

SpineConnect MarketAccess™

Interact with the Surgical Community – Every Hour of Every Day



syndicom

www.syndicom.com www.spineconnect.com

Over 30 Countries including:

- | | |
|-----------|----------------|
| Argentina | Korea |
| Australia | Malaysia |
| Austria | Mexico |
| Belgium | Netherlands |
| Brazil | Pakistan |
| Canada | Saudi Arabia |
| Chile | Singapore |
| China | Spain |
| Columbia | Switzerland |
| Germany | Taiwan |
| Greece | Turkey |
| India | Uganda |
| Israel | United Kingdom |
| Italy | United States |
| Jordan | Uruguay |

Representative Institutions:

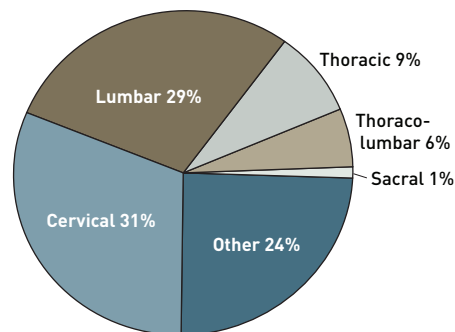
- Cleveland Clinic
- Rothman Institute
- University of Pittsburgh
- William Beaumont Hospital
- The Boston Spine Group
- Denver Health
- Texas Back Institute
- Johns Hopkins University
- OrthoIndy
- University of Oregon
- OrthoCarolina
- Panorama Ortho & Spine Center
- Rush Univ. Medical Center
- Selby Spine Group
- SpineCare Medical Group
- The Spine Institute
- UCLA
- University of Rochester
- University of Utah
- Washington Univ., St. Louis
- University of Wisconsin

A spine surgeon, in his first year of practice, posts a cervical case to a web-based community comprised of the leading spine surgeons from around the world. A moment later, Drs. Alex Vaccaro, Dan Riew, and Paul Anderson review the case, and suggest using your company’s device.

Imagine an on-line community where surgeons log-on every day, all year round to share information and make recommendations on every type of case—from difficult to unusual. Imagine a surgeon community formed by surgeons to share ideas, recommendations, participate in multi-center research studies and learn about new products, technologies and methodologies.

SpineConnect is that community.

Growing at a rate of 10% per month, and with over 800 spine surgeon members, 700 cases, 3,400 case comments, and 90 groups SpineConnect has garnered widespread recognition within the spine healthcare community as an esteemed and trusted source for the sharing of ideas, information, experience and recommendations. In fact, in a little over a year SpineConnect has been accessed over 150,000 times, providing incredibly rich and informative content to its international membership, and creating lasting relationships that extend beyond fellowship training, meetings, and research projects.



Unique Community – Unique Opportunities

SpineConnect offers opportunities to companies like yours to break through the marketing clutter and successfully deliver your messages to a captive audience. Our surgeons are looking at SpineConnect everyday, all year round obtaining knowledge on the newest procedures, products, and technologies. What better venue to reach them and deliver the information that they need? What better time than every day, all year round when and where they are looking for the information? Reach them at the “point of influence” when they are making the treatment decision.

SpineConnect: A Unique MarketAccess™ Opportunity

The art and science of “best placement” for each marketing dollar has become problematic. Why? Because media channels are cluttered and the surgeons and medical communities you seek to influence ignore the very messages you want them to hear. So, what is the answer? SpineConnect MarketAccess™. Access to a unique surgeon and medical community that exists today, and continues to rapidly grow for the sole purpose of sharing ideas and recommendations everyday – all year long.

Leveraging MarketAccess into the SpineConnect Community enhances your relationship with your customers – one that goes and lasts beyond the traditional goodwill that is generated by underwriting an event or program. SpineConnect transcends traditional support avenues by enabling companies

such as yours to interact with a rapidly growing community of your customers and partners.

And, leveraging MarketAccess into the SpineConnect Community creates word-of-mouth marketing for your company. Why is word-of-mouth so powerful? Because it is relevant, trustworthy, and most importantly listened to. It happens at a point of decision when surgeons are open to and want to be influenced by one another. And, it happens among and between peers, colleagues and mentors – people whom surgeons trust.

A MarketAccess opportunity with SpineConnect is the most effective way to introduce and market your company and its products and services to a very targeted community...

SpineConnect offers those with MarketAccess the ability to cut through the clutter, to zero-in on a unique set of customers and develop enduring relationships that don't end when a publication is tossed, or an event is over. And, because the SpineConnect community is dynamic and constantly evolving from one day to the next, your company can gain exposure and have multiple touch points in a variety of different ways.

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Each day surgeons on Spine-Connect are making decisions on which products to use, which procedures to follow, and what new technologies are effective. With MarketAccess, you have the ability to influence these purchase decisions by providing the technical information surgeons need to make an informed decision.

The one thing that is constant about the SpineConnect community is change. New content is being created everyday, and this information is ripe for developing new products and technologies. In fact, more than ten patents are already underway as a result of the collaboration taking place on our platform. With MarketAccess, you are uniquely positioned to capitalize on these new opportunities and work with our community.

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MarketAccess enables you to populate Dynamic Research Links (DRLs) that deliver context sensitive information at the point of decision making. The DRLs are driven by surgeon suggestions, case title, search parameters (word-of-mouth). There is no better way to cut through traditional “clutter” to achieve “best placement.”

