

TARGETING GUIDELINES

Internal med, family med, hem/onc, cardiology with 2+ providers

CLIA waived accounts sending out 15+ panels per day

- ⦿ Revenue growth
- ⦿ Higher patient satisfaction with one-stop shopping
- ⦿ Increases patient compliance with lab testing orders

CLIA waived accounts running 15+ panels per day on Piccolo/Cholestech

- ⦿ Cost savings on Axcel (CMP = \$3.80, Lipid = \$3.91, Hepatic \$1.48 vs. \$10-\$11 on Piccolo/Cholestech)
- ⦿ Increased revenue with the ability to order single tests
- ⦿ Less tech time involved (automated system, no manual labeling, etc)

Moderately complex accounts with no chemistry

- ⦿ Cancer centers might be moderate with hematology but sending out chemistry
- ⦿ Internal med/family med accounts might be moderate with COVID testing
 - Revenue growth
 - Get all results same day instead of waiting for reference lab

NEXT STEPS

- Try to speak with the doctor or Practice Manager, they'll be more interested in increasing revenue. A Lab Supervisor can perceive a moderately complex chemistry analyzer as more work for them.
- Ask if your Alfa rep can call them to discuss what tests the providers order and to see if we might be a good fit to increase revenue
- Email your Alfa rep the account name, address, and contact information

ACE Axcel - Quick Facts

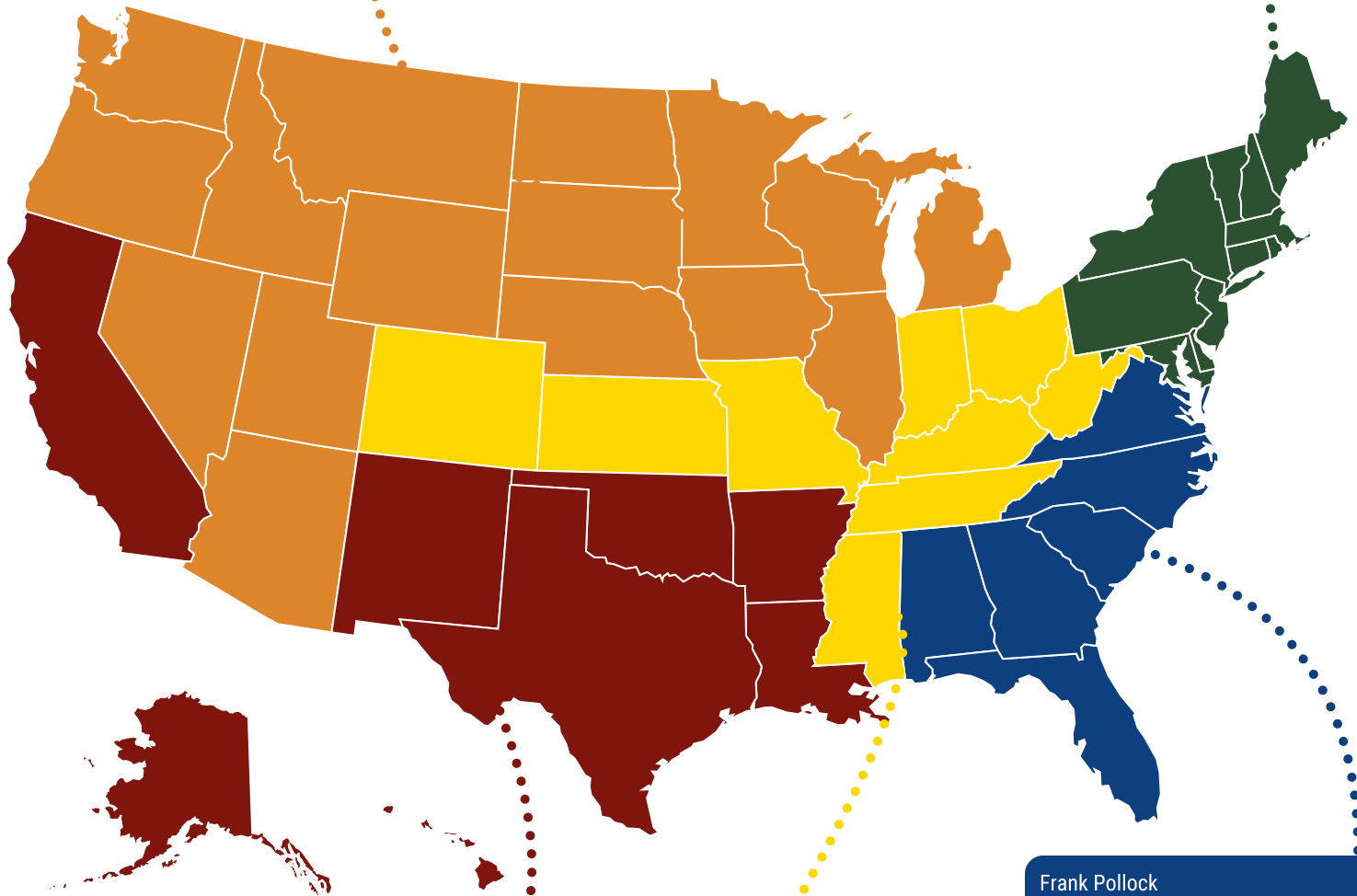


- Moderately complex benchtop chemistry analyzer
- Completely self-contained – no external waste drain, water system, or cooling unit
- Liquid, ready-to-use reagents provide reference lab quality results
- Alfa Wassermann has #1 market share in POL benchtop chemistry testing

Alfa Wassermann Key Contacts

John Husted
Business Development Manager
AZ, IA, ID, No. IL, MI, MN, MT, ND, NE, NV,
OR, SD, UT, WA, WI, WY
630-881-9011
jhusted@alfawassermannus.com

Elizabeth Boyle*
Director of Sales
CT, DC, DE, MA, MD, ME, NH,
NJ, NY, PA, RI, VT
603-834-8115
eboyle@alfawassermannus.com



Jennifer Yeakley
Business Development Manager
AK, AR, CA, HI, LA, NM, OK, TX
727-798-8212
jyeakley@alfawassermannus.com

Steve Wilson
Business Development Manager
CO, So. IL, IN, KS, KY, MO, MS, OH,
TN, WV
270-668-3605
swilson@alfawassermannus.com

Frank Pollock
Business Development Manager
AL, FL, GA, NC, SC, VA
803-622-7881
fpollock@alfawassermannus.com

Additional Contacts

Mark Gnagy
Vice President of Sales and Marketing
mgnagy@alfawassermannus.com
201-452-6883

Elizabeth Boyle
Director of Sales
eboyle@alfawassermannus.com
603-834-8115