

Advancing Medical Technology



AdvaMed

The Advanced Medical Technology Association

AdvaMed - the Advanced Medical Technology Association - is the world's largest trade association representing innovative manufacturers of medical devices, equipment, diagnostic products and health information systems. AdvaMed member companies are transforming patient care - saving lives and restoring health and vitality through more accurate diagnoses, less invasive procedures and improved treatment options. Medical technology also adds real value to the health care system by detecting diseases sooner, reducing disabilities, shortening procedure times and hospital stays, eliminating costly complications and easing pain and suffering.

Working in collaboration with scientists, physicians and other health care providers, the medical technology industry is producing the next generation of lifesaving and life-enhancing innovations designed to target the real driver of health care costs - disease.

Along the continuum of care, there is no aspect of patient care that is not impacted by medical technology. Examples of medical technologies include:

- diagnostic tests and imaging systems, which can detect disease earlier and eliminate the need for exploratory surgery;
- implantable devices, such as pacemakers and artificial hips and knees, which restore vitality and mobility;
- equipment such as dialysis machines and respirators, which can take over the function of failing organs;
- computerized record-keeping systems, which can more efficiently manage the flow of health care information and reduce medical errors; and
- minimally invasive surgical tools, which lead to fewer patient complications and shorter hospital stays.

For patients, the future is even brighter. Molecular and gene-based diagnostics will detect disease earlier in its progression, improving patient outcomes and lowering treatment costs. Information technology will allow critical medical data to be processed and transmitted rapidly over great distances, saving both patients and physicians time and speeding delivery of treatment. Miniaturization of medical devices will allow for more targeted delivery of therapies and enable more minimally invasive and non-invasive procedures, which move more care from hospitals to the outpatient setting.

AdvaMed advocates for a legal, regulatory and economic environment that advances global health care by assuring worldwide patient access to the benefits of medical technology. It promotes policies that foster the highest ethical standards, rapid product approvals, adequate reimbursement and access to international markets.

AdvaMed members produce nearly 90 percent of the health care technology purchased annually in the U.S. and more than 50 percent purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies. For more information, visit www.advamed.org.

Featured Device Manufacturers

Kinetic Concept, Inc

When KCI introduced V.A.C.® Therapy in 1995 to treat a wide variety of traumatic and chronic wounds, no one could anticipate the incredible impact it would have. This revolutionary technology uses Negative Pressure a vacuum to help draw wound edges together and promote healing deep inside the wound. The results can be dramatic. Today, caregivers are able to use V.A.C.® Therapy to help shorten hospital stays, thereby lowering treatment costs for patients. V.A.C.® Therapy is now a standard of care for diabetic, chronic and complicated wounds with more than 1.7 million patients treated worldwide.

V.A.C.® Therapy is a patented technology that uses an advanced, computer-controlled vacuum pump with specialized tubing and foam dressings. Working together, these three components create an environment that promotes wound healing while actively removing infectious material. Recent

advances include the InfoV.A.C.® Therapy System for primary use in hospitals, and the portable ActiV.A.C.® Therapy System for primary use in the home. These two systems have been designed specifically to help make advanced wound care even easier for patients and their caregivers.

With more than 10 years of positive outcomes, V.A.C.® Therapy has one of the largest bodies of supporting clinical data in the advanced wound care field which is why doctors and caregivers around the world trust V.A.C.® Therapy for their patients.

For additional information, visit www.kci1.com or call 1-877-275-4524. V.A.C.® Therapy can only be prescribed by a doctor. Consult a doctor and product labeling to see if V.A.C.® Therapy is appropriate.

Vital Images, Inc

Vital Images, Inc., headquartered in Minneapolis, is a leading provider of enterprise-wide medical imaging and analysis software solutions. Its products create 2D, 3D and 4D images of human anatomy from CT (computed tomography) and MR (magnetic resonance) image data. The company's technology gives radiologists, cardiologists, oncologists and other medical specialists' time-saving productivity and communications tools that can be accessed throughout the enterprise and via the Web for easy use in the day-to-day practice of medicine.

