

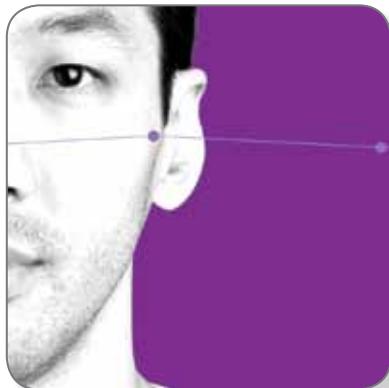
christopher**ROGERS**



ART DIRECTION



INTERACTIVE DESIGN



ILLUSTRATION



New N-DOLCETM Dairy Texturizer



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 1-800-751-4912 and give your food some feeling with National Starch. Where texture changes everything.

National Starch
FOOD INNOVATION
foodinnovation.com

© 2007 National Starch and Chemical Company

New N-DOLCETM Dairy Co. Texturizer



Give your food some *feeling*

With the right texture, National Starch can put your dressing, 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 live-time, mouthfeel, mouthtaste and any other number of textured attributes. And we can do it all with regular, low-fat and even no-fat products.

Sound enticing? Call 1-800-751-4912 and give your food some feeling with National Starch. Where texture changes everything.

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New N-DOLCETM Dairy Co. Texturizer



Give your food some *feeling*

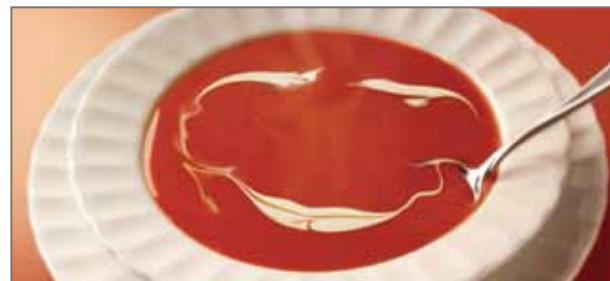
With the right texture, National Starch can elevate the yogurt experience from simple indulgence to pure indulgence.

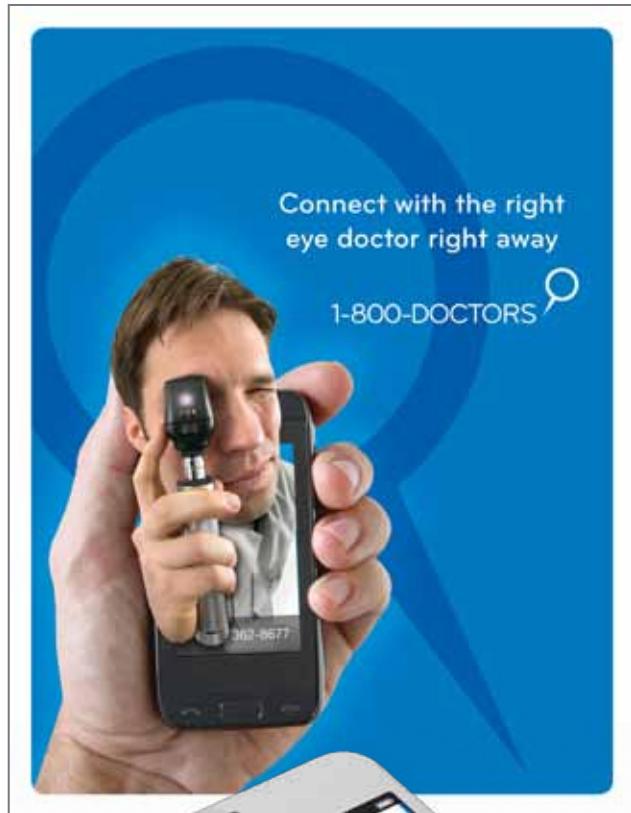
Start with our unique expertise in starch—the backbone of texture. Layer on consumer insight. Then add our proven history in food development. It's everything you need to turn your dairy products into market leaders.

Sound enticing? Call 1-800-751-4912 and give your food some feeling with National Starch. Where texture changes everything.

National Starch
FOOD INNOVATION
foodinnovation.com

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1-800-DOCTORS

<http://www.1800doctors.com/>

The Ophthalmology Network

REQUEST AN APPOINTMENT

First name*
Last name*
Address*
City* State*
Zip code* County*
Phone number

ON Advantage

Welcome to the 1-800-DOCTORS Ophthalmology Network (ON) Advantage. The ON Advantage provides media buying and marketing to help you generate more patient referrals:

- Available on a first-come, first-served basis to only 50% of ophthalmologists in your region
- Combines the power of the most memorable number in healthcare with an extensive advertising and promotional campaign
- Provides concierge-level service to patients
- Helps you stand out in a highly competitive environment
- Guided by an experienced and professionally diverse Advisory Board

GET STARTED TODAY
CALL 1-800-DOCTORS
AND JUST PRESS 2
FOR THE PHYSICIAN
MENU, THEN 3 FOR
THE ON ADVANTAGE.

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VIDEO LIBRARY

The ON Advantage Promotional Video

Learn about the key features and benefits of The ON Advantage in this informative video.

Hawaiian Eye 2012 Video

1-800-DOCTORS introduced The ON Advantage at the 2012 Hawaiian Eye conference. See what ophthalmologists who attended had to say about 1-800-DOCTORS.

Testimonial Video

See what current members of The ON Advantage from 1-800-DOCTORS have to say about this service and how it is helping them build their practice.

