROM THE PROCESS

- Recognized Agility
 - Delivering in tough times
- Business sustainability
 - Balanced Scorecard
- Strategic Planning Process
 - Plan-Do-Check-Act



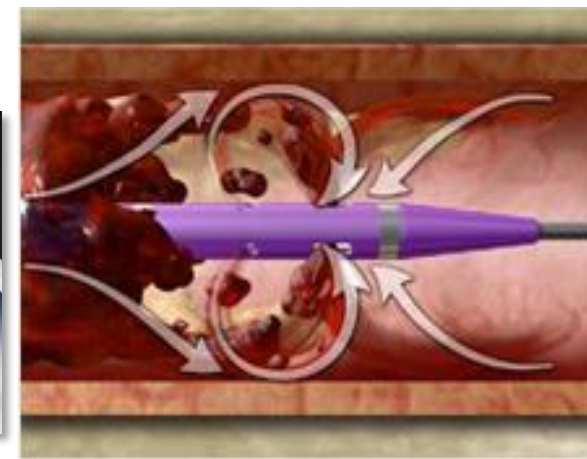
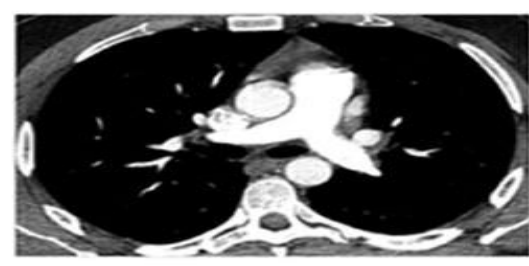
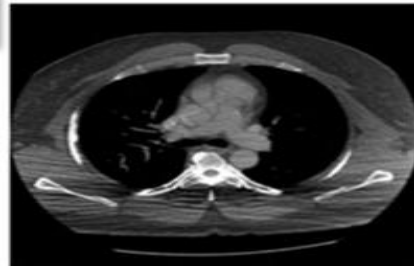
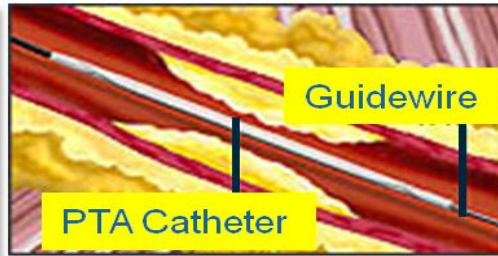
WHERE DO WE GO FROM HERE?

- Unchanging Core
 - Customers – Employees - Owner
- Constant Adaptability
 - Stay agile through a *solid and fresh* strategic plan





INNOVATE





HISTORY OF INNOVATION

1964 - Doc Heilman created the first angiographic injector in the kitchen of his home. In 1967, it would become the Heilman-Wholey Injection System.



1969 - The Heilman-Wholey became MEDRAD's first commercial product.

1970 - Mark™ II Injection System launched.



1972 - Mark™ III Injection System launched.

1974 - Mark™ IV Pedestal Injection System launched.

1976 - Angiographic Guidewires introduced.

1978 - Mark™ IV Rack Mount Injection System launched.

1980 - MEDRAD® (Intec) brings to market the first commercial ICD

1985 - Mark™ V Injection System launched.



1985 - CT202 Injection System launched.

1986 - Omniplane™ Film Changer launched.

1988 - MEDRAD® enters MR market by designing an MR-compatible TMJ device (still sold today).

1988 - Angiography presence expanded with introduction of the Omniplane Film Changer product.



1988 - MCT™ Injection System launched.

1989 - MRInnervu® endorectal coil introduced.

1991 - Introduction of Mark V Plus™.

1991 - MEDRAD revolutionizes vascular injection by introducing the first-ever Front Load Syringe (FLS), marketed as Qwik-Fit Syringe® Disposable.



1991 - FluoroVision/Pathfinder products introduced.

1991 - MCT Plus™ launched.

1995 - Introduction of EnVision CT™ Injection System.



1996 - Introduction of Spectris® MR Injection System.



2000 - MEDRAD acquires MR monitoring products from MRE Corporation.

2001 - MEDRAD Pulsar™ Ultrasound Injection System is introduced.

2002 - MEDRAD introduces Continuum, the first MR-compatible infusion pump.

2003 - Spectris Solaris® MR Injection System introduced.