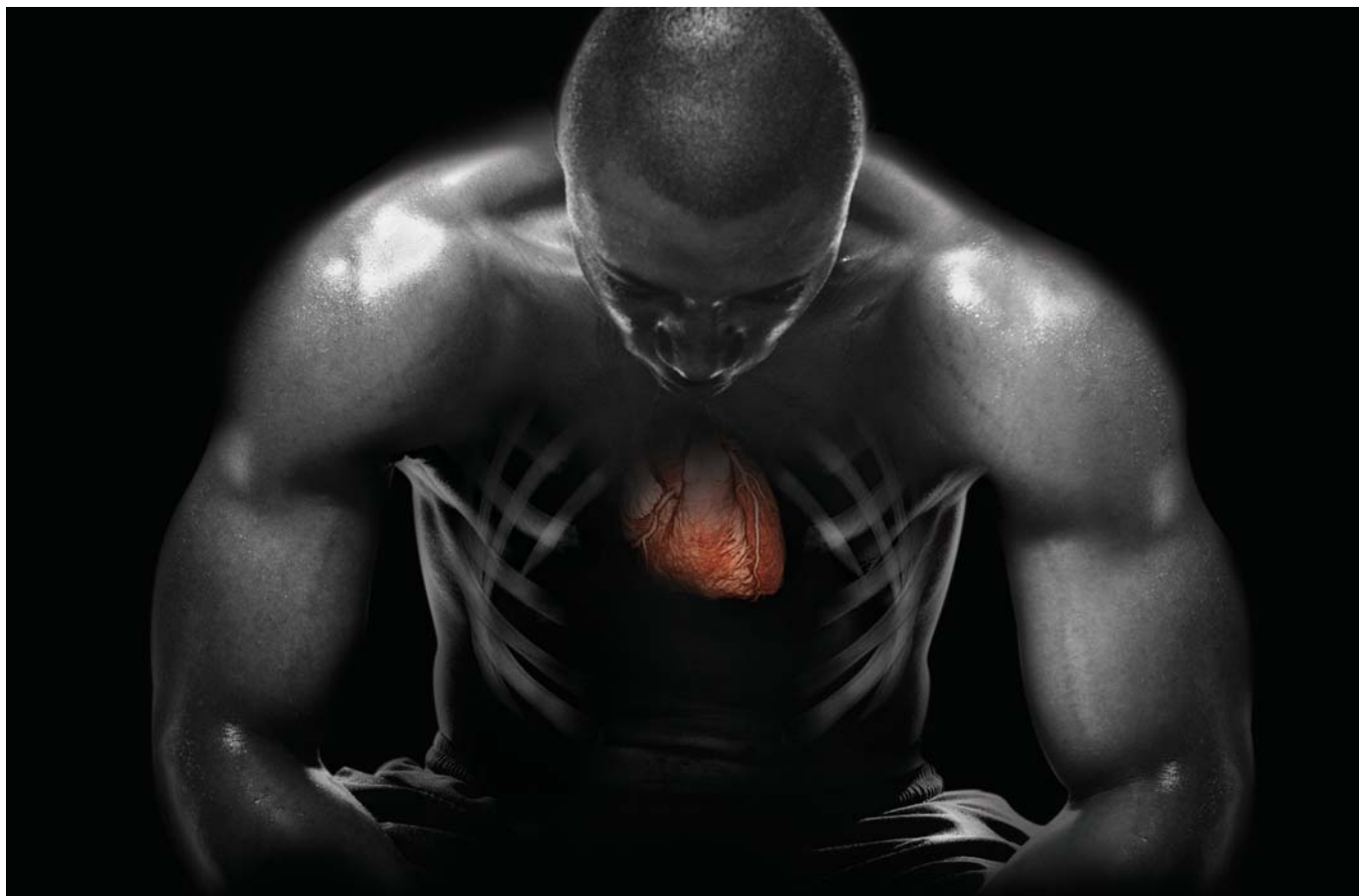
Vital Images' strength in strategic partnerships, including industry-leading PACS (Picture Archiving and Communications Systems) and CAD (Computer-Aided Detection) companies, expand physicians' capabilities and access to Vital Images software throughout an enterprise.

Approximately 4,500 licenses of VITAL solutions are customers that include major medical centers, rural healthcare organizations, imaging centers, and academic health centers.

Vital Images has earned recognition with awards such as "Best New Radiology Software" (Vitrea software, Version 4.0) by radiology industry portal AuntMinnie.com. It has also been recognized in 2007 by Healthcare Informatics top 100 list of healthcare informatics by 2006 revenue and Fortune's Small Business's The FSB 100: America's Fastest-Growing Small Public Companies list.

The company has offices in Europe and Asia. For more information, go to <http://www.vitalimages.com>.

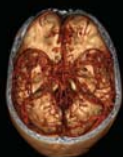
Focus on Medical Device Manufacturers



THiN. FaST. **POwERFUL.**

Advanced visualization software for the life of your enterprise.

Vital Images is a leading provider of enterprise-wide advanced visualization and analysis software solutions. Our technology gives radiologists, cardiologists, oncologists and other medical specialists time-saving productivity and communications tools that can be accessed throughout the enterprise and via the Web for easy use in the day-to-day practice of medicine.



Named Best New Radiology Software

By AuntMinnie.com

www.vitalimages.com



VITAL



Chances are,
someone you know is living
with a serious wound.

Unnecessarily.

One out of every 20 Americans has a wound. For people that are affected by chronic wounds, life can be a series of challenges—until now. The V.A.C.[®] Therapy System is dramatically changing how wounds are healed in hospitals, clinics and in the home. Thanks to V.A.C.[®] Therapy, patients may benefit from reduced treatment costs and the need for additional surgeries* and get back to what's most important—their lives.



A trusted leader in advanced wound care, KCI's family of V.A.C.[®] Therapy Systems has been used to treat more than 1.7 million patients worldwide. To learn more, visit www.kci1.com.



* Data on file.
Note: V.A.C.[®] Therapy can only be prescribed by a doctor. Consult a doctor and product labeling for important information on potential benefits and risks of this therapy prior to use.
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The V.A.C.[®] System is subject to patents and pending patents.