Testimonial Video

See what current members of The ON Advantage from

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ADVISORY BOARD

Our Advisory Board comprises healthcare professionals from all over the country who bring their unique expertise and perspective to 1-800-DOCTORS. Each of these ophthalmologists provides our organization with a combination of professional knowledge in business, research, and clinical practice.

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Chair, Advisory Board
Medical Director
The Research Institute, St. Joseph's Regional Medical Center

Eric D. Donnenfeld, MD, FAAO, FACS

Clinical Professor of Ophthalmology
New York University School of Medicine

Dan S. Durrie, MD

Associate Professor of Ophthalmology
University of Kansas Medical Center

Edward J. Holland, MD

Professor of Ophthalmology
University of Cincinnati College of Medicine

John A. Hovanesian, MD, FACS

Clinical Instructor

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PROGRAM INFORMATION

What is The ON Advantage?

1-800-DOCTORS

Local advertising
Concierge-level service
Combining power
Marketing support
Telecom assistance

Programs will be customized based on local market needs.

- The Ophthalmology Network (ON) Advantage is a national, regional, and local media buying 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 a given region
- 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-with an extensive national, regional, and local advertising and promotional campaign
- ON can help you create a competitive advantage and differentiate your practice from:

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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-DO and local advertising and media buying
- ON can help you create your practice from:
 - Other ophthalmologists
 - Optometrists
 - Large chains (eg, LensCrafters)
- ON helps educate consumers on the value of ophthalmology care

Why does ON make a difference in your environment?

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

- Every year, millions of consumers visit eye care professionals
- ON gives your practice the opportunity to connect with more consumers

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

1-800-DOCTORS



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
Monthly Dues	\$325 (rate locked through July 1, 2014)
Initial Programming Fee	\$800
Concierge call center/patient referral fee*	\$30 per patient appointment
	\$25 per patient appointment

*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.

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





See what **COMPLETE** rejuvenation feels like.

The **COMPLETE** Solution.

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® Multiwand® is the **only** multi-purpose solution that offers the **COMPLETE** solution:

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

Hydrophilic softener

COMPLETE® Moisture

Propylene Glycol

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

HPMC

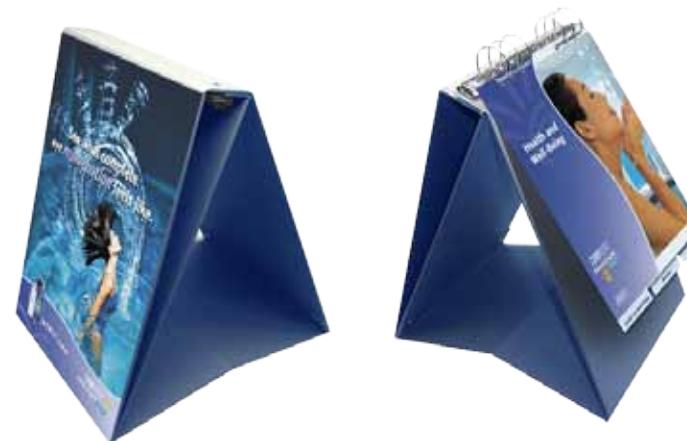
- HPMC adds moisture, providing prolonged lubrication and enhanced lens bioavailability.
- Helps increase comfort and maintain lens hydration while conditioning the lens and cooling in moisture.
- Cools the outer surface of the lens with a time-released station of moisture.

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

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

Moisturizing Therapy. Goes in. Goes On. Goes All Day.™

COMPLETE® Moisture



This is me

- For only \$985, we scan over one million variants in your genome
- Calculate genetic risk for [18 diseases](#) based on the current literature
- Find out where your ancestors came from and compare your genome with others
- Get regular updates on future discoveries and a growing list of diseases and traits

[Ordering information](#) [What is deCODEme?](#) [About deCODE](#)

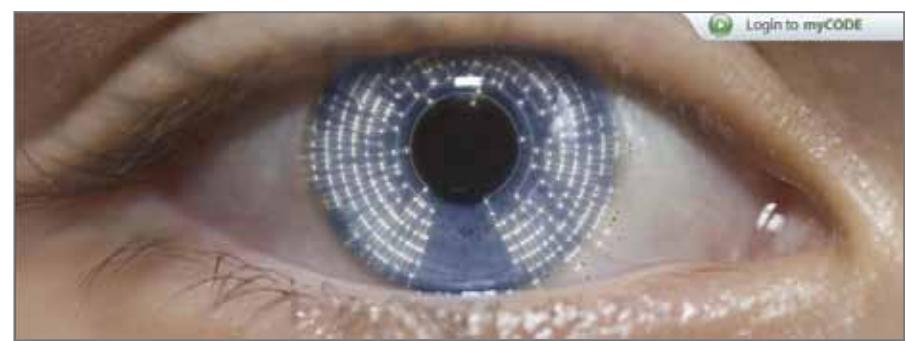
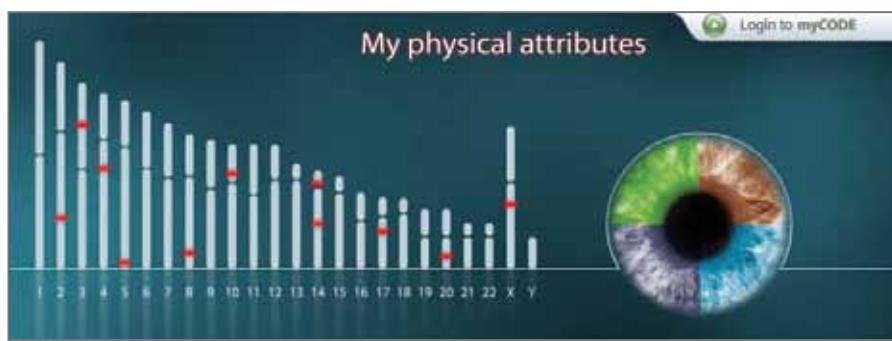
Once you login to your account, you can order a Genetic Scan for an introductory price of \$985. We also offer volume discounts in family ordering and gift certificates. [»More](#)