2003 - Stellant® CT Injection System introduced.

2005 - MEDRAD Avanta® Fluid Management Injection System launched for cardiovascular procedures.



2005 - Veris® MR Monitoring System launched in the U.S.

2006 - Stellant DualFlow introduced.

2006 - MEDRAD launches first prostate eCoil™ for 3.0T MR magnets.

2006 - MEDRAD installs 5,000th Stellant® and 5,000th MEDRAD Vistron CT® Injection Systems.



2007 - MEDRAD launches XDS® Extravasation Detector for Stellant.

2008 - MEDRAD introduces its first application for P3T® (Personalized Patient Protocol) for Cardiac.

2008 - MEDRAD® and Possis® Medical sign definitive merger agreement.

2008 - MEDRAD launches and installs Intego™, the first automated FDG delivery system for use in PET imaging in the U.S.



2008 - MEDRAD introduces Continuum Wireless MR Infusion System.

2009 - MEDRAD launches the Certegra™ Informatics Platform.



USE OUR PROCESSES TO INNOVATE



Ears – Voice of Customer



Gears – Strategic Planning,
New Product Development



Cheers – Market Share



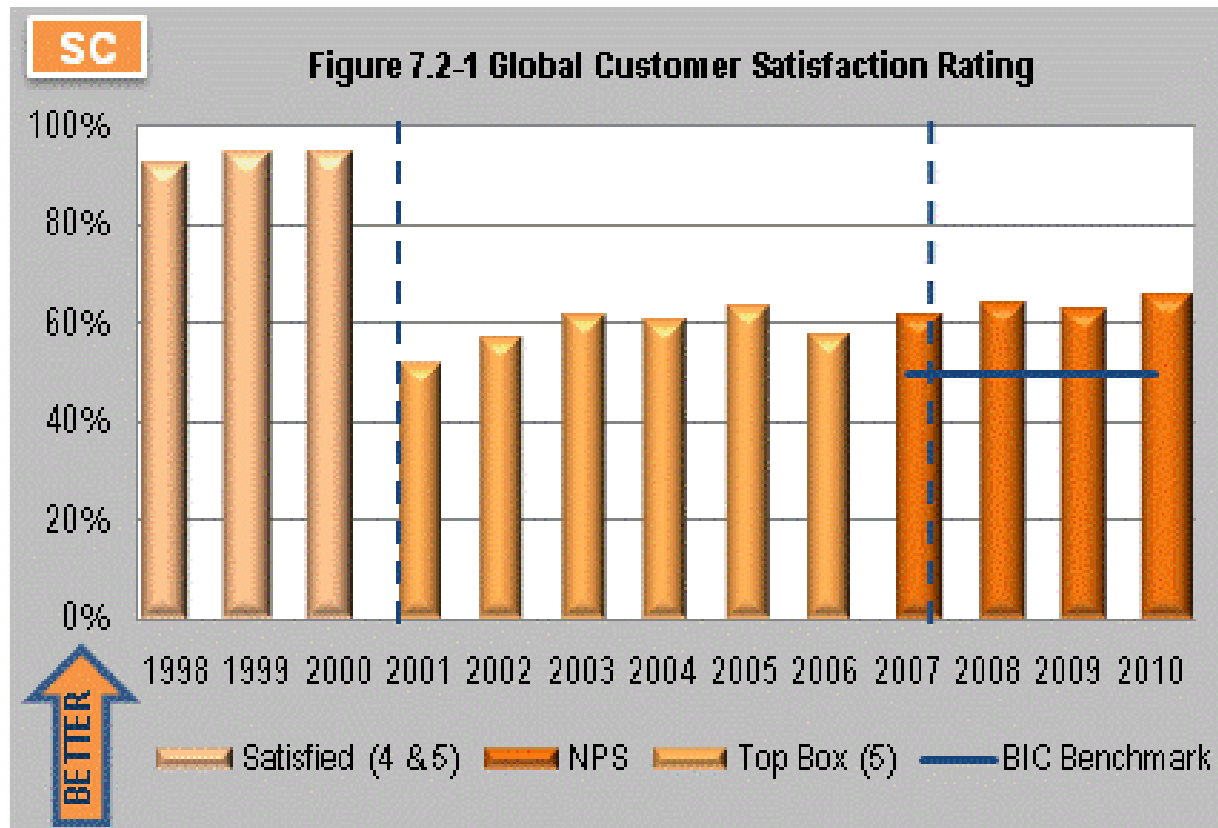
Peers – Innovation Awards





WHERE FROM HERE?

