

A decorative graphic on the left side of the slide, consisting of two overlapping semi-circles. The top semi-circle is dark green and the bottom semi-circle is a lighter shade of green.

HMMC Summer Board Meeting

June 25, 2008



HMMC's Goal

- To bring together senior-level sales and marketing executives from medical products manufacturers to enhance their knowledge and skills.
- Learn, network, succeed...



Survey Intent

- To study our membership to better satisfy our members wants and needs
- To identify gaps in our membership that could prevent us from accomplishing the goals of the organization

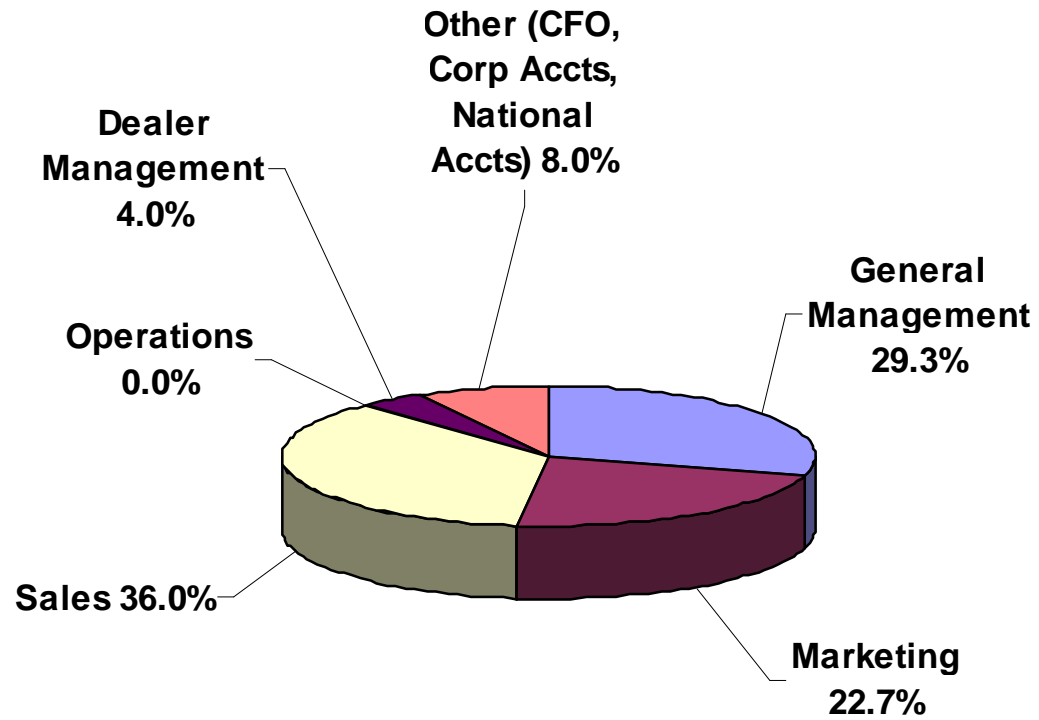


Survey Details

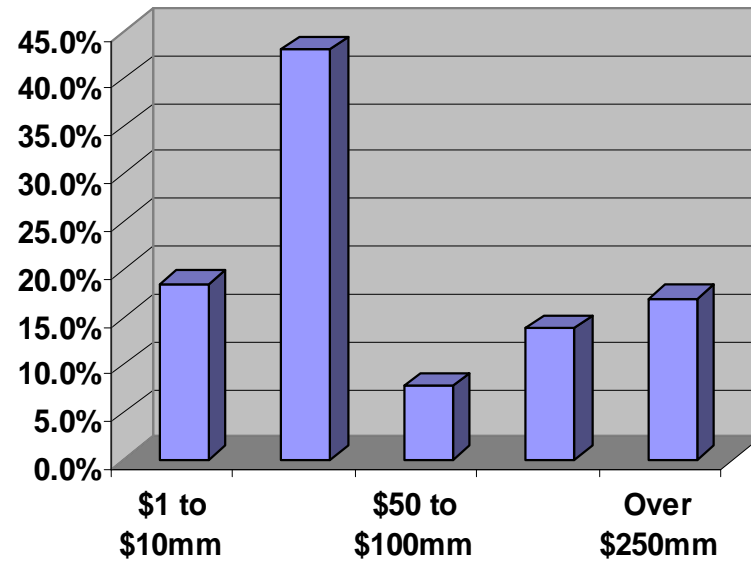
- A survey was administered at the 2008 HMMC spring meeting (mandatory)
 - 65 completed surveys (110 members)
 - 59% of membership represented