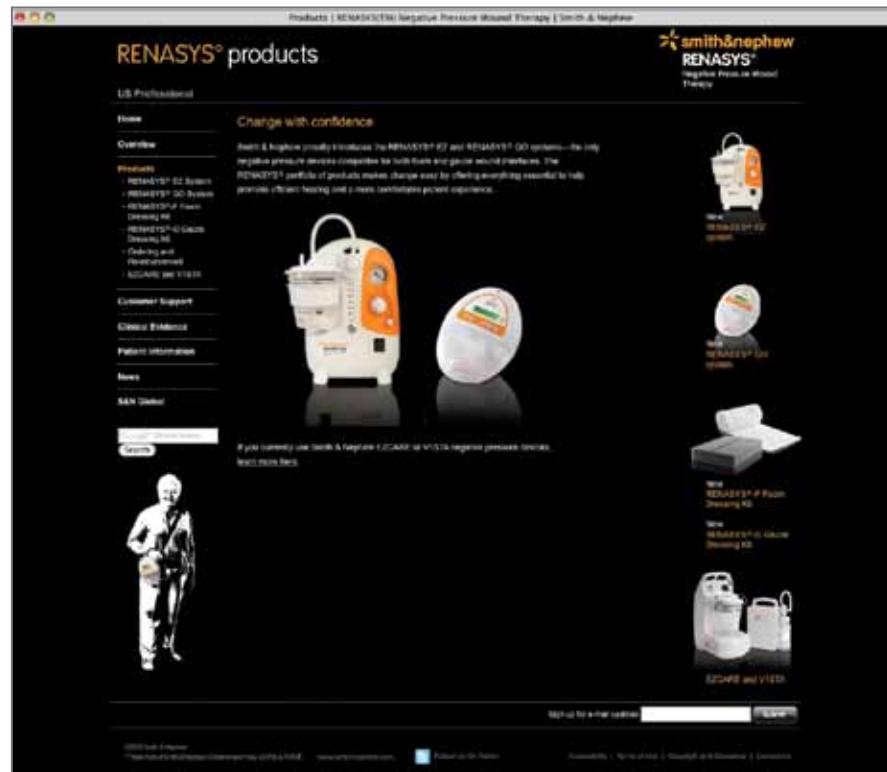
Discover more about deCODE genetics' unrivaled [breakthroughs](#) and how deCODE spearheaded discoveries of key genes contributing to healthcare challenges ranging from heart disease to cancer. [»More](#)

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Christopher ROGERS



Press Ganey Performance SolutionsSM



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

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



PRESS GANEY™
Outcomes driven. 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's needs, a bottom and a never-ending commitment to deliver the highest quality of care possible to your patients.

At Press Ganey, we are continually 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 exponentially, 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 nationwide to help them improve patient 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 that provides a single, integrated source between satisfaction, clinical, operational and financial performance solutions.** This allows providers to get a comprehensive view of their organization's performance between satisfaction, clinical, operational and financial performance.

■ **Press Ganey has the largest health care comparative feedback database in the industry.** Our wealth of information gives you the ability to quickly access to more benchmarking capabilities and real-time, actionable data for improving patient satisfaction and outcomes.

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

■ **Our depth and breadth of health care expertise truly sets us apart from the competition.** Our professionals are deeply rooted in the health care industry and how it contributes to your organization's success.

■ **Press Ganey consulting brings you the best.** The Press Ganey Consulting Group is composed of former CEOs, COOs, CMOs, physicians, organizational development managers and patient safety experts. Our consultants have the ability to quickly drive organizational results and performance, improve the delivery of care and reduce costs.

■ **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 SOLUTIONS™



Maximize Your Hospital's Performance by Focusing on Improvement Opportunities

Take the most data brands. Becoming one of the industry's best high-performing health care organizations. Our solutions for the hospital care setting have been strategically aligned to help you meet your most important business objectives. Whether your goal is to save money, increase patient satisfaction, improve quality, increase efficiency, or optimize reimbursement, Press Ganey has the solution for you.

Identify Opportunities for Operational Improvement With the Press Ganey Clinical Performance Suite™

Gain valuable insight into your organization's operational performance with the Press Ganey Clinical Performance Suite. With the Clinical Performance Suite of solutions for hospitals, you are better equipped to identify opportunities for improvement and make decisions for reaching your performance goals. Our Clinical Performance Suite is enhanced by the expertise and tools of the Clinical Performance Institute, a leading and analytical arm of the Quality Indicator Project, one of the earliest projects in clinical performance measurement.

Clinical Height™

Identify opportunities for improvement, reduce variation and make informed decisions based on your total performance compared with the latest version of CMS and proprietary Press Ganey databases.

