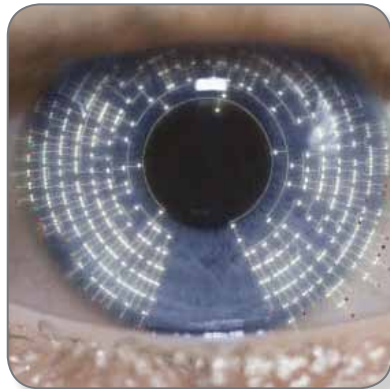


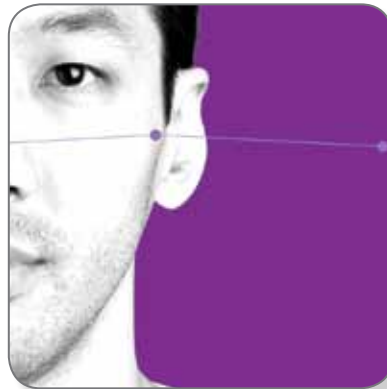
christopher**ROGERS**



ART DIRECTION



INTERACTIVE DESIGN



ILLUSTRATION



New to DSLS.CE™
Dairy Exclusions™



Give your food some *feeling*

With the right texture, National Starch can elevate the ice cream experience from simple happiness to pure bliss.

Start with our unique expertise in starch—the backbone of texture. Layer on consumer insight, then add our proven history in food development. It's everything you need to turn your dairy products into market leaders.

Sound enticing? Call 1-800-791-4192 and give your food some feeling with National Starch. Where texture changes everything.

National Starch
FOOD INNOVATION
foodinnovation.com

© 2017 National Starch and Chemical Company



Give your food some *feeling*

With the right texture, National Starch can put your dressings, sauces and gravies on top of their markets.

It all starts with our unique expertise in starch—the backbone of texture. From there, we can do it all. We can thicken, smooth and cream. We can fine-tune mouthfeel, midweight and any other number of textural attributes. And we can do it all with regular, low-fat—and even no-fat—products.

Sound enticing? Call 1-800-791-4192 and give your food some feeling with National Starch. Where texture changes everything.

National Starch
FOOD INNOVATION
foodinnovation.com

© 2017 National Starch and Chemical Company

New to DSLS.CE™
Dairy Exclusions™



Give your food some *feeling*

With the right texture, National Starch can elevate the yogurt experience from simple sustenance to pure indulgence.

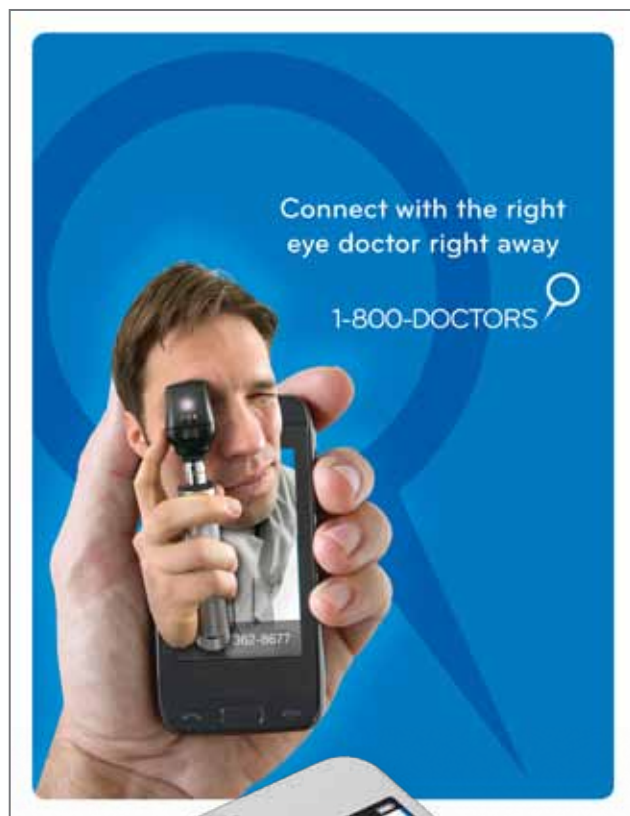
Start with our unique expertise in starch—the backbone of texture. Layer on consumer insight, then add our proven history in food development. It's everything you need to turn your dairy products into market leaders.

Sound enticing? Call 1-800-791-4192 and give your food some feeling with National Starch. Where texture changes everything.

National Starch
FOOD INNOVATION
foodinnovation.com

© 2017 National Starch and Chemical Company





The ON Advantage

1-800-DOCTORS Ophthalmology Network (ON)

A targeted, cost-effective approach to generating potentially high-revenue patient referrals

What is The ON Advantage?

- ON is a national, regional, and local media buying cooperative and marketing program to help ophthalmologists generate more patient referrals
- ON is an exclusive, concierge-level patient referral service available to only 50% of the ophthalmologists in each defined region
 - Exclusive to ophthalmologists only
- ON is offered on a first-come, first-served basis
- ON combines the power of the most memorable toll-free number in healthcare, 1-800-DOCTORS and local advertising
- ON can help you create your practice from:
 - Other ophthalmologists
 - Optometrists
 - Large chains (eg, LensCrafters)
- ON helps educate consumers about ophthalmology care

Why does ON makes environment?

The ON Advantage is specifically designed for busy consumers, helping them find eye care more easily

- Every year, millions of consumers seek eye care professionals

ON gives your practice the ability to connect with more patients

To learn more about how you can get The ON Advantage, call 1-800-DOCTORS and join today

ALOHA!

30% Savings

Join 1-800-DOCTORS Ophthalmology Network (ON) today and get The ON Advantage!

Exclusive meeting offer: 30% savings includes Basic Membership discount and no initial programming fee (an \$800 savings)

	2012 Basic Membership	Special Meeting Offer (sign up January 15-20, 2012)
Annual Membership Cost	\$4,800	\$3,900
Monthly Dues	\$400	\$325 (rate locked through July 1, 2014)
Initial Programming Fee	\$800	\$0
Concierge call center/patient referral fee*	\$30 per patient appointment	\$25 per patient appointment

1-800-DOCTORS introduces The ON Advantage, a national, regional, and local media buying cooperative and marketing program to help ophthalmologists generate more patient appointments

*Includes scheduling patient appointment, appointment reminder, and patient satisfaction survey

- Provides significant cost savings compared to traditional practice-specific advertising
- Covers a mix of media channels, such as cable, satellite and broadcast radio and TV, digital/internet media, print, and outdoor promotions†
- Unlike most other marketing investments, The ON Advantage allows you to track patient appointments and measure your return on investment

†Programs will be customized based on local market needs.

