

External factors, such as decreasing reimbursement and increasing technology costs, are requiring providers to explore new, innovative models to capture more savings while improving the quality of patient care. For many years, the cost of implants has increased between 6% and 12% annually. A large portion of device costs, an estimated 42%, is associated with sales and marketing expenses. Today's challenging health care environment requires a more collaborative solution to control costs and quality.

Through extensive physician leadership and engagement, ROi has introduced an innovative clinical and business model that connects patients to implant manufacturers more directly. The program is designed to meet the needs of physicians and combat the increasing cost and waste of medical devices while streamlining the supply chain process for the operating room.

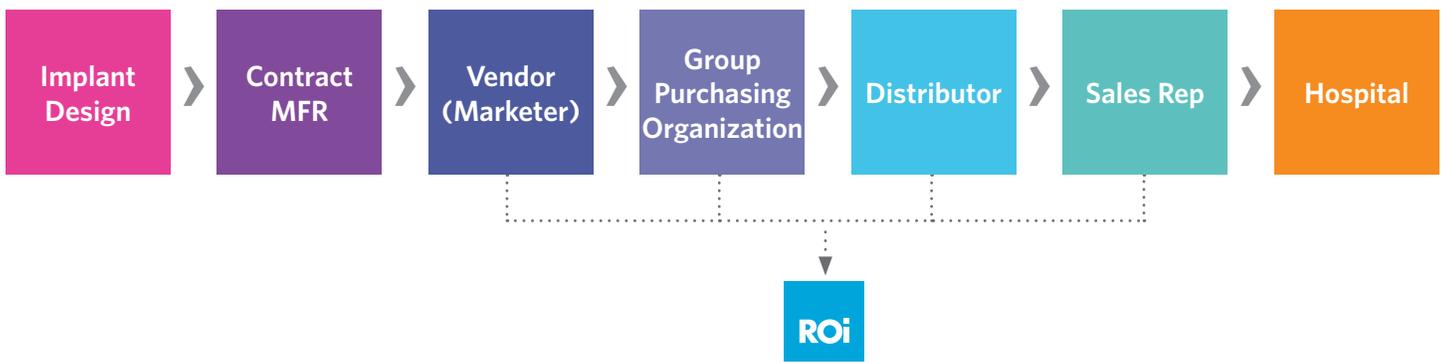
By partnering with original equipment manufacturers, ROi distributes and services implants directly to our provider partners at a reduced cost. This process eliminates the "middlemen" — distributors and sales/marketing forces — of the implant industry and consolidates the number of implant suppliers. By transitioning sales and physician services to internal positions within the provider setting, ROi and our partners can displace the high cost of a traditional sales force, providing savings that are passed on to the provider.

### BENEFITS:

- Greater physician involvement in the sourcing and acquisition process
- Increased savings over the traditional implant model
- Better standardization across all partner outlets, including hospitals and specialist service providers
- Unparalleled resources to ensure surgical staffs are efficient and knowledgeable of new advances, implant changes, etc.



## Traditional Industry Model for Medical Device Implants



## ROi Medical Device Implant Model