Customer Focus





WHERE FROM HERE?

Continue to balance our objectives

medrad[®]
Performance. For life.™

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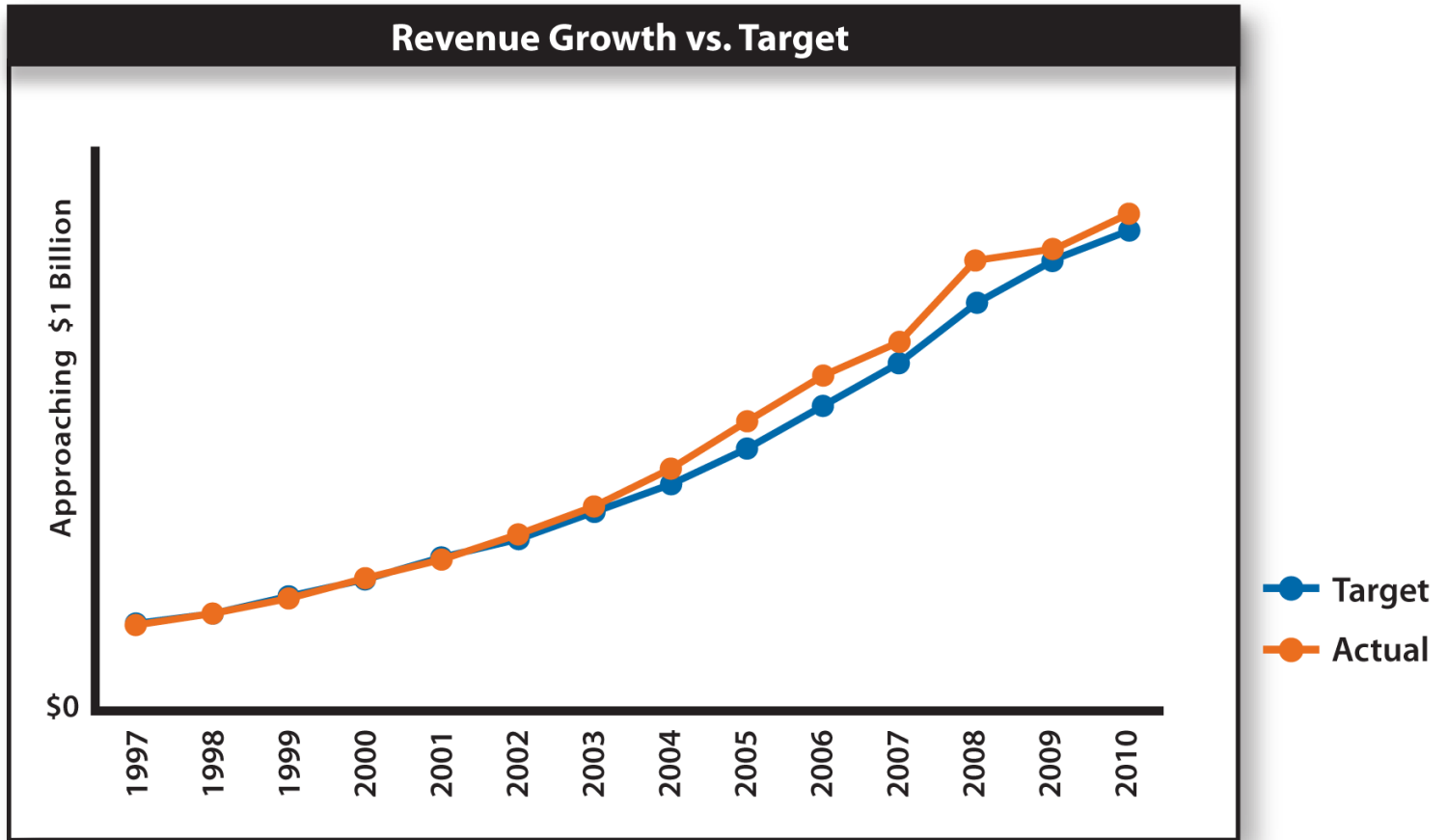


WHERE FROM HERE?





OUR TRACK RECORD





DISCUSSION

PANELISTS

Joe Havrilla

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