©2012 1-800-DOCTORS, Inc. DOC-001 01/12

1-800-DOCTORS

The ON Advantage

The Ophthalmology Network (ON)

A powerful and cost-effective marketing cooperative to help build your practice

1-800-DOCTORS





The perfect solution: healthy lens wear, increased moisture, and longer-lasting comfort

The only multi-purpose solution that rejuvenates and helps support healthy lens wear.

COMPLETE Moisture PLUS™ is the only multi-purpose solution that offers the COMPLETE solution:

- Helps support the health and well-being of the eyes.
- Formulation does not compromise ocular cell integrity.
- Contains taurine, which is found naturally in tears and ocular tissue.
- Contains two FDA-recognized ophthalmic demulcents—Propylene Glycol and HPMC—for unsurpassed all-day comfort.
- Provides time-released moisture and advanced dryness relief.
- Helps alleviate contact lens-related ocular stress.

Hydrogel optical rehabilitation.



COMPLETE Moisture PLUS

Propylene Glycol

- Propylene Glycol has the highest water binding capacity of any demulcent. It enters the lens matrix, pulling water with it to hydrate and improve contact lens wettability.
- Maintains optimal lens lubricity.

HPMC

- HPMC locks in moisture, providing prolonged lubrication and enhanced lens biocompatibility.
- Helps increase comfort and maintain lens hydration while conditioning the lens and cooling in moisture.
- Coats the outer surface of the lens with a time-released cushion of moisture.

OPTI-FREE EXPRESS® ReNu® with MoistureLoc™, ReNu® MultiPlus™, and AQuity® do not contain artificial tear technology.

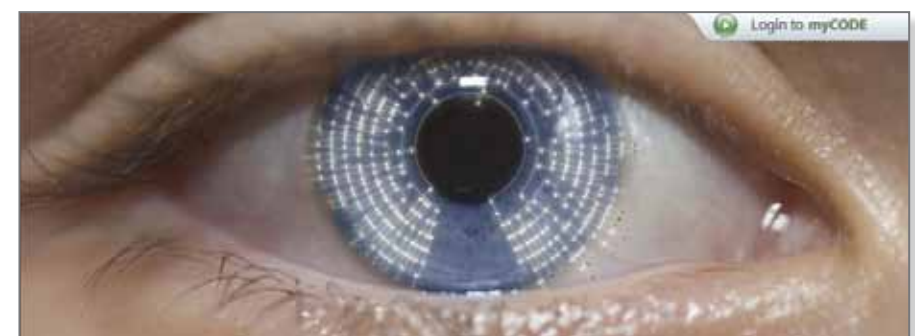
OPTI-FREE EXPRESS® and ReNu® MultiPlus™ rely on surfactants as wetting agents. ReNu® with MoistureLoc™ and AQuity® contain surfactants and thickening agents.

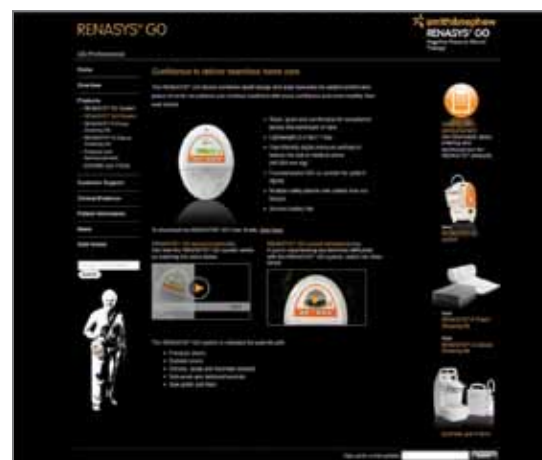
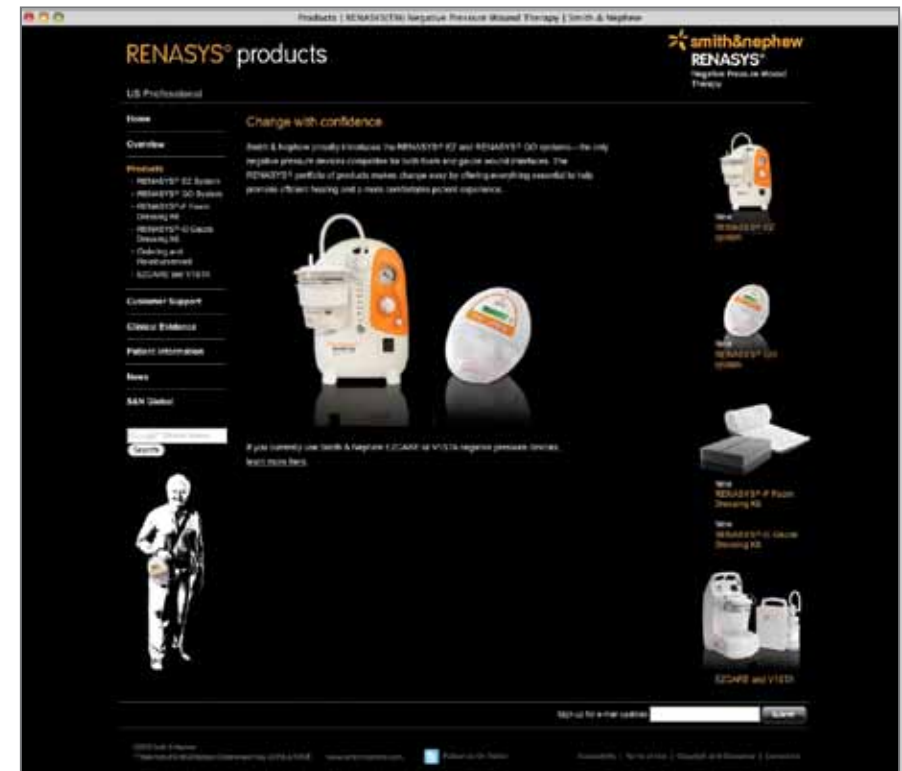
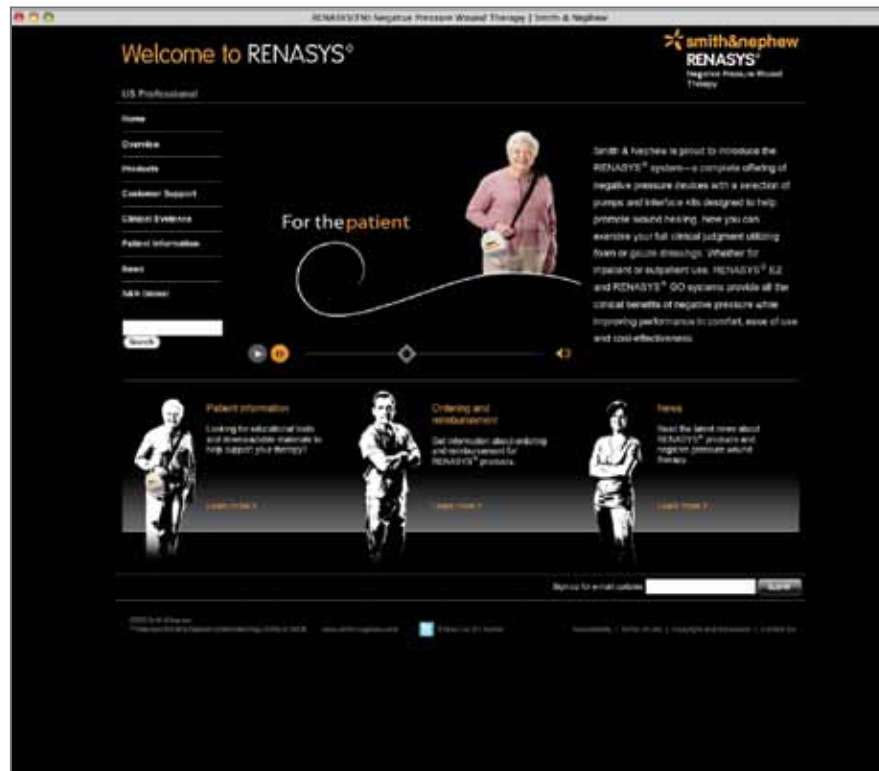
Moisturizing Therapy Goes In, Goes On, Goes All Day.™



