



CUSTOMER FOCUS

Bill Snyder, Director, U.S. Radiology Sales
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UNCHANGING CORE

Customer Requirements

- Product Reliability
- On-time delivery
- Training & applications support
- Prompt, efficient service support
- Safety, regulatory and compliance





CONSTANT ADAPTABILITY

Ears: listen for changing needs

- Spotlight: Financing Alternatives for our Customers.

Gears: delivery consistently

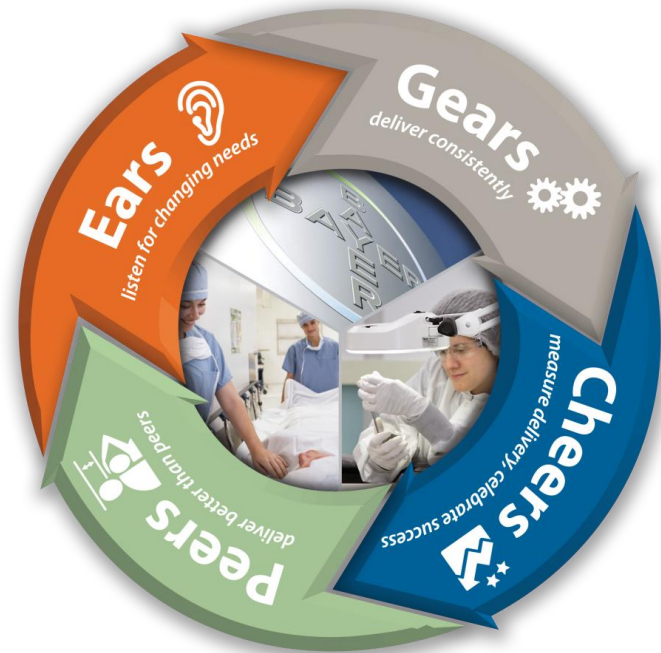
- Spotlight: Global Sales Process

Cheers: measures & recognition

- Spotlight: Customer Complaint Handling

Peers: How are we doing?

- Spotlight: Customer Satisfaction Surveys





CUSTOMER FOCUS

Clear, Consistent, Pervasive

1. Exceed the Financials
2. Grow the Company
3. Improve Quality & Productivity
4. Improve Customer Satisfaction
5. Improve Employee Growth and Satisfaction



HOW WE EXECUTE - EARS



Definition



Dictionary:

the sense or act of hearing

a person who listens

MEDRAD:

Always listening to our customers and employees

Use of Listening Posts to gather Information to assist our processes and products to benefit customers and company



OUR LISTENING POSTS

Some Examples

- Customer Support
- Our Field and Inside Sales Teams
- Clinical and Service Support
- Complaint Process
- Trade Shows
- Manager “Ride Alongs”
- Voice of Customer Research
- Patent Watch
- Channel Partners
- MEDRAD.com

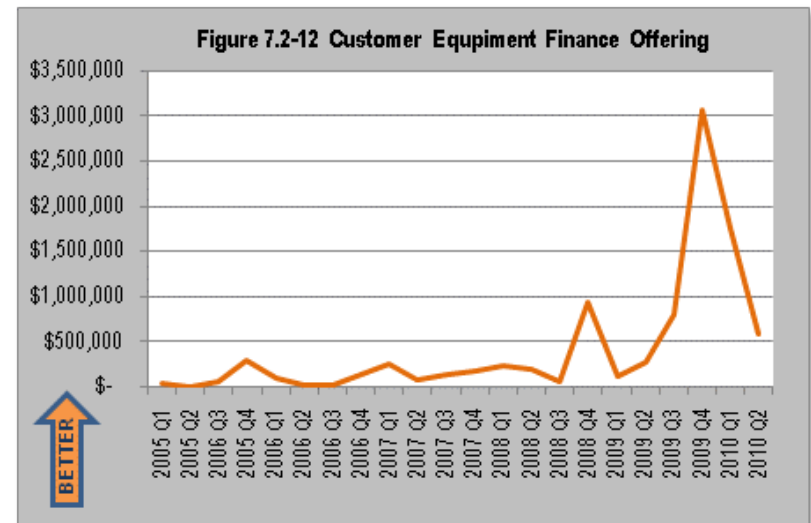




SPOTLIGHT – LISTENING



- 2008 and early 2009 - customers struggle with **traditional methods of purchasing equipment.**
- Feedback obtained at trade shows and customer visits.
- Feedback supplemented by industry media.
- MEDRAD enhanced existing and introduced new financing programs
- MEDRAD provided training to help representatives make financing available to customers.



HOW WE EXECUTE - GEARS

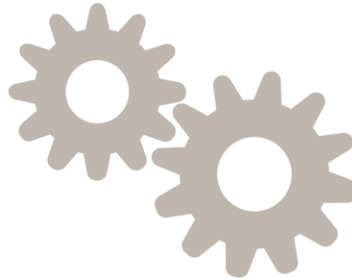


Definition



Dictionary:

a mechanism that performs a specific function in a complete machine



MEDRAD:

Our processes represent our “gears” – which work together – as one process moves another process moves in order to run the company, i.e. machine.