SpineConnect MarketAccess Report provides a “Window” into the SpineConnect community. Secure a front row seat on case discussions, images, applications of new technologies and an insider's view into how surgeons are using your, and your competitors' products. Gain immediate insight into how surgeons perceive your product(s).

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Within the SpineConnect com-munity, spine surgeons are discussing new products, procedures, and technologies everyday. With MarketAccess to the SpineConnect Community, and quarterly reports, you will have access to discussions revolving around your products and technologies – providing you with hard data for new marketing and sales strategies as well as product improvements.

Here is what the community is saying...



"As a researcher, I am constantly identifying opportunities for new product innovations or improvements to existing technologies. Syndicom enables me to develop these ideas and partner with experts to help me bring these opportunities to market."

K. Daniel Riew MD Washington University School of Medicine



"I love SpineConnect. It is better than Game Boy™ for relaxing."

Luiz Pimenta MD PhD Clinica Mattos Pimenta, Sao Paolo, Brazil



"At first I was a skeptic (go figure); however after being part of this cyber-community of spine surgeons I have experienced its benefits first hand. I am able to share cases, obtain opinions and keep in touch with my colleagues in a scientific fashion. The system has even facilitated multi-center studies. The best part is I can now scold my fellows when I see them not apply what I taught them during their time at CCF."

Isador Lieberman MD MBA FRCS Cleveland Clinic Spine Institute



"SpineConnect allowed us to effectively organize and quickly communicate our cases within our larger network of former residents and fellows. Our UCLA SpineConnect community now contributes an average of six opinions per case - often within 24 hours. To walk into surgery with this much knowledge from your peers is invaluable."

Jeff Wang MD UCLA Department of Orthopaedic Surgery



"As a spine surgeon who relies on SpineConnect not only as an educational tool within my teaching hospital, but also as a means to gain additional insight into complex cases... SpineConnect has already made a difference in how I approach my patient cases, and I believe that it will have a profound effect within the surgical community."

Paul A Anderson MD University of Wisconsin

MarketAccess Packages

MarketAccess to a Syndicom community offers opportunities to interact with the Syndicom collaborative community, solidify your relationships, and promote cooperative ventures. SpineConnect offers two levels of sponsorship.

\$125K Community Connection Access Package

- Recognition with company name and logo prominently displayed on our public website, www.spineconnect.com
- Recognition with company name and logo prominently displayed on the SpineConnect log-in page
- Company name and logo prominently displayed on SpineConnect's Year in Review publication
- Company name and logo displayed on SpineConnect's monthly newsletter
- Company logo included in all SpineConnect collateral materials
- One feature article highlighting your company's new technology or product in the SpineConnect monthly newsletter
- Promotional opportunities on SpineConnect log-in page including event schedules, white papers, clinical trial announcements, new technologies, etc.
- Access to case knowledgebase data applicable to your company

\$175K Community Penetration Access Package

- All Community Connection MarketAccess benefits
- Recognition in all SpineConnect press releases
- Exclusive sponsorship of SpineConnect Specialty Group
- Elite opportunity: only five Community Penetration MarketAccess opportunities, which maximizes your exposure to a core set of customers
- Dynamic Research Links (DRLs)
 - » Delivers context-sensitive information at the point of decision making
 - » Driven by surgeon suggestions, case title, search parameters (word-of-mouth)
 - » Cuts through traditional "clutter" to achieve "best placement"
- SpineConnect MarketAccess Report
 - » "Window" into SpineConnect community
 - » Front row seat on case discussions, images, applications of new technologies
 - » Insider's view into how surgeons are using your and your competitors' products
- Insight into how surgeons perceive your product(s)

Individualized MarketAccess Opportunities

Additional feature articles in a SpineConnect monthly newsletter highlighting your company's new technology or product (limited number of opportunities)

- \$10K** No MarketAccess
- \$7.5K** Community Connection Access
- \$5K** Community Penetration Access

Promotional opportunities on a rotating basis on SpineConnect log-in page (limited number of opportunities and 30 day term)

- \$10K** No MarketAccess
- \$7.5K** Community Connection Access
- \$5K** Community Penetration Access

About Syndicom

Syndicom was founded to enable communities and companies to seamlessly collaborate and share knowledge, ultimately delivering innovative solutions to market in a more timely, creative and efficient way. Its unique collaborative process is built on over 30 years of research by Raymond Miles (University of California, Berkeley), Charles Snow (Pennsylvania State University), and Grant Miles (University of North Texas).

Syndicom launched its first community, Syndicom SpineConnect, in October 2005 and it quickly garnered wide acceptance within the spine health care community. Everyday, spine surgeons log-on to SpineConnect to collaborate on difficult and unusual cases, develop novel approaches to treatment, address the top challenges in spine healthcare, and create technological solutions that address voids in the current product market.

Today, Syndicom is applying its proven methodology in establishing new collaborative communities.

Syndicom Collaborative Communities

What is so special about a Syndicom collaborative community? Syndicom collaborative communities operate on a completely different level from any other type of organization. Rather than being just a portal to where information is simply pushed and pulled, these communities interact and share their knowledge, insights, best practices, and know-how to highly engaged members. Syndicom's collaborative communities are built on a foundation of trust, with community members knowing that all the information that is shared is done so freely and unequivocally in an effort to reach common goals. The end result is superior solutions, more innovative ideas, and better business decisions.

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