COMPLETE Moisture PLUS









10,000

high-performing
health care
organizations
and counting

Press Ganey
Performance SolutionsSM



PRESS GANEYSM
Outcomes driven. Performance strong.

Press Ganey is your single,
integrated source for
becoming **outcomes driven**,
so your organization will be
performance strong

Driving Performance Excellence in Health Care

To be the best of the best
in health care takes a keen
understanding of your
organization from top to
bottom and a never-ending
commitment to deliver the
highest quality of care
possible to your patients.

At Press Ganey, we are continuously inspired to provide innovative,
data-driven solutions that will help you become a high-performance
organization. We do this by helping you become **outcomes driven**,
so your organization will be **performance strong**.

Our comprehensive portfolio of performance
solutions is designed to help you:

- Maximize operational efficiency
- Attract and retain high-performing employees, physicians
and health care providers
- Ensure patient satisfaction and loyalty
- Increase market share
- Optimize reimbursement and profitability

But we don't stop there. We offer strategic consulting in all phases
of performance improvement. Our consultants possess a depth
and breadth of health care experience that truly sets us apart from
the competition.

Whether it's in the hospital, medical practice or home care setting,
we partner with you to create a high-performance environment that
is operationally, clinically, operationally and financially strong.

The Press Ganey Advantage

For more than 25 years, Press Ganey has been the industry's
recognized leader in health care performance improvement.
We work with more than 10,000 health care organizations
nationally, including 50% of all U.S. hospitals, to improve
satisfaction, clinical and business outcomes.

With our extensive experience measuring performance and providing
improvement solutions, Press Ganey offers several advantages that
can help your organization improve outcomes and be among the
industry's highest performers.

• **Press Ganey is the only health care improvement
company to integrate satisfaction, clinical and operational
performance solutions.** This allows providers to get a
complete performance profile and to see the intersection between
satisfaction, clinical, operational and financial performance.

• **Press Ganey has the largest health care competitive
feedback database in the nation.** Our wealth of information
gives clients exclusive access to meaningful benchmarking
capabilities and real-time, actionable data for improving
business results.

• **We are the largest health care improvement solutions
provider in the country.** Our data-driven solutions have been
proven to maximize performance and achieve sustainable success
across a range of health care settings.

• **Our depth and breadth of health care experience truly sets
us apart from the competition.** Our professionals are deeply
rooted in all facets of health care and they are committed to your
organization's success.

• **Press Ganey consultants have walked in your shoes and
understand the challenges you face.** The Press Ganey
Consulting Group is composed of former CEOs, COOs, CMOs,
physicians, organizational development managers and patient
safety and quality directors. They will work directly with you to
drive organizational results and performance, improve the delivery
of care and increase your bottom line.

• **You'll have access to the industry's most extensive
collection of research findings, publications and articles.**
Press Ganey has the largest online community dedicated to health
care improvement, and a significant and growing library of proven
best practices, case studies and white papers.

PRESS GANEY PERFORMANCE SOLUTIONSSM

Optimize Performance With the Online Improvement PortalSM

In 2011, our clients will also have exclusive access to
a customized, online Improvement Portal where you can
instantly see how your organization is performing in all areas
of operation. Benchmark your performance with competitors,
monitor and maintain operational strengths and quickly identify
areas that need improvement. The Portal saves you time
searching for data and resources so you can spend more
time driving performance improvements.



HOSPITAL SOLUTIONS

Maximize Your Hospital's Performance by Focusing on Improvement Opportunities

Take the next data trends becoming one of the industry's best
high-performing health care organizations. Our solution suite for
the hospital care setting have been strategically aligned to help
you meet your most important business objectives. Whether your
goal is to improve quality of care, increase market share, operate
more efficiently, or optimize reimbursement, Press Ganey has the
solution for you.

Improve Quality of Care With the Press Ganey Clinical Performance SuiteSM

The Clinical Performance Suite of solutions for hospitals helps you
• better understand your hospital's performance and provides
solutions for reaching your performance goals. Our Clinical
Performance Suite is enhanced by the reputation and
best-in-class measurement, reporting and analytical tools of the
Quality Indicator ProjectSM, one of the earliest pioneers in clinical
performance measurement.

Clinical PerformanceSM
Identify opportunities for improvement, reduce variation and make
informed decisions based on your total performance compared with
benchmark data from CMS and proprietary Press Ganey databases.

Quality PerformanceSM
Turn required reporting of care measures into quality improvement
with the Press Ganey user-friendly data collection software, training
and ongoing support for implementing improvement plans.

Safety PerformanceSM
Prevent costly medical errors by assessing the entire work
environment and developing a positive safety culture throughout
your organization.

Identify Opportunities for Operational Improvement With the Press Ganey Operational Performance SuiteSM

Gain valuable insight into your organization's operational
performance compared with that of your competitors. With the
Operational Performance Suite of solutions for hospitals, you
are able to instantly identify areas of operational variation and
implement solutions for improvement.