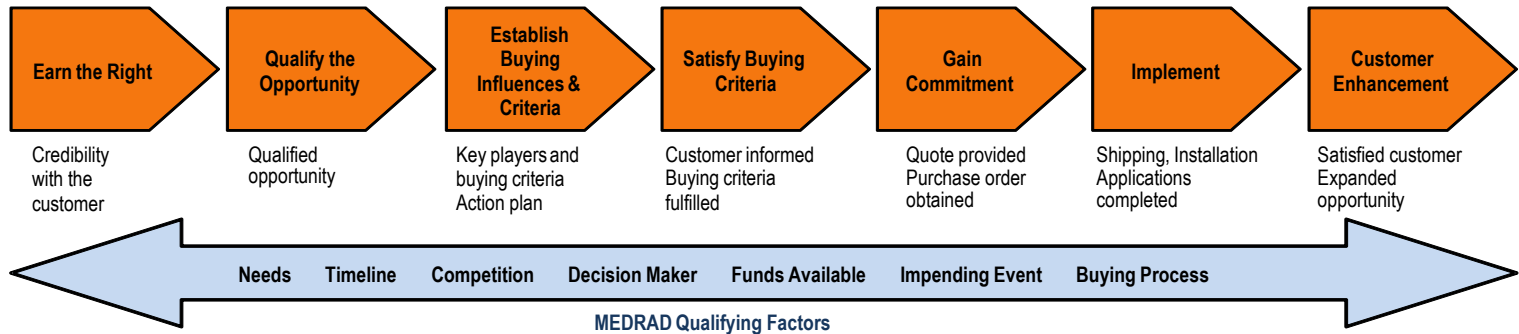


SPOTLIGHT – PROCESSES



MEDRAD's sales process

Figure 3.1 -1. MEDRAD Sales Process



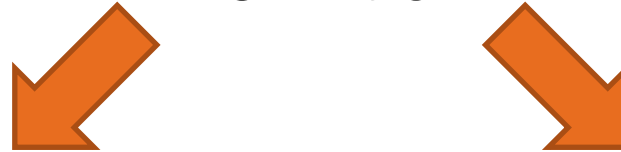
- Deployed globally and across all divisions.
- 7 process steps
 - Each step represents an umbrella for many steps that may or may not be taken depending on the customer's situation and needs.
- Integrates sales, service, and clinical functions into one process for a consistent, positive customer experience.
- Integrated into CRM application



HOW WE EXECUTE - CHEERS



Definition



Dictionary:

to utter a shout of
applause or triumph

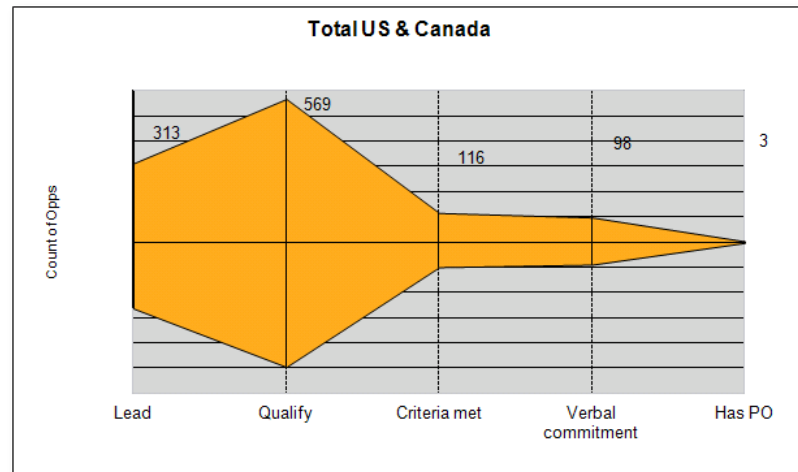
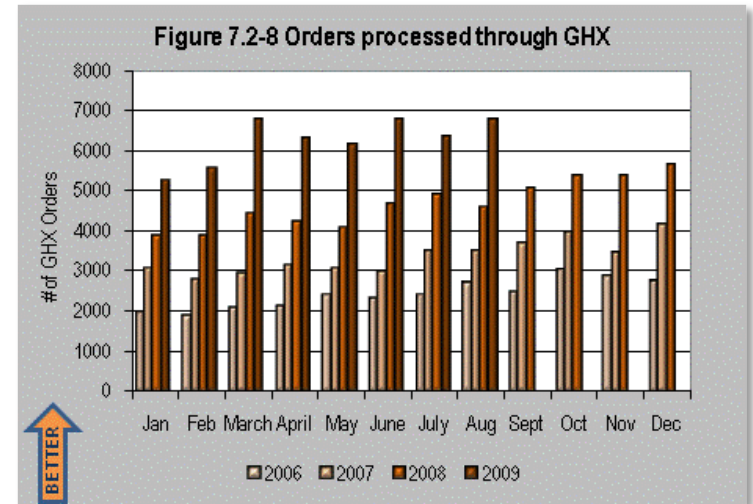
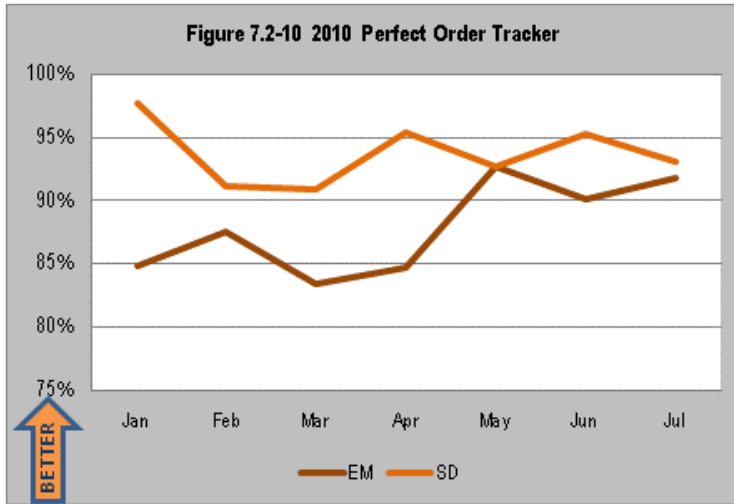


