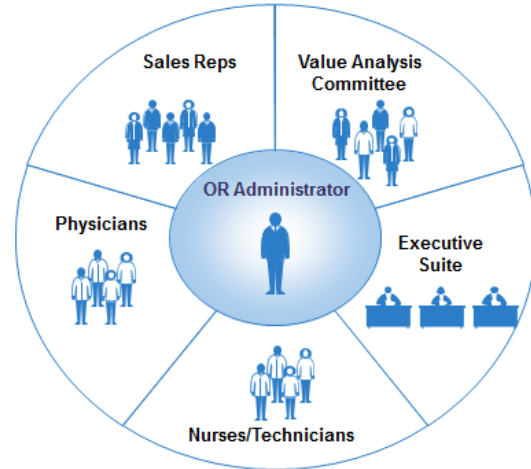


Operating Room Administrator: Gatekeeper for Product Evaluations

Access Health Advances' panel of 250 operating room administrators to understand how your product will be evaluated.

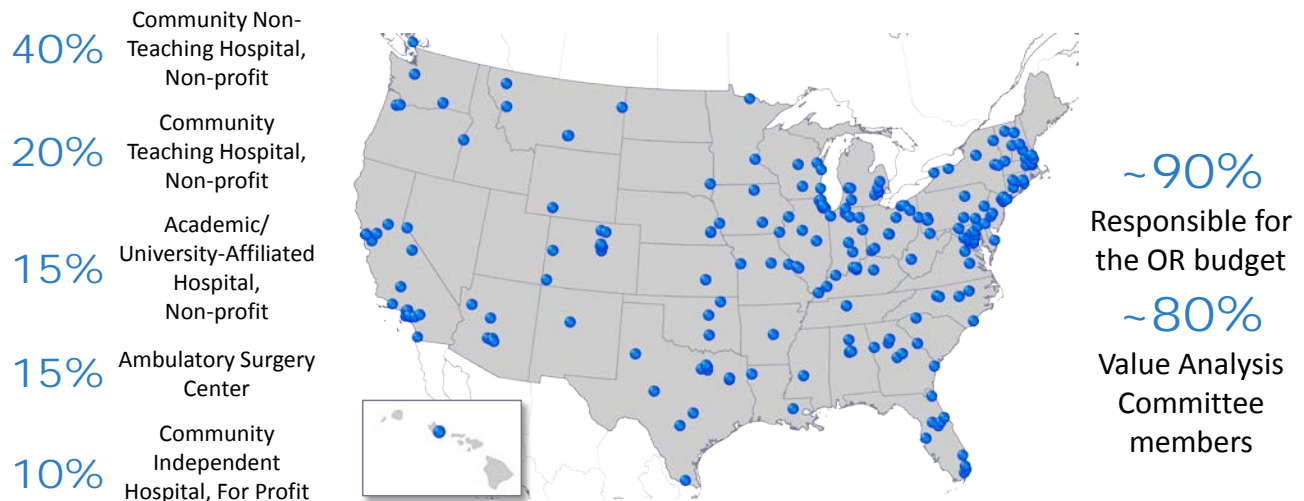
OR Administrators (Director of Perioperative/Surgical Services, Operating Room Director, Purchasing Supervisor, Supply Chain Supervisor, Materials Manager):

- Play an increasingly significant role in both new and existing product evaluations
- Represent key call point alongside clinicians
- Are involved in most product evaluations:
 - Consideration of competitive products and techniques
 - Analysis of the overall procedure budget
 - Oversight of inexpensive commodity products that increasingly require approval before use



Gaining their perspectives has become even more crucial to a comprehensive understanding of product adoption

- Additional areas of insight include:
 - Reprocessing, capital equipment lifecycle, cost pressure, cost containment, safety priorities, infection control, sales rep presence, compelling economic arguments



Health Advances maintains a panel of operating room administrators in a variety of settings.

Engage the Health Advances Medtech Team (medtech@healthadvances.com) to conduct in-depth interviews or to design and analyze comprehensive surveys with our panel.