Operational InsightsSM
This solution gives you easy access to relevant public data
and standardized reports that help you set appropriate goals
and make operational improvement decisions based on your
hospital's performance compared with national or regional peers.

50%
of U.S. hospitals
and counting



Silixath Chanthanongsy
Vice President
Chief Sales, Marketing & Client Services Officer
schanthanongsy@pressganey.com

404 Columbia Place
South Bend, IN 46601
phone 800.232.8032 x1234
cell 800.232.8032 x123
fax 574.232.3485
pressganey.com

WINNER'S CIRCLE
2008 • 2009 • 2010

BRAND MARK MINIMUM CLEAR SPACE



FOR INTERNAL USE ONLY—NOT FOR DISTRIBUTION, DISPLAY OR PROMOTION



CORPORATE BRAND GUIDELINES

14

Brand mark minimum clear space

To ensure unobstructed placement of the brand mark on all materials, a minimum distance equal to the logo type cap height must be maintained on all sides of the mark. Using more than the minimum clear space around the mark is always acceptable.

Standard size

The Press Ganey brand mark should be placed in most standard-sized print materials at 100% scale. Of course, large-format materials—such as convention panels, posters, etc.—will require a larger logo. In these cases, always strive to maintain relative proportions that are in keeping with standard print materials.

Minimum size

Some instances may require the brand mark to be placed at less than 100% scale. In these cases, always strive to maintain relative proportions that are in keeping with standard print materials.

Special Case size

In situations where the logo is printed on promotional items and giveaways that are smaller than the minimum size, take into account the readability of the tagline. It may be necessary to remove the tagline and leave the brand mark only. Marketing must first approve any such use.

CORPORATE-LEVEL GRID STRUCTURE

Intro copy: 16 pt font, White
Headline: 28 pt font, PMS Warm Gray 9C
Subhead: 12 pt font, PMS Warm Gray 9C
Solution name header: 13 pt font, White



FOR INTERNAL USE ONLY—NOT FOR DISTRIBUTION, DISPLAY OR PROMOTION



Spread grid structure (example 1)

Inside print spreads use a slightly different margin and column structure than the cover.

The spread grid is based on a U.S. letter (8.5" x 11") format and includes six columns, with 0.75" outer and top margins. The gutter between columns is 0.2".

• **Headline**—The headline uses **Helvetica Neue LT Std. 33 Thin Extended** at a maximum of 28 pt with 32 pts of leading. The headline appears in PMS Warm Gray 9C.

• **Display copy**—The display copy uses **Helvetica Neue LT Std. 47 Light Condensed** at 14 pt with 18 pts of leading. The display copy appears in PMS Warm Gray 9C.

• **Subhead**—The subhead uses **Helvetica Neue LT Std. 67 Medium Condensed** at 12 pt with 14 pts of leading. The subhead appears in PMS Warm Gray 9C.

• **Body copy**—The body copy uses **Helvetica Neue LT Std. 47 Light Condensed** at 10 pt with 12 pts of leading. The body copy appears in 100% K.

• **Solution name header**—The solution name uses **Bank Gothic AS Condensed** at 13 pt with 15 pts of leading. Copy is all caps and appears in white.

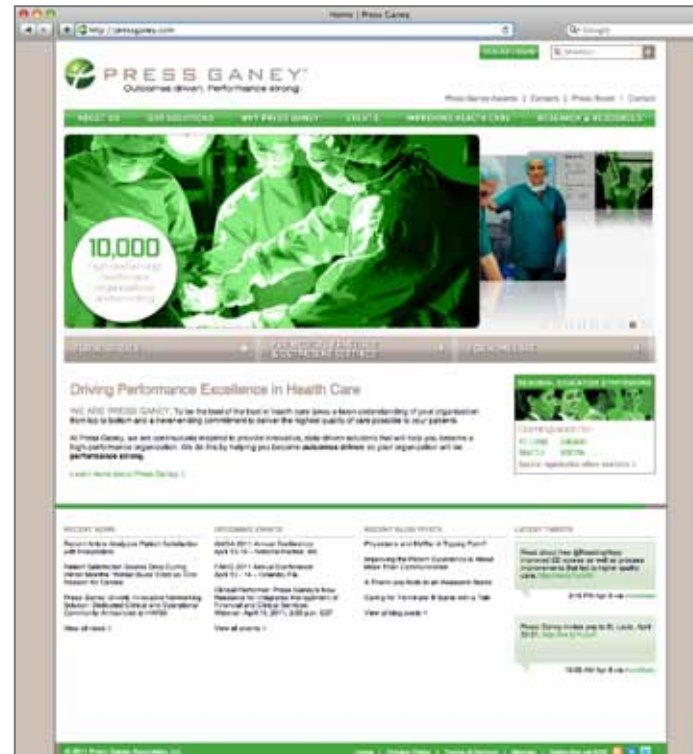
• **Intro copy**—The intro copy uses **Helvetica Neue LT Std. 47 Light Condensed** at 16 pt with 26 pts of leading. Copy appears in white.

• **Quotation box**—The quotation box uses **Helvetica Neue LT Std. 47 Light Condensed** at 14 pt with 18 pts of leading for the quotation. The name associated with the quote uses **Bank Gothic AS Condensed** at 12 pt with 14 pts of leading in all caps. The association or business title uses **Helvetica Neue LT Std. 47 Light Condensed** at 10 pt with 12 pts of leading. All copy appears in white.

• **Secondary image caption**—The image caption uses **Helvetica Neue LT Std. 67 Medium Condensed** at 8 pt with 10 pts of leading. Copy appears in white.

Photography, charts, tables, etc. can be placed on the grid as shown in the example to the left. Photography should relate closely to the subject matter, and should follow the brand photography guidelines.

Please see next page for additional spread layout example.





NICE MOVE

NAROPIN® delivers effective analgesia and improves patient satisfaction vs bupivacaine. **A Block Well Done.**

92% of NAROPIN patients rated their overall **comfortable experience as excellent** vs 72% of bupivacaine patients (P<0.05).¹

To learn more about the clinical benefits of NAROPIN, visit www.naropin-us.com.

APP Advanced Pain Partners

Naropin
ropivacaine HCl injection
WHY COMPROMISE?



SPECIAL DELIVERY

NAROPIN® was associated with more spontaneous vaginal deliveries and fewer instrumented deliveries than bupivacaine.^{1,2} **A Block Well Done.**

An 18% higher proportion of spontaneous vaginal deliveries and a 32% lower proportion of instrumented deliveries were observed in patients who received NAROPIN vs bupivacaine (P<0.05, A<0.01).²

To learn more about the clinical benefits of NAROPIN in labor and delivery, visit www.naropin-us.com.