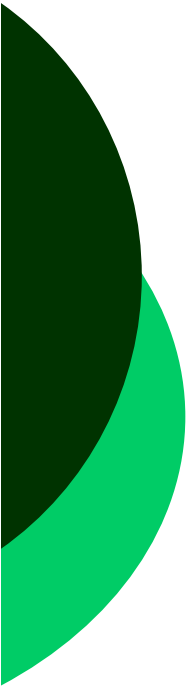


What is your title?

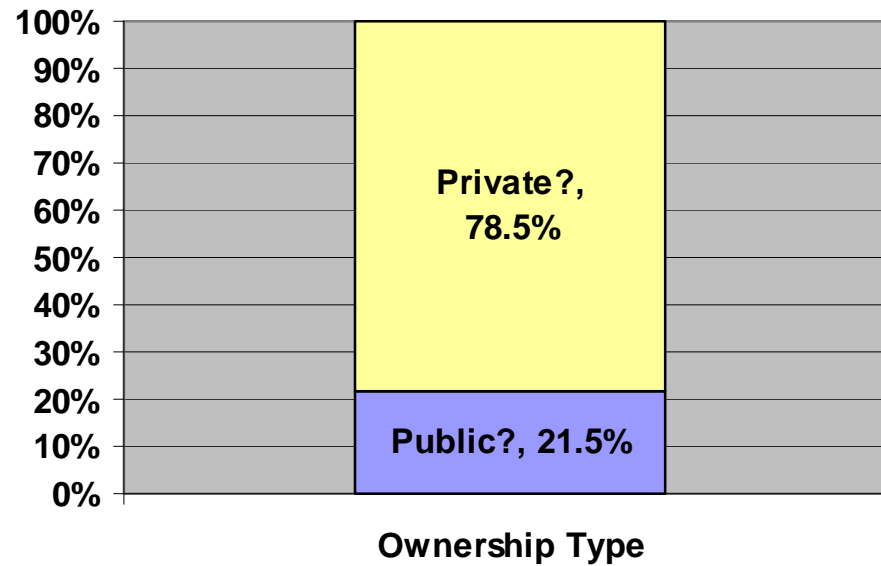


What is your company size?

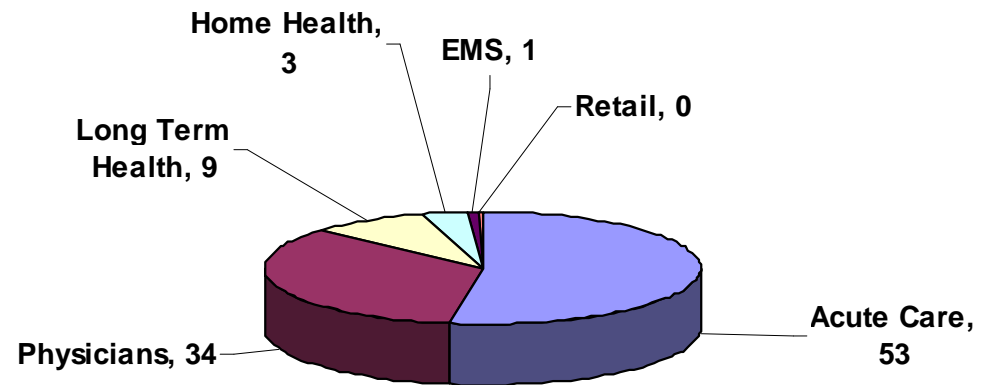


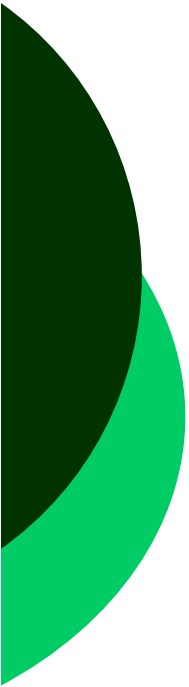


Is your company...