MEDRAD:

It is about the score and
doing better year over
year, whether the “cheers”
are positive or negative –
it is important to measure
and analyze the results to
constantly adapt



CUSTOMER FOCUS RESULTS...





SPOTLIGHT – RESULTS



- MEDRAD tracks customer complaint results extensively.
- Measuring gives us the ability to track trends identify improvement opportunities.
- Measurement activity supports Complaint Process (origination, capture, investigate/resolve, follow up, analyze, and improve).
- Other example measurements include complaints by product and product complaint cycle time.



CELEBRATE SUCCESS



2003 & 2010 Award Recipient
MEDRAD, INC.

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Performance. For life.™



HOW WE EXECUTE – PEERS

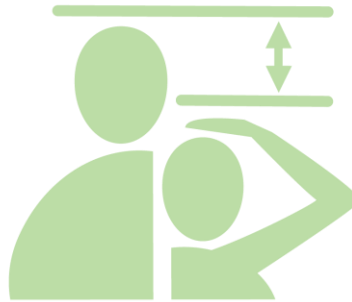


Definition



Dictionary:

one that is of equal standing with another



MEDRAD

It is important to MEDRAD to look externally to compare how we are doing with our “peers” and beyond – via benchmarking our results and learning/sharing best practices in the business community

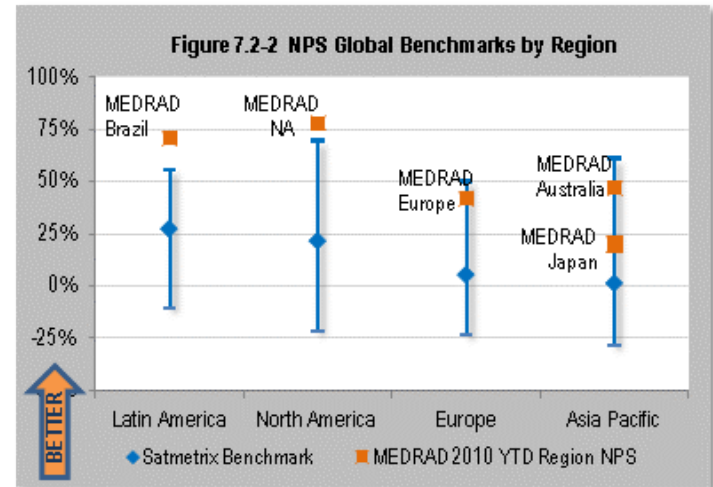


SPOTLIGHT – BENCHMARKING



Customer satisfaction is one of MEDRAD's five scorecard goals.

- Strive for continuous improvement.
- Utilize Net Promoter Score - the most sensitive metric in the industry.
- Benchmark results and receive feedback from customer groups via Satmetrix



Premier's Pinnacle Award 2007-2010

- Maintain leadership levels of engaged customers in all regions by exceeding customer requirements and building strong relationships.



BRINGING IT ALL TOGETHER





DISCUSSION

PANELISTS

Bill Snyder

Director, U. S. Radiology Sales

Rose Almon-Martin

Vice President, Performance Excellence and Brand

Gary Bucciarelli

Senior Vice President, Emerging Business

Adrian Posteraro

Director, Global Customer Service and Support