APP Advanced Pain Partners

Naropin
ropivacaine HCl injection
WHY COMPROMISE?



NICE

NAROPIN® delivers a faster return to motor function following total knee replacement surgery. **A Block Well Done.**

NAROPIN provides 8 to 10 hours faster return of motor function following total knee replacement surgery than bupivacaine (P<0.05).¹

To learn more about the clinical benefits of NAROPIN, visit www.naropin-us.com.

APP Advanced Pain Partners

Naropin
ropivacaine HCl injection
WHY COMPROMISE?



Almost there!

Question 6:
NAROPIN restores motor function faster** and

- ☒ Provides faster and delivery outcomes equivalent to bupivacaine
- ☒ Initiates faster labor and delivery outcomes
- ☒ Improves labor and delivery outcomes

SUBMIT

01:23:15



Complete your moving experience

Choose one photograph that best represents the photo you selected

1 2 3 4

SUBMIT

Naropin
ropivacaine HCl injection
WHY COMPROMISE?



USE OF OPIOIDS

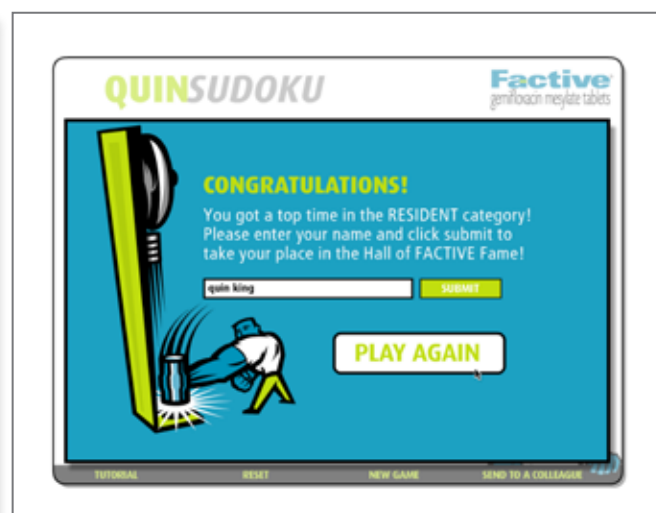
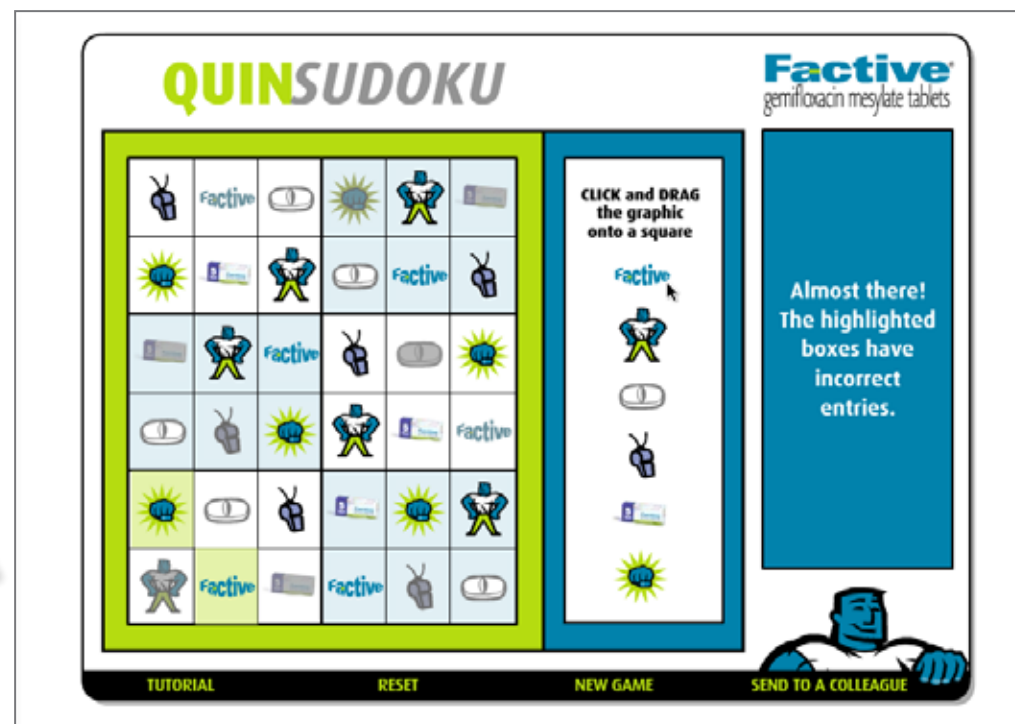
NAROPIN WAS ASSOCIATED WITH SIGNIFICANTLY LESS INITIAL MORPHINE USE (____ MG VS 5.9 MG) COMPARED WITH BUPIVACAINE PATIENTS IN THE POSTOP RECOVERY ROOM.*

2.8 3.6 1.8 4.45


YOU'RE CORRECT!

YOUR SCORE: 2195 HIGH SCORE: 2400

Naropin
ropivacaine HCl injection
WHY COMPROMISE?



Winner of the 2007 Manny Award, "Best Professional Digital Campaign."



A RESPONSIVE LEADER IN ANESTHESIA AND ANALGESIA

Responsiveness is our commitment. Fresenius Kabi USA is committed to ensuring we meet your needs with high-quality APP products during times of critical drug shortages. This is the commitment we have demonstrated in the past and continue to live by.

A PROVEN RECORD OF RESPONSE

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**IMIPENEM.
MEROPENEM.**

COME AND GET 'EM.

Fresenius Kabi USA is pleased to offer the latest APP products in our anti-infective portfolio:


- Meropenem for Injection, USP (IV)
- Imipenem and Cilastatin for Injection, USP (IV)

Both products are readily available for order and distribution.¹

Medical Information 800-551-7176
Customer Service 888-386-1300
www.APPpharma.com

Reference:
1. As of January 2013.

Medical Information 800-551-7176
Customer Service 888-386-1300
www.APPpharma.com



OUR PORTFOLIO JUST KEEPS GROWING AND GROWING AND GROWING

Benzotropine Mesylate Injection USP, Levetiracetam Injection, and Tranexamic Acid Injection are now part of the critical care portfolio of APP products. Consider us the source for your critical care needs.

Vials pictured are not actual size

A PROVEN RECORD OF RESPONSE

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476%

INCREASE IN PRODUCTION OF APP ETOPSIDE

Our responsiveness is the key to keeping an ample supply of anesthesia products. With Fresenius Kabi USA's global resources, we have the capability to increase production. You can rely on our supply of APP anesthesia products. THAT'S OUR COMMITMENT IN ACTION.