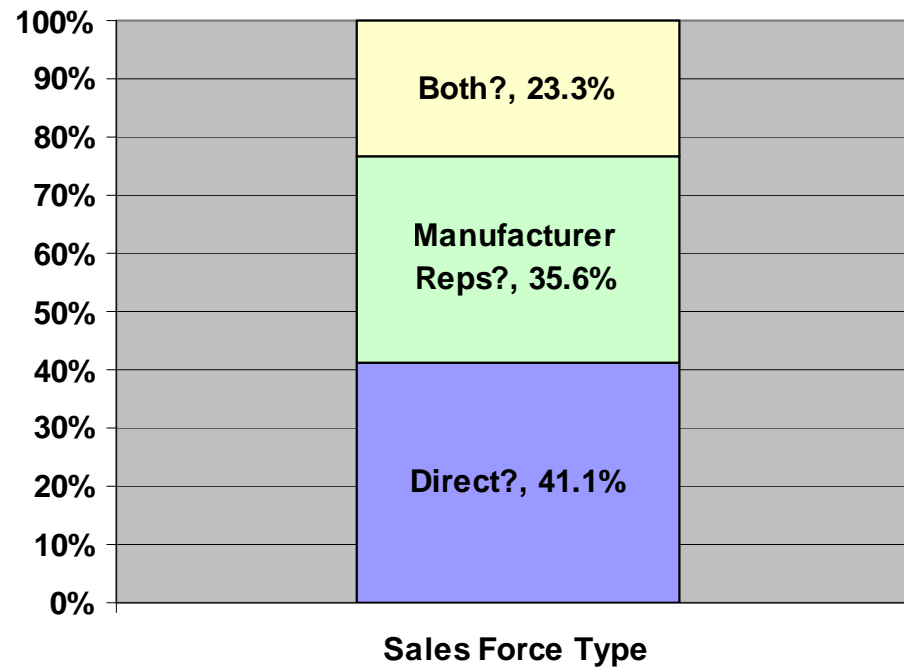


Who are your customers?

