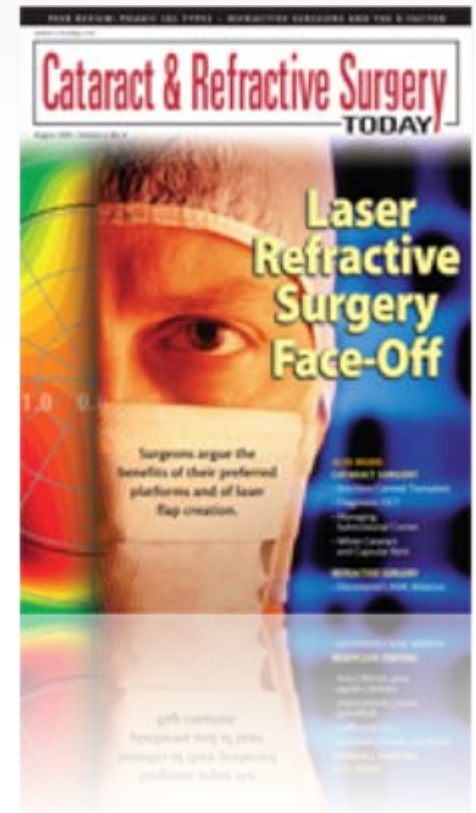
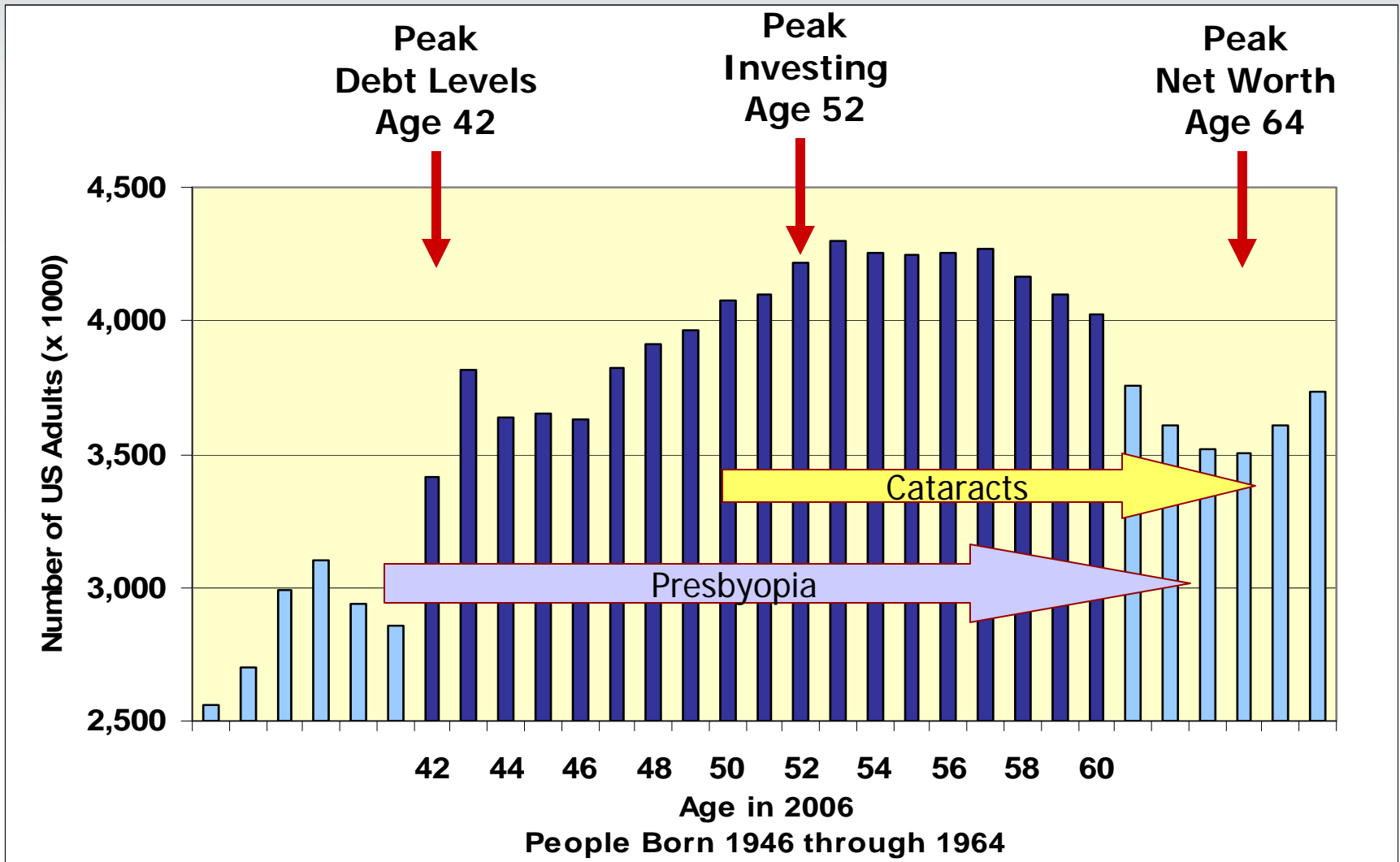


My Background

- 22 years in medical devices: Innovation, Strategy, Marketing, Sales
- Research, Consulting, Writing, Lecturing
- Help create demand for new technology among
 - Professionals
 - Consumers
- Clients include:
 - Allergan
 - AMO, IntraLase, VISX
 - CareCredit
 - Modern Solution
 - Panoptx



Baby Boomers: Key Life Events



Your Language Must Change

What is a “cataract”?

- Ambiguous and confusing
- Negative association with aging/elderly
- In Third World, cataract is a white pupil





Getting the Bigger Picture Means Using New Language

"Cataract"

- Used to satisfy regulatory body
- Used to justify reimbursement

"Lens Dysfunction"

- Stops flexing
- Scatters light at night
- Gets hard and brittle

Lens Dysfunction

- “Progressive series of changes that naturally occur in the eye”
 - 1st stage = presbyopia
 - Last stage = cataract
- “Image quality degrades all along the way”

Shifts the Discussion

FROM

“Do I have a cataract?”

- Medicare-based decision

TO

“Should I fix this problem?”

- Lifestyle benefit decision

Time Spent with the Offering

(Time = Currency)

Activity	Cost per Minute
Personal Trainer	\$1.33
Dining Out	\$1.00
Movie Theater (no popcorn)	\$0.08
Cell phone (Blackberry)	\$0.03 to \$0.06
LASIK – over 20 years	\$0.04 to \$0.05
Premium IOL – over 10 years	\$0.08 to \$0.09