

ATHS, Inc.

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Access to "C" Suites

ATHS (Advisors to Healthcare Suppliers) is a consulting service with a special focus and niche related to the successful sales of products and services by start up/venture capital stage companies selling in the healthcare services field. We can provide access to the "C" suites of hospitals and health systems through an extensive personal and professional network. While we have a solid track record (references furnished upon request), our experience suggests that more consideration should be given to the **ABC's of Selling** in this market.

Most start up and venture capital stage companies have great products, but face the challenge of obtaining initial sales to demonstrate the credibility of their product or service, while being constrained in the amount of resources available for the marketing and sales effort. The decision-making and sales cycle in most healthcare institutions can be very difficult to comprehend (it is more politically based than economic in many instances), and ATHS consultants can help your team penetrate this maze.

ATHS partners have experienced these issues,

and are incorporating their experience and knowledge to conduct a brief, focused seminar that will assist in achieving the sales goals for the start up company. Topics include,

I. Introductory Session

- *How to Get the Appointment*
- *What to Do When you have the Appointment*
- *Follow-up and Closing the Order*

II. Access & Networking Opportunities

- *Discussion and mutual evaluation of how we could work together*

Seminars conveniently conducted at your site. (No travel on your part.)

About the Principals

Douglas S. Peters is the former President and CEO of the Jefferson Health System, a multi-hospital system located in Philadelphia, PA. Prior to his retirement from this position in 2002, Mr. Peters' career spanned over 35 years, serving in senior executive roles with the Blue Cross & Blue Shield Association, Chicago; Henry Ford Health System, Detroit; the University of Nebraska Hospital & Clinics, Omaha; and, the University of Michigan Hospital, Ann Arbor. Mr. Peters served in the Navy Medical Service Corps during the Vietnam War.

Mr. Peters is a Life Fellow in the American College of Healthcare Executives, and a member of the Katahdin Medical and Philosophical Society of Philadelphia.

Mr. Peters has an undergraduate degree from the Ohio

State University, and a Master in Health Administration from the University of Michigan. Mr. Peters and his wife reside in Charlevoix, Michigan.

William M. Kelley (Bill Kelley) is Chairman Emeritus of Hill-Rom Co Inc. Hill-Rom's headquarters is located in Batesville, Indiana.

Mr. Kelley began his career as a clerk in the sales department in 1960; moved through sales to various positions; became President & CEO and then Chairman in 1995. He is on boards of several non-profit and for-profit companies and organizations.

Through Mr. Kelley's leadership, Hill-Rom succeeded in obtaining high market share. Mr. Kelley and Hill-Rom are customer-focused and feel that understanding and working with

customers is a key to Hill-Rom's success.

In 1995 Mr. Kelley was honored with an Honorary Fellowship Degree in the American College of Healthcare Executives. This honor was bestowed upon him by his clients and friends in the industry.

Hill-Rom is the leading manufacturer of patient care products, and the leading provider of specialized rental therapy products designed to assist in managing the complications of patient immobility. Hill-Rom also serves acute care and long term care health care facilities and home care patients worldwide with sales over \$1.3 billion. Hill-Rom currently has manufacturing facilities in the United States, France, Germany and Austria.