

Everybody wins when Specialty Distributors do the selling.

I'm often asked where Specialty Distributors fit into the product distribution puzzle. My answer is always simple, "We save everyone money, provide value added services and improve quality of patient care."

Everyone? Yes, everyone. If you are a manufacturer we save you money, and if you're a customer we save you money.

Manufacturers save money

Manufacturers benefit because they save money that would normally be spent to create, develop and maintain an extensive sales and marketing division.

A company bringing new technology to the market is faced with the need for national and regional sales managers, and sales representatives located all over the country. It takes time and lots of money to put a sales and marketing system in place.

That's where we come in. As specialty distributors, we already have effective marketing systems and a skilled sales force with valuable industry contacts, exceptional product knowledge, and a wide customer base.

By taking advantage of a specialty distributor's assets, manufacturers can significantly reduce their sales

and marketing costs. We support and maintain the products from inception through maturity.

The Independent Medical Distributors Association, through an independent consultant, is currently conducting an industry-wide study to measure the actual economic impact specialty sales

Specialty distributors reduce selling costs by as much as 25%

and marketing companies have on the supply chain. Preliminary figures indicate that the sales and marketing savings to manufacturers may be as much as 25% of overall costs.

Buyers benefit from reduced costs

That's why customers benefit also. Reduced costs at the manufacturer's end means lower investment costs for the end user. Plus,

customers receive product information, product evaluations, in-service training and local services from someone who is already an established and reliable purchasing partner—their specialty distributor.

Everybody wins

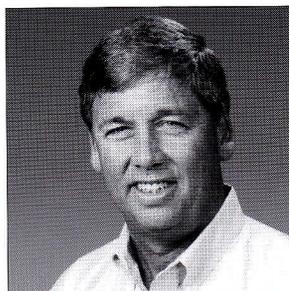
Win - Win is an overused phrase, but in this case, it applies.

Everybody wins.

Costs are reduced to both manufacturer and customer, and by eliminating long startup times to build a marketing infrastructure, new technology gets to the market faster.

As an added benefit, even the patients win.

Stay tuned. Your specialty distributor will give you your own copy of the IMDA White Paper on *The Economic Impact of Specialty Sales and Marketing Organizations* when the study is completed. ■



Duke Johns is the President of Medical Specialties, Inc., a firm representing products from a broad base of national and international manufacturers for over three decades. They have built their reputation on honest recommendations, quality service, and education that help their strategic partners. Duke can be reached at 676 Time Saver Avenue, New Orleans, LA 70123, or by calling (504) 734-1171.