

Baxter: The 3-Ps

Draft 4

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On white limbo, MR. BAX, the paladin of sales reps, enters frame some distance away and approaches the camera.

The Baxter H logo sits in the upper left corner of the frame.

He stops at his mark near the camera.

Mr Bax:

(to camera)

It's been a year since we launched Medication Delivery's H

and it's been a fantastic success!

Mr. Bax admires the H

Magnificent isn't it?

Since then we've had a lot of new members join our team.

So today, for all of you, we're going to bring the H and its components to life.

What I will show you now will go a long way to winning the hearts and minds of pharmacists – the primary customer segment for Medication Delivery's business units.

Mr. Bax pulls on the corner of the H until it's as big as him

The cornerstone of Medication Delivery is our Value

Proposition:

(he says it a bit like an oath)

We work together with our customers to help prevent H.A.I.'s and medication errors through a customized and integrated platform of people, products and programs.

The respective sections of the H highlight.

People. Products. Programs. The 3-P's.

Within the H and specifically these 3-P's, is the future of Medication Delivery. It is a unique, customisable and integrated platform for providing flexible Pharmacy Solutions.

The C.S.H.P., I.S.M.P., and Accreditation Canada sections highlight in turn.

The 3-P's breakdown into a comprehensive menu of solution options. These options are guided by three key Canadian Customer associations: C.S.H.P., I.S.M.P. and Accreditation Canada.

The Value Proposition is the modus operandi of our M.D. business units, making everything work together. A 3-P Pharmacy Solution is about fitting in. Not about Open or Closed Systems. Not about telling the customer what to buy, and not offering them everything you have in your bag.

It's about understanding your customer's current practices.
It's about you providing an integrated solution. A solution that will support their vision for the future. It provides a safer, more stable, efficient, and cost effective Pharmacy Solution. One that helps prevent H.A.I.'s and medication errors.

This is what will win the hearts and minds of Pharmacists.

Here's how it works . . .

Mr. Bax "touches" a "node" and a list of hospitals drops down.

He touches "Credit Valley Hospital", it highlights and logo pops up and migrates to corner.

Marketing graphics pop-up and join to the hospital logo.

Suppose you're planning a sales call to Credit Valley. You start with what you know and what Marketing knows.

They have the latest sales reports, facts, figures and trends.

This information helps you build the most clinically, technically and economically relevant Pharmacy Solutions for your customer. And remember, the most up to date Business Unit profiles for all of your accounts is at BaxterForce.com.

Now, with our Customer intel in hand, we can consult the

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Mr. Bax bows slightly to the H

Oracle of the 3-P's . . . The Great H.

The 3-P's. The Customer Associations. And our Value Proposition. The pieces interlocking to form a pharmacy solution.

The customer associations highlight as he swishes them to the corner to join up with the CVH logo. (This causes most of the H graphic to disappear except for People, Products & Programs)

Now, our partnership with C.P.S.I., I.S.M.P. and Accreditation Canada represents our ongoing commitment to building a safer healthcare environment; improving the quality of our M.D. Pharmacy Solutions, while helping to prevent HAI's and Medication Errors. The influence of these associations has already been realized by the time you build the solution for your customer.

Right, there we go.

Now, combining the 3-Ps will provide you with everything you need to build powerful solutions for any of your Pharmacy Customer's needs.

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*Mr. Bax touches “Programs”,
and a menu drops down.*

So for example, let’s start with Programs . . . By the way,
you can start with any of the P’s, depending on the intel you
have to start with.

*He makes his selection and the
C.I. graphic pops out and hovers
frame right.*

Let’s choose our Canadian designed and developed Clinical
Informatics program. C.I. integrates Clinical Science,
Technology and Infusion Data to support practitioners in
making informed decisions for safe and effective Parenteral
Drug Therapy. This, by the way, is a built in feature of our
Infusion System pumps, and connects to our other eight
products: Access, Anesthesia, CIVA, Drug Delivery,
Elastomerics, IV Therapy, Nutrition and Oncology.

*He touches “Products” and a
menu drops down where he
selects Infusion Systems. The
Infusion system graphic floats
over towards the CI graphic.
Then a line pops up connecting
CI with Infusion Systems.*

From the Products menus we select Infusion Systems, and
connect it with Clinical Informatics.

*He touches “People”, and from
the drop down menu he selects
the specialist.*

And from People, an Infusion System Specialist.

A little specialist in a bubble

Hello.

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pops out and waves at him. Mr. Bax waves back.

The specialist bubble heads over to where CI and Infusion Systems are and connects with them.

(The frame is clear of the previous solution, but hospital logo remains in place.)

The intel graphics pop up. The highlight and the word “opportunity” appears.

And there we have a Pharmacy Solution ready to put before the Customer. It’s fully integrated, customized and, most importantly, it is, as a whole, more effective than the sum of each of the component parts.

Want to see it again?

Okay. I take intel from our Marketing Powerhouse Customer Segmentation, Miller Heiman account planning, Business Objects and Baxter Force.com.

It shows me that Credit Valley is a Baxter Pharmacy Services - CIVA oncology expansion opportunity. An opportunity which involves the outsourcing of its patient specific oncolytics.

Wow!

The “Opportunity” graphic nests with the CVH graphic.

Knowing this we can build our solution.

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Menu drops down and Mr. Bax chooses Pharma-economic Model. The graphic pops up and moves to frame right.

I start with Programs again, selecting our new Pharma-economic Model. Like Clinical Informatics, it connects to all of the options in both Products and People.

Alright . . . there we go . . .

The “Products” menu drops down and Mr. Bax selects Drug Delivery. The graphic pops up and migrates towards Parma-economic Model. A line snaps in connecting them together.

Guided by the intel, we’ll select Drug Delivery from Products. This is a key ingredient in Medication Delivery’s “Winning the hearts and minds of Pharmacists”.

Mr. Bax selects Pharmacy Specialist from “People”. A person in a bubble pops up. This connects with the other two graphics to form a solution.

So that’s Programs and Products selected. Let’s go to People. This time I’ll choose a Pharmacy Specialist. Fantastic! Pop you over here as well.

Et Voila! Another Customised Pharmacy Solution

The Pharma-economic Model graphically validates the solution.

You will find this opportunity with Credit Valley Hospital is validated through the use of our Pharma-economic model. It will demonstrate to both Credit Valley’s Pharmacists and the members of its C-Suite that our drug

delivery solution will meet their clinical, technical and economic needs.

And there you have it Ladies and Gentlemen! A complete, supported, fully customized and integrated 3-P Drug Delivery solution for your Pharmacy Customer. All ready to present. All courtesy of the H.

By using the 3-P's we deliver cost effective and stable medication solutions. Not only do we meet our customers' clinical, technical and economic requirements, we deliver safety!

We work with our customers to help prevent H.A.I.'s and medication errors. When all is said and done, it's about making life better for patients. Through the H we bring Medication Delivery's Value Proposition to life.

Mr. Bax turns and walks away from camera and out of frame.

Thank-you.

FADE TO BLACK.