A PROVEN RECORD OF RESPONSE

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125%

INCREASE IN XYLOCAINE PRODUCTION

Responsiveness is the key to a dependable supply of anesthesia products. With our global resources, we can increase production to meet demand for you can rely on our supply of APP anesthesia and analgesia products. THAT'S OUR COMMITMENT IN ACTION.

A PROVEN RECORD OF RESPONSE

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1

AND ONLY U.S. SUPPLIER OF BENZYL ALCOHOL FREE MULTI DOSE HEPARIN

No firms you need treatment options for your patients in need of critical care. Only Fresenius Kabi USA offers benzyl alcohol free multi dose APP heparin for your at-risk patient populations. THAT'S OUR COMMITMENT IN ACTION.

A PROVEN RECORD OF RESPONSE

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28

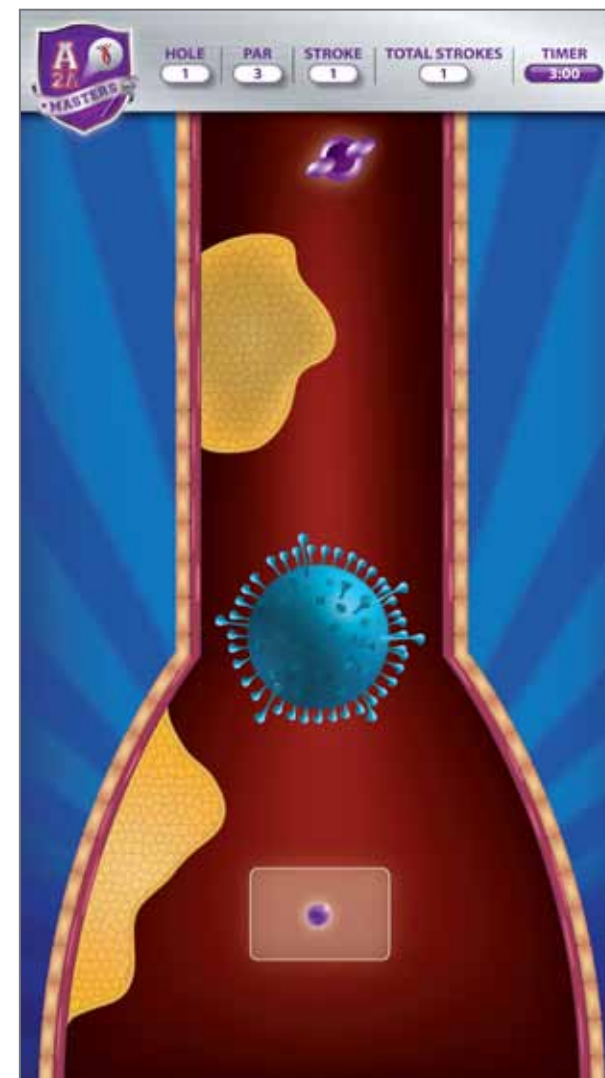
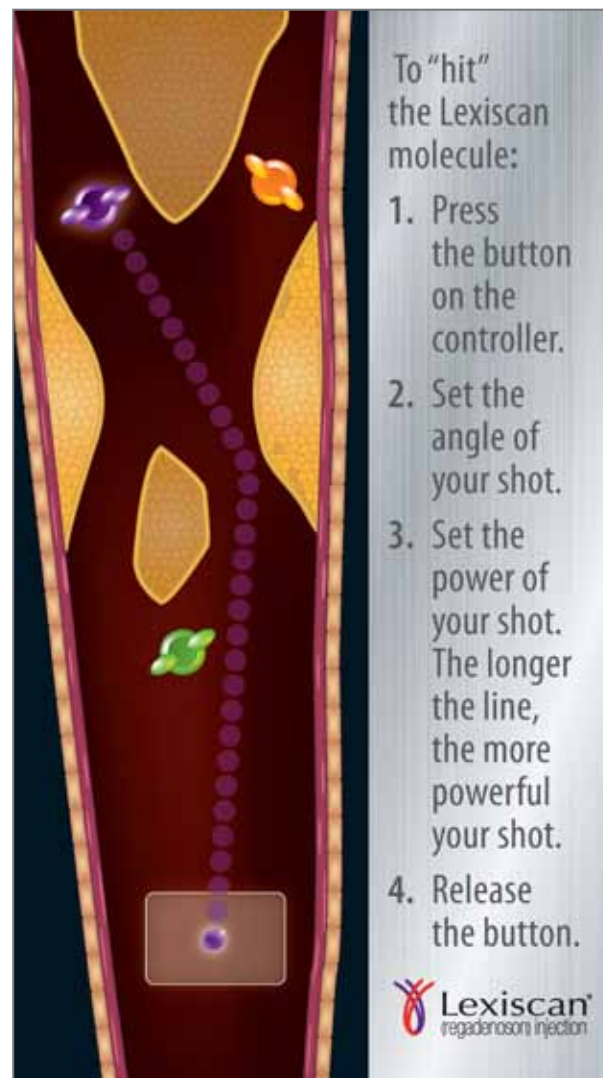
PRODUCTS IN OUR ANTI-INFECTION PORTFOLIO

We are committed to bringing you a broad range of APP products, which is why you can rely on our ever-expanding anti-infective portfolio to meet the needs of your patients. THAT'S OUR COMMITMENT IN ACTION.

A PROVEN RECORD OF RESPONSE

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GLOBAL DETECTION SYSTEM

Introducing **RealTime HIV-1** viral load monitoring from Abbott. Run on Abbott's new **m2000** that features unprecedented reproducibility, automation, and efficiency, it's the single most accurate system for measuring viral load. With the unique ability to recognize every known **HIV-1** group and subtype, it allows you to pinpoint the exact viral load in any patient from anywhere in the entire world.

State-of-the-art detection.
Abbott RealTime HIV-1.