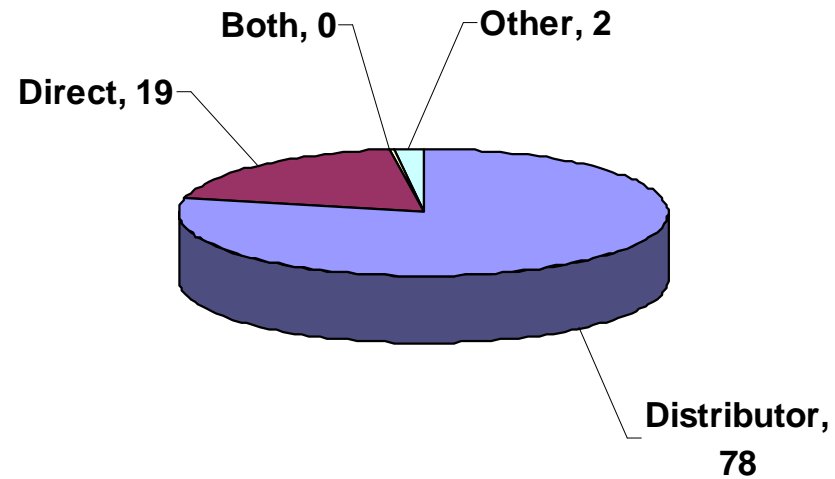




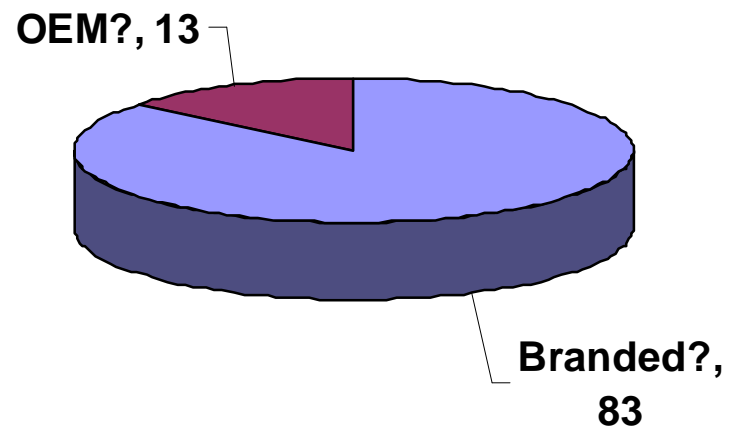
Is your sales force...



How do you sell your products?

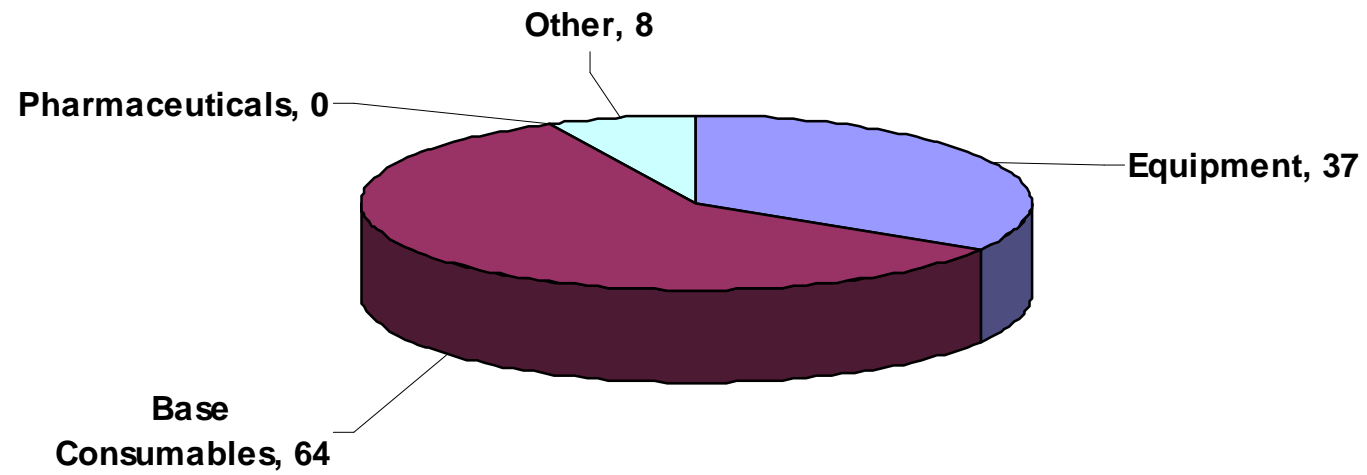


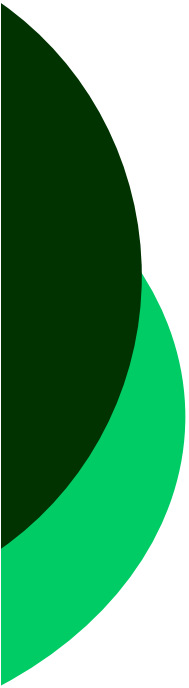
Are your products sold...