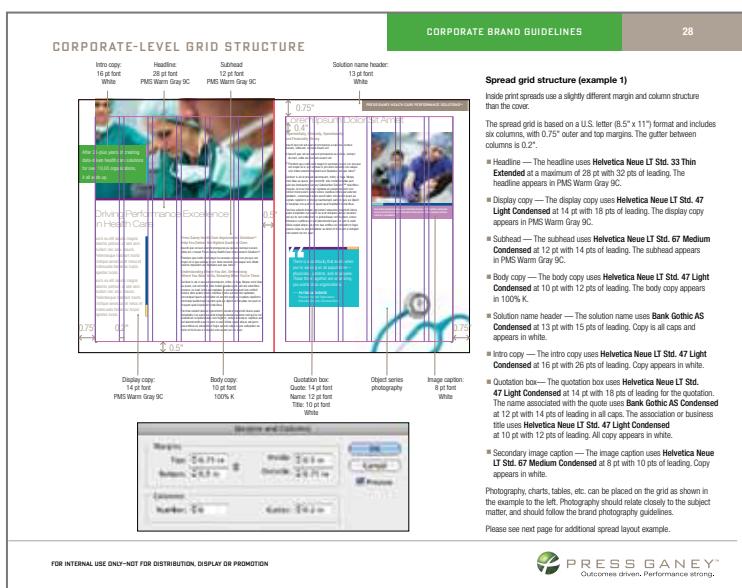
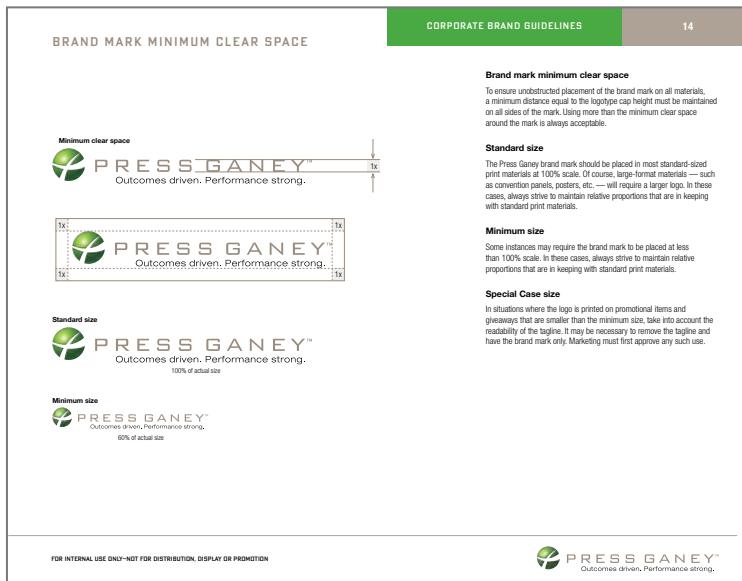
Quality Performance

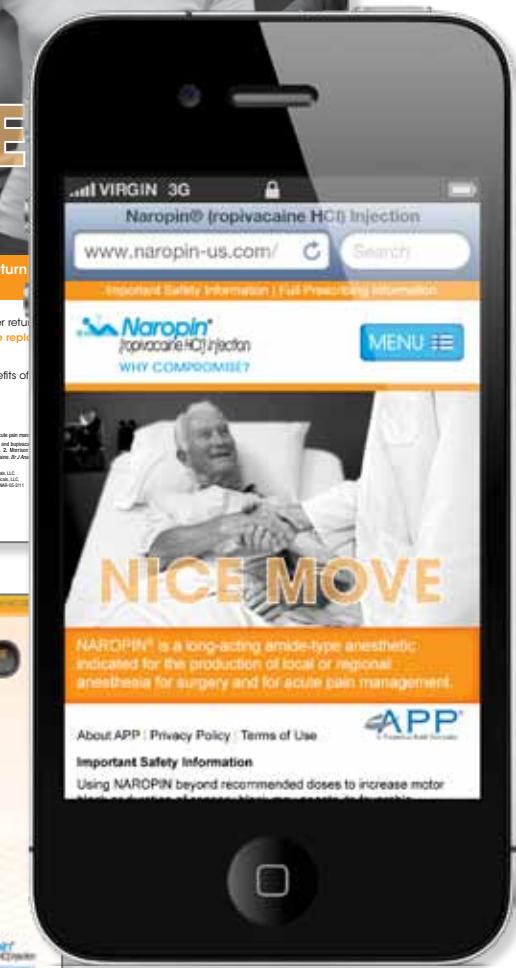
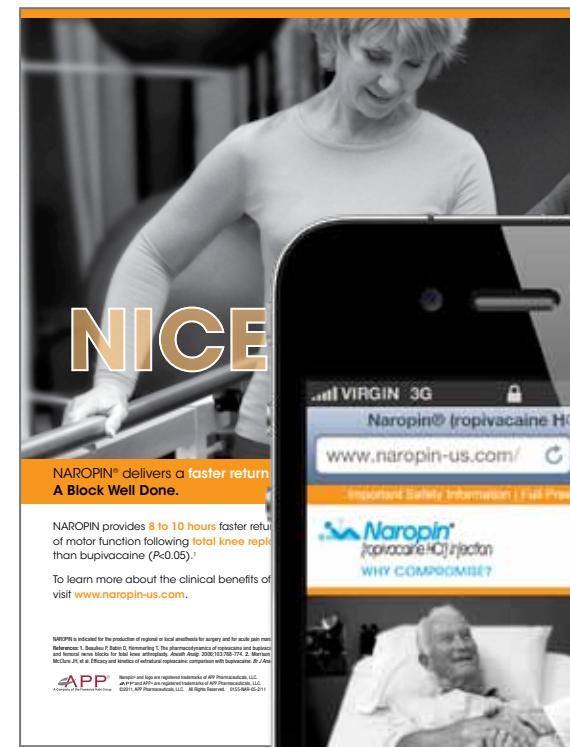
Turn required reporting of core measures into quality improvement with the Press Ganey user-friendly data collection software, training and support services for implementing improvement plans.