Abbott Molecular

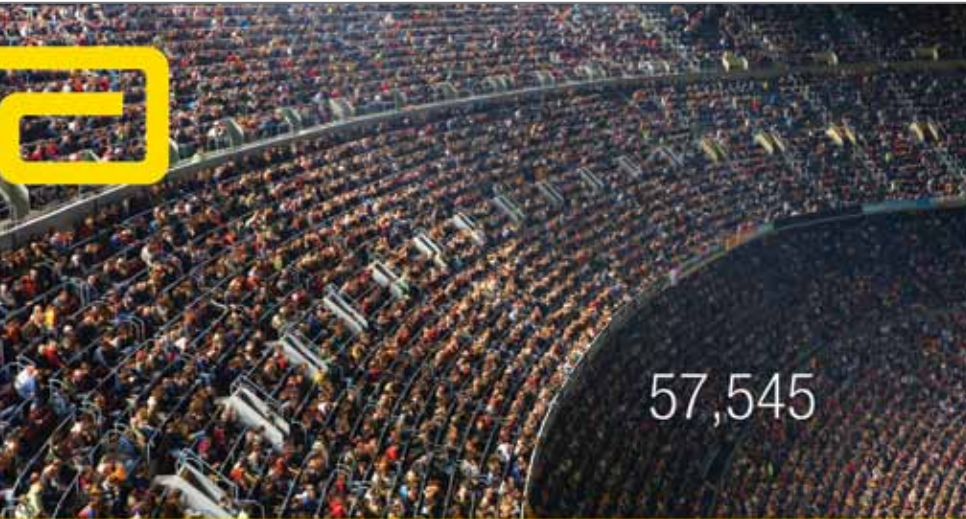


On Abbott's **RealTime HIV-1**, a 3-fold change is a true change. So you can intervene early. Stop the virus from replicating. And never once wonder whether you need a retest.

January 50 copies/mL April 52 copies/mL May 51 copies/mL October 155 copies/mL

ON ANY OTHER TEST, YOU'D NEED TO RETEST.

Real Results. Abbott RealTime HIV-1. Abbott Molecular



57,545

In HIV-1 viral load monitoring, accuracy counts. But only one test accounts for all your patients. And because it recognizes every known HIV-1 group and subtype, you can count on it.

Accuracy counts.
Count on Abbott RealTime HIV-1.

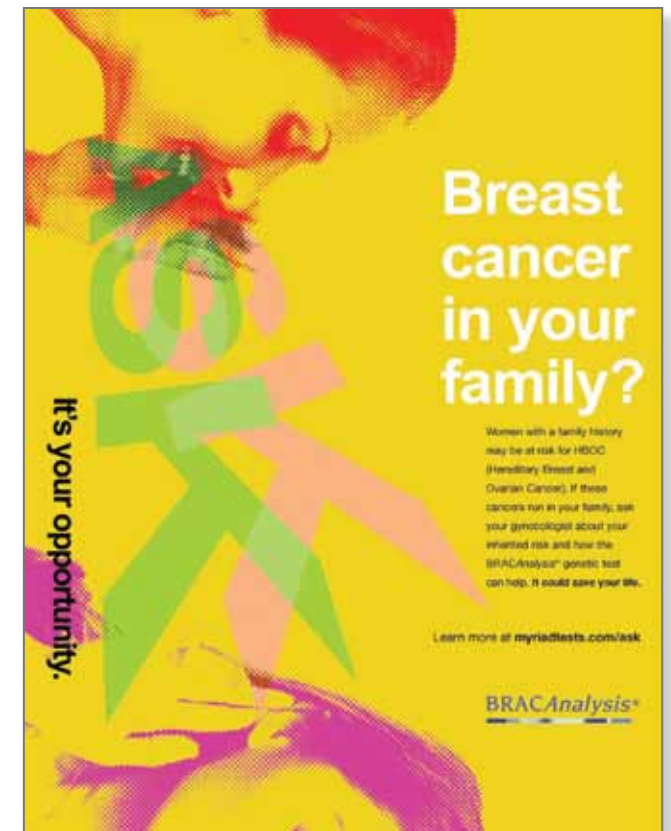
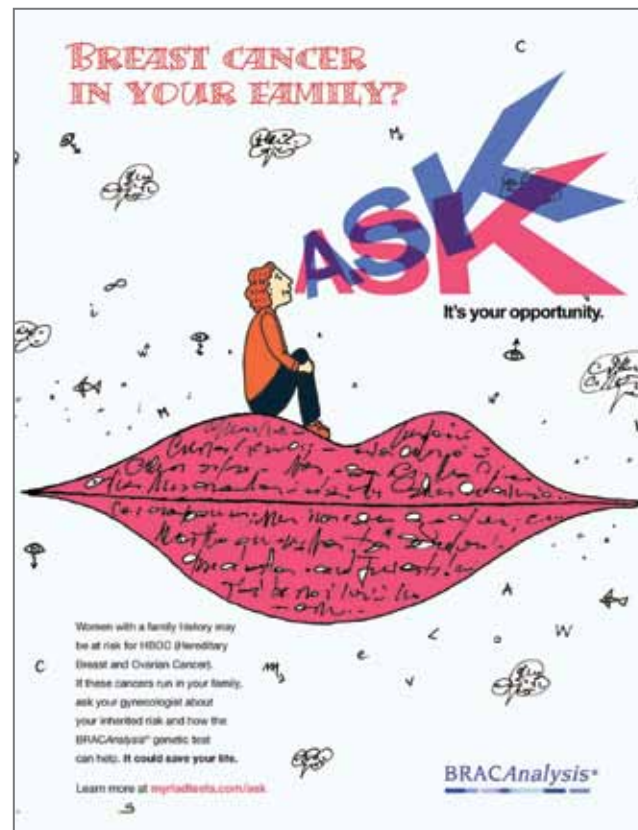
Abbott Molecular



SO WHY IS MY PATIENT GETTING SICKER?

Now you can know. Abbott's **RealTime HIV-1** is the first and only viral load test that recognizes all known HIV-1 groups and subtypes. So, no matter whom you're monitoring, and what subtype they may have, you get answers. Not uncertainty.

Know now. Act now. Abbott RealTime HIV-1. Abbott Molecular



The 3 dimensions of ALLEVYN® Ag Silver Wound Dressings

1. Bactericidal silver action

When you're looking for serious wound closure, you'll see that ALLEVYN Ag dressings are ready for action. Take a look at the dressing's bactericidal activity:



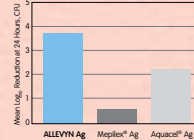
Absorbs bacteria and exudate

Releases bactericidal silver into the dressing

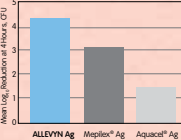
Kills the bacteria

Proven silver protection

Activity against MRSA¹



Activity against Pseudomonas aeruginosa²



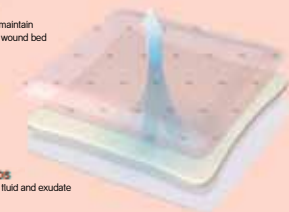
2. Total exudate management

ALLEVYN® Ag dressings with triple-action technology balance absorption, retention, and transpiration to create a healthy, moist wound bed—reducing the potential for maceration, leakage, and odor.