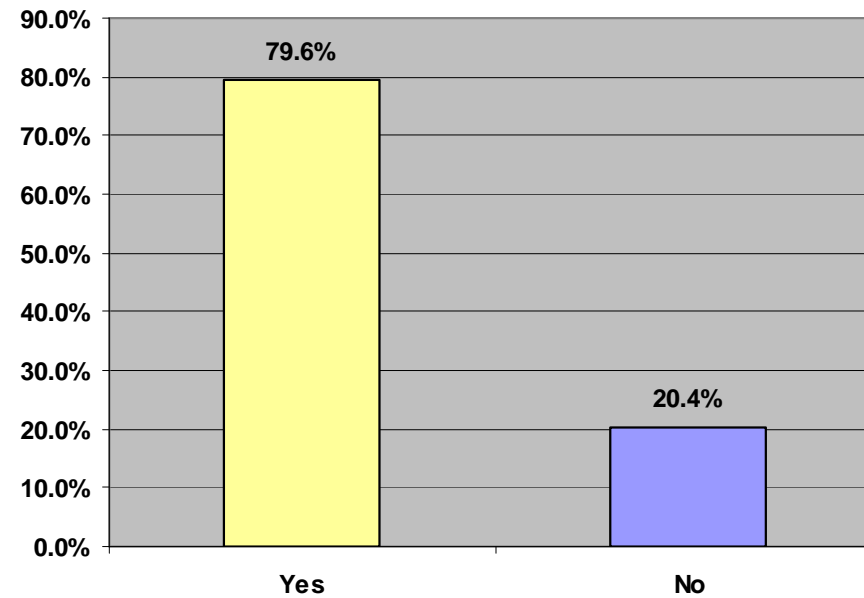


What are your products...