Safety Performance

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







Christopher ROGERS



QUINSUDOKU

Factive®
gemifloxacin mesylate tablets

CLICK and DRAG the graphic onto a square

Almost there!
The highlighted boxes have incorrect entries.

TUTORIAL RESET NEW GAME SEND TO A COLLEAGUE

QUINSUDOKU

Factive®
gemifloxacin mesylate tablets

CLICK and DRAG the graphic onto a square

TUTORIAL RESET NEW GAME SEND TO A COLLEAGUE

QUINSUDOKU

Factive®
gemifloxacin mesylate tablets

CONGRATULATIONS!
You got a top time in the RESIDENT category!
Please enter your name and click submit to take your place in the Hall of FACTIVE Fame!

coin king

PLAY AGAIN

TUTORIAL RESET NEW GAME SEND TO A COLLEAGUE

QUINSUDOKU

Factive®
gemifloxacin mesylate tablets

Not quite fast enough, but great job.
Try again or challenge a colleague to beat your score!

TRY AGAIN **CHALLENGE A COLLEAGUE**

TUTORIAL RESET NEW GAME SEND TO A COLLEAGUE

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.

476% INCREASE IN PRODUCTION OF APP ETOPOSIDE

125% INCREASE IN XYLOCAINE PRODUCTION

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

28 PRODUCTS IN OUR ANTI-INFECTIVE PORTFOLIO

OUR PORTFOLIO JUST KEEPS GROWING AND GROWING AND GROWING

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

APP
A Division of Fresenius Kabi USA
COMMITMENT IN ACTION

COME AND GET 'EM.

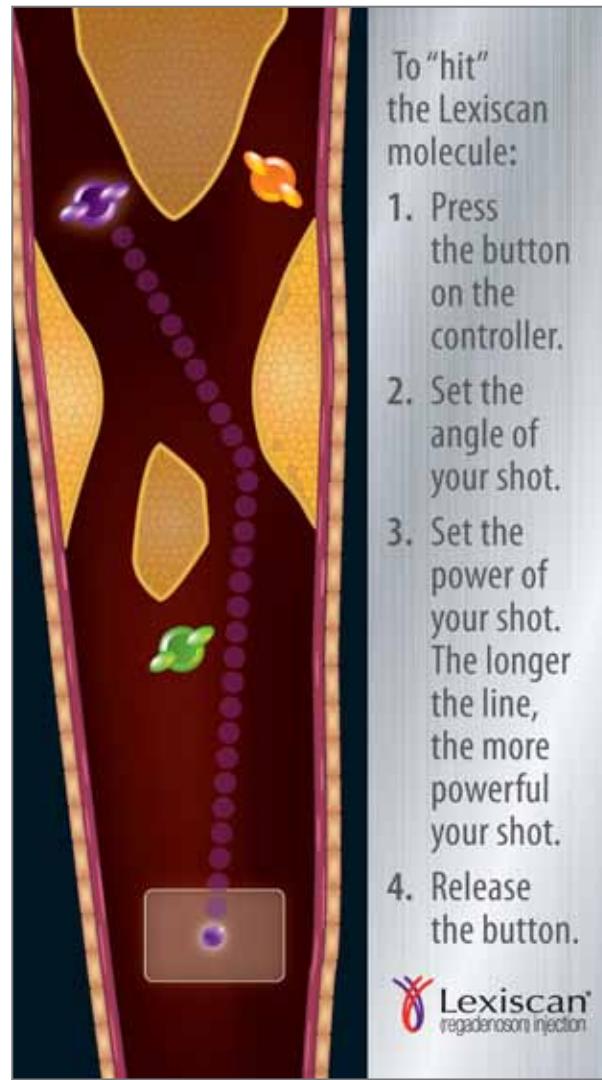
MEROPENEM.

IMIPENEM.

APP
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COMMITMENT IN ACTION

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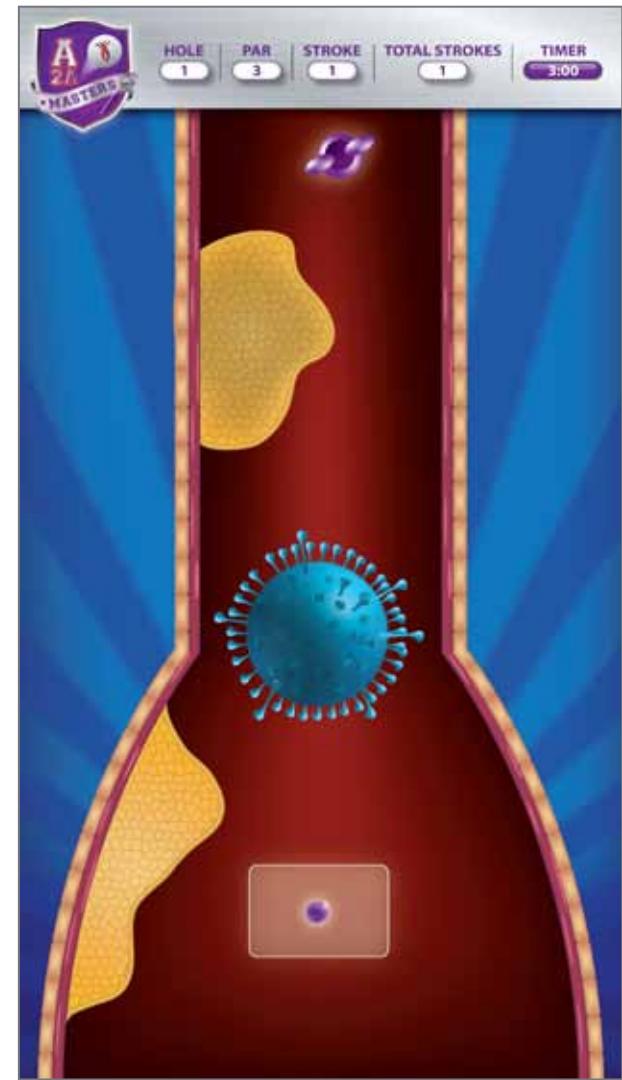




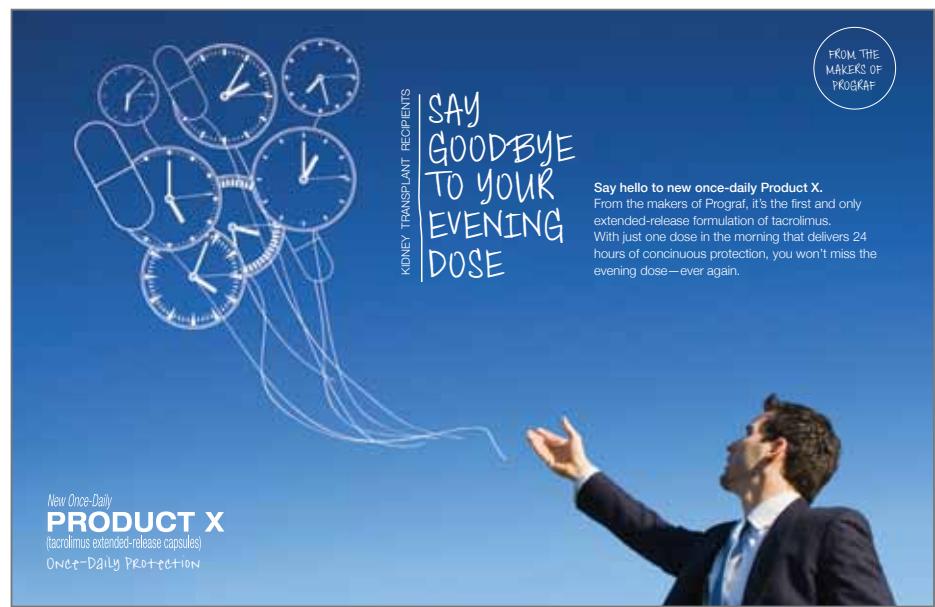
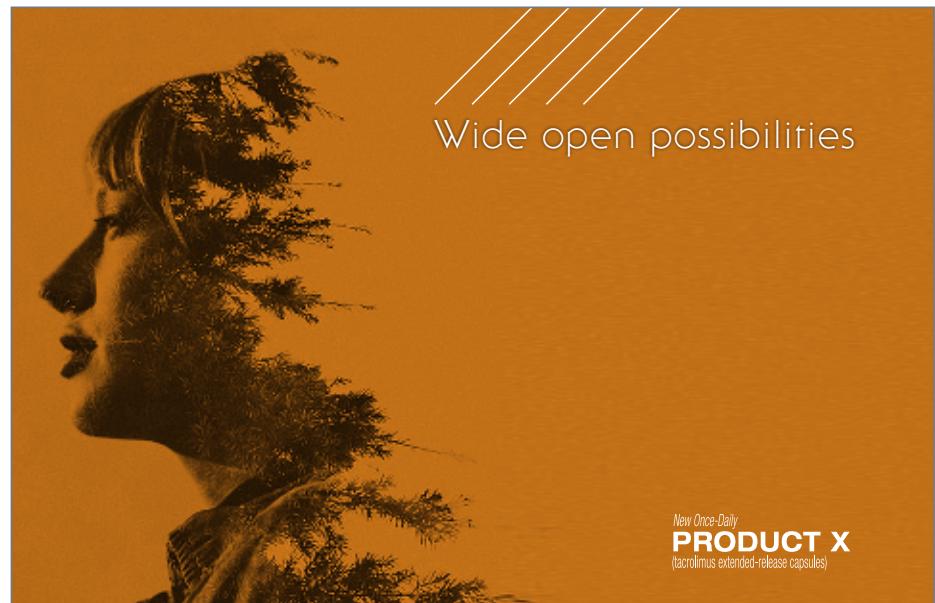
To "hit" the Lexiscan molecule:

1. Press the button on the controller.
2. Set the angle of your shot.
3. Set the power of your shot. The longer the line, the more powerful your shot.
4. Release the button.

Lexiscan
regadenoson injection







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.

Janay 50 copies/mL.

April 52 copies/mL.

MJ 51 copies/mL.

Odette 155 copies/mL.

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

Real Results. Abbott RealTime HIV-1.

Abbott Molecular

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

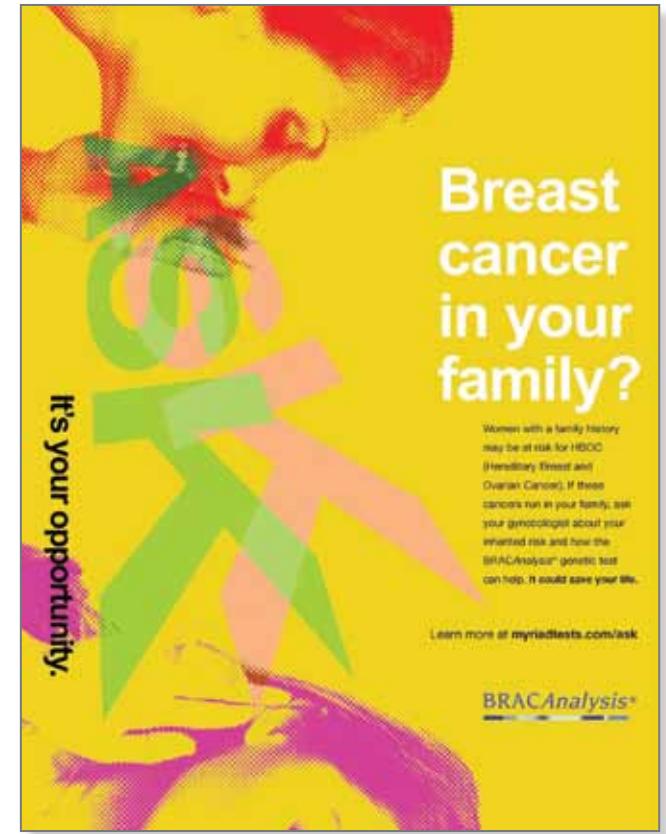
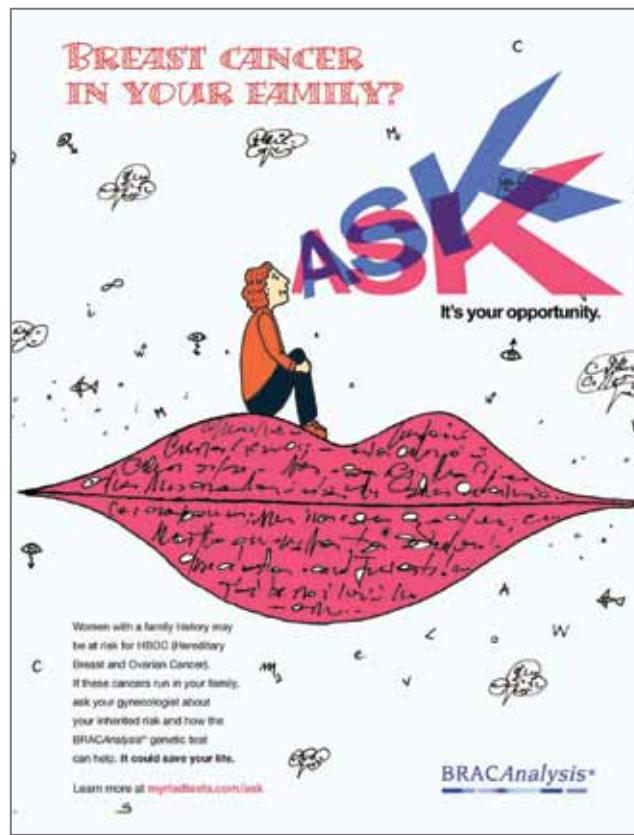
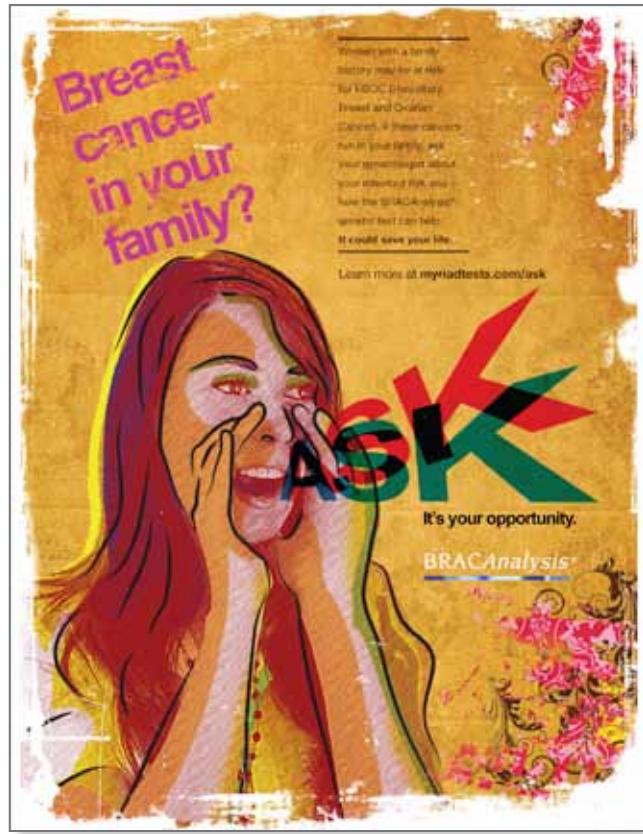
SO WHY IS MY PATIENT GETTING SICKER?

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

Christopher ROGERS



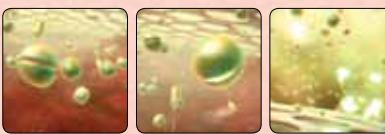


The 3 dimensions of ALLEVYN® Ag Silver Wound Dressings

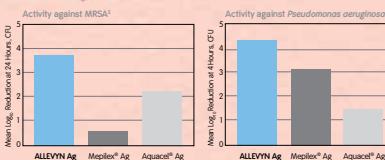
1. Bactericidal silver action

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.¹⁻⁴

Silver sulfadiazine (SSD) may help reduce bacterial load and provides antibacterial activity for up to 7 days against a wide range of bacteria, including MRSA and *P. aeruginosa*.¹⁻⁴