Retains enough fluid to maintain a healthy, moist wound bed

Absorbs unwanted fluid and exudate

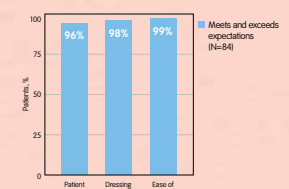
Transpires fluid faster to keep dressing comfortable and conformable



3. Greater patient comfort

ALLEVYN® Ag Gentle dressings come off lightly and comfortably conform to the body, allowing patients to move freely—so you can feel confident that you're minimizing unnecessary pain and trauma.

Proven satisfaction³



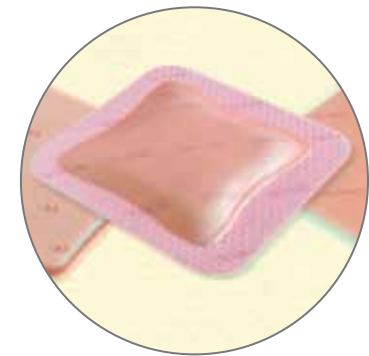
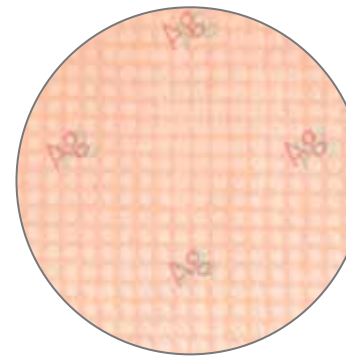
For a complimentary trial of ALLEVYN Ag, contact Chris, your Smith & Nephew representative, at 312-379-7197.

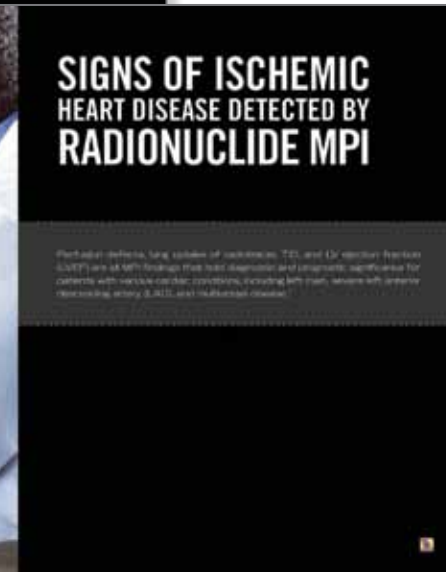
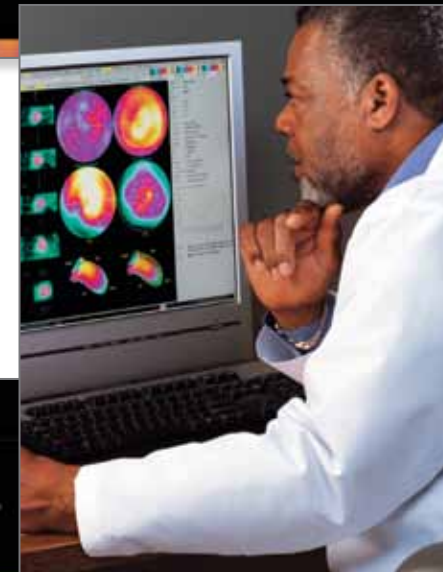
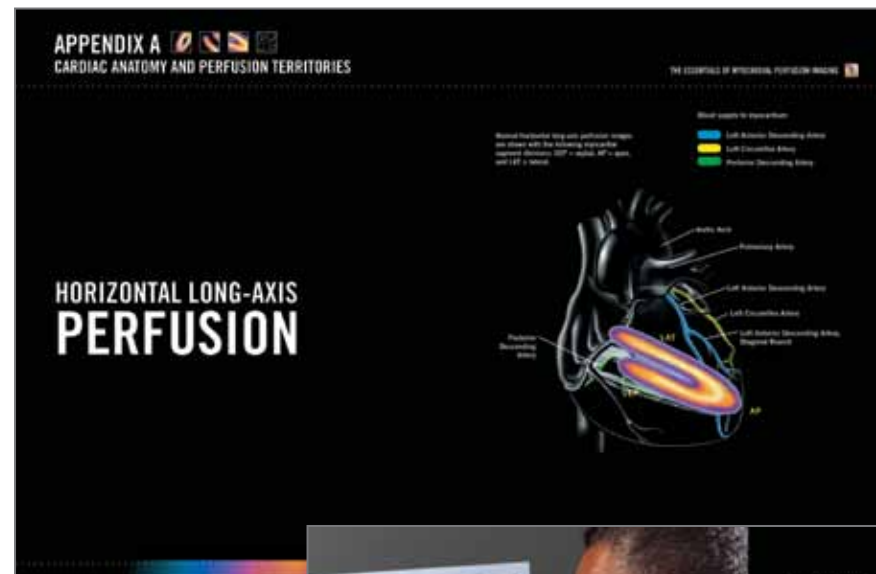
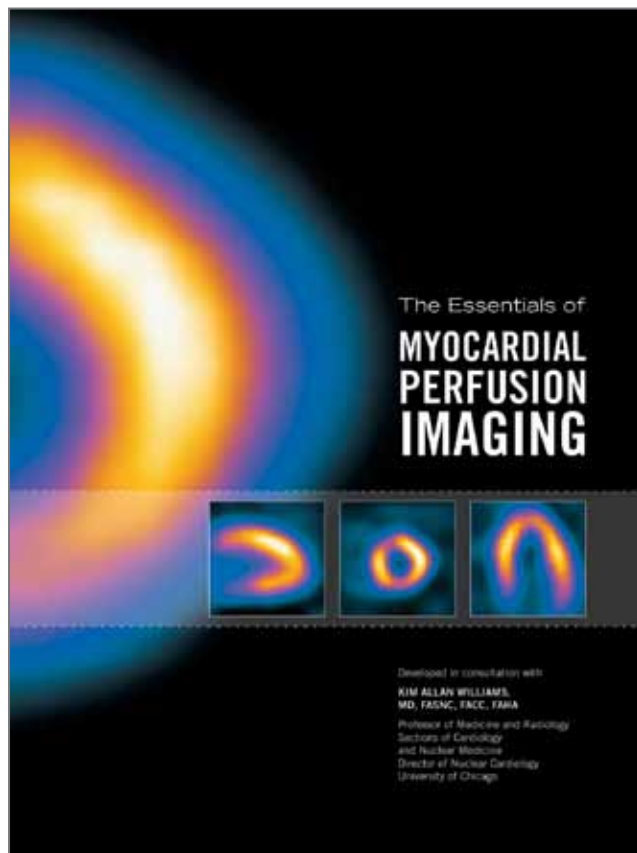
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