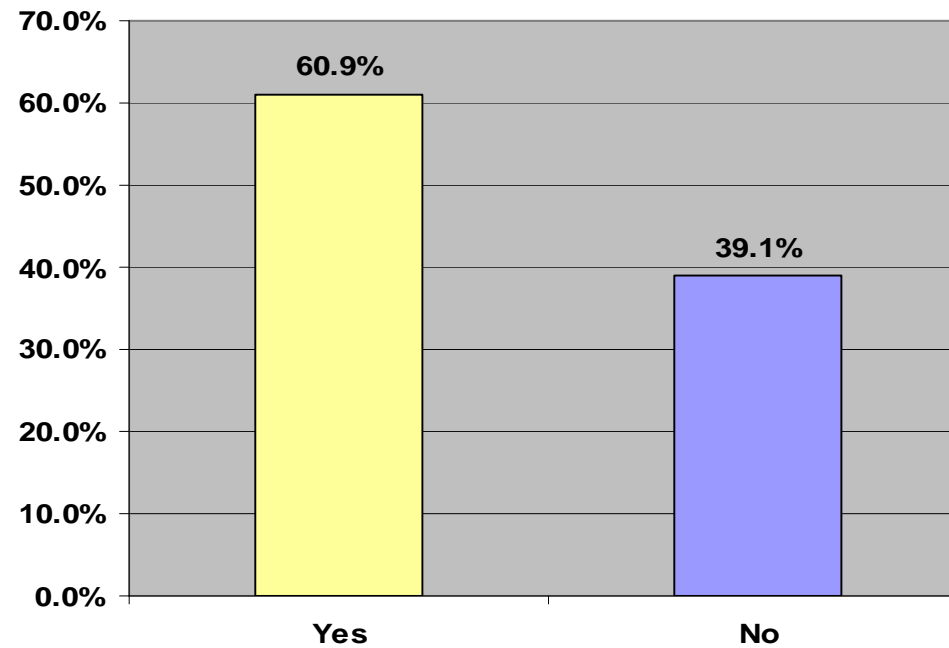




GPO Involvement

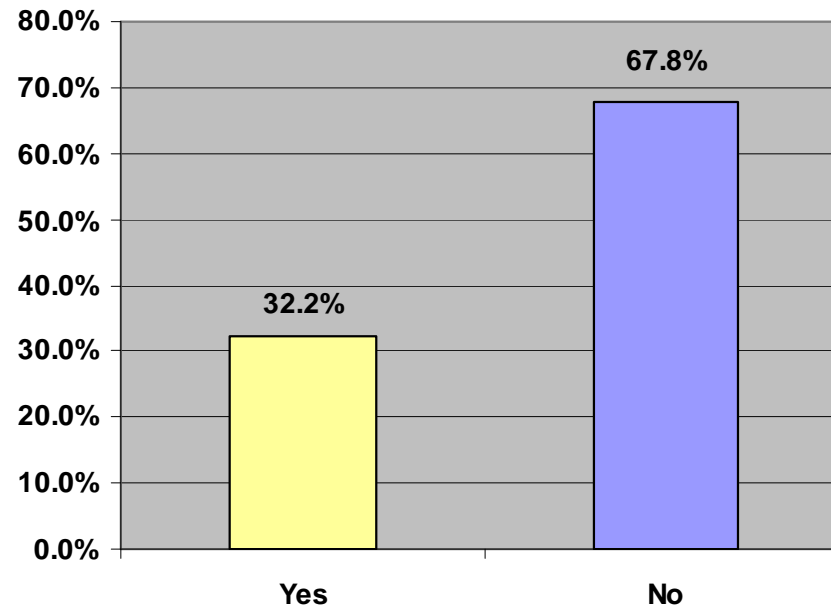


Have you been to the new
HMMC website?

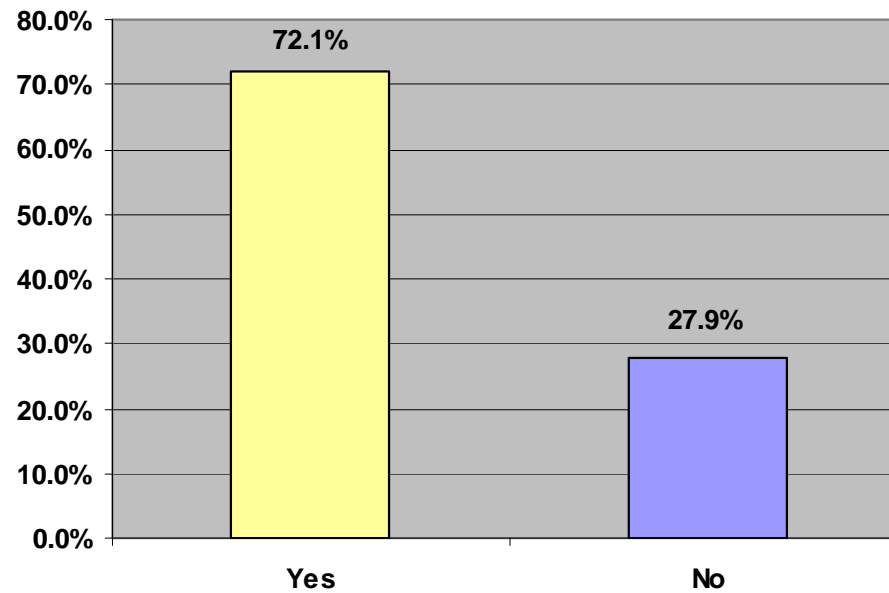


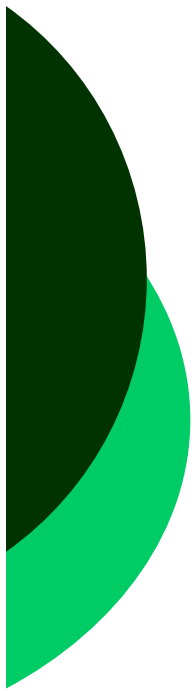


Have you logged into the member's only section?



Do you participate in other professional organizations?





In regard to your membership at HMMC, what two deliverables do you expect to gain by being a member?



<u>Categories</u>	<u>Leading</u>	<u>Secondary</u>	<u>Total</u>
● Networking (Relationships)	26	10	36
● Industry Knowledge	11	9	20
● Education (leadership, strategy, career)	6	11	17
● Learning from others (manage dist, etc.)	3	4	7



What is the single biggest challenge facing your organization?

Categories	Total
● Growth (Revenue, structure, systems, NPD, etc.)	11
● Margin Erosion (Raw material costs and price pressures)	11
● People (Hiring and Retaining talent, compensation, etc.)	11