Proven silver protection

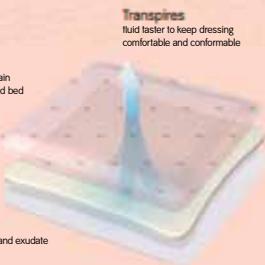


2. Total exudate management

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



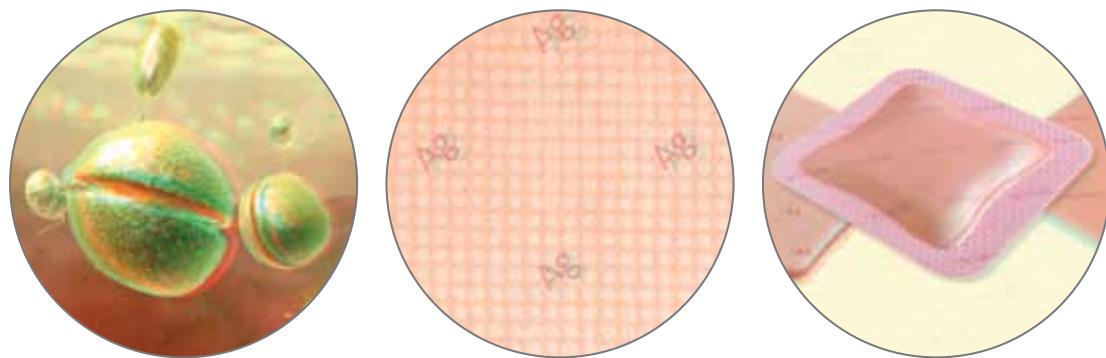
Absorbs

unwanted fluid and exudate

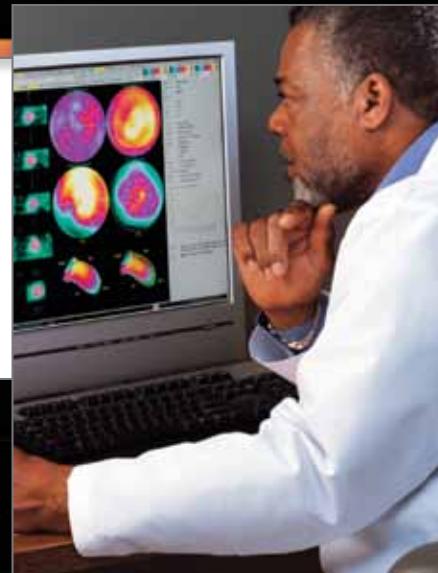
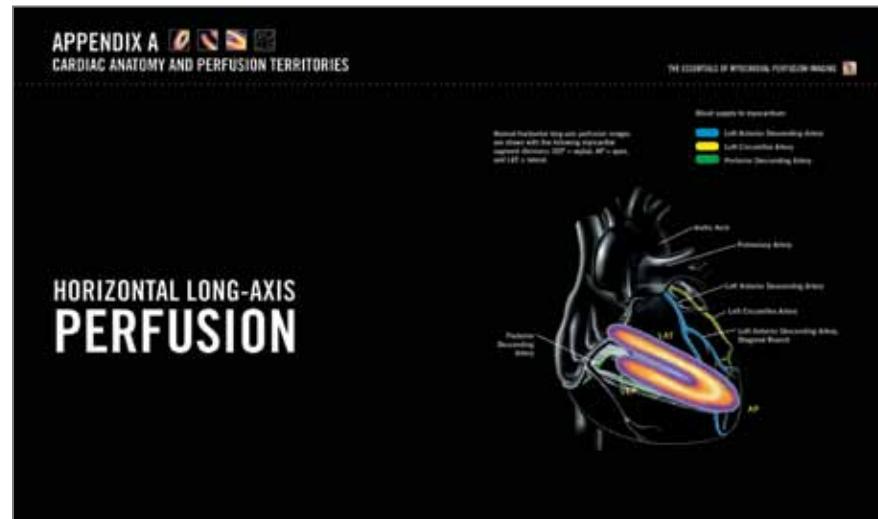
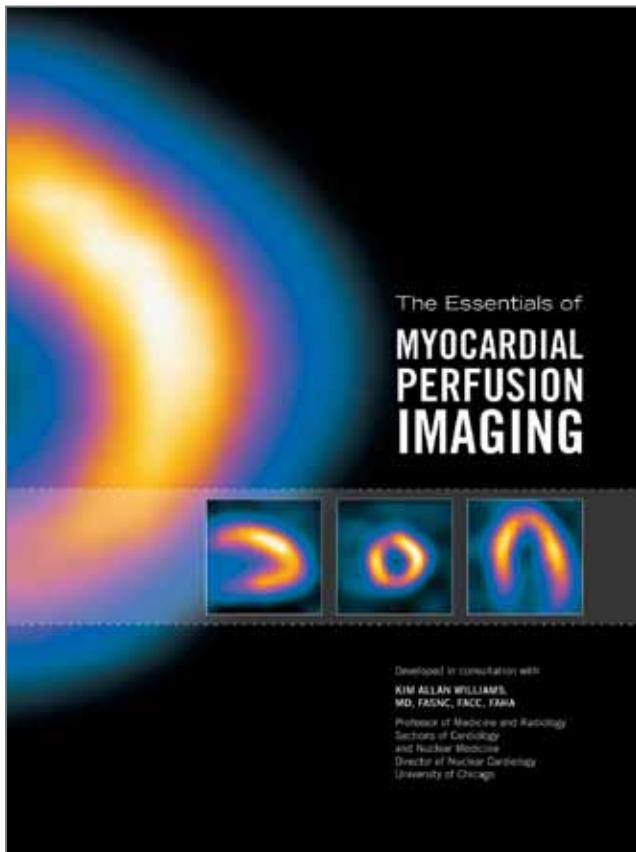


3. Greater patient comfort

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.



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



www.rogerscreative.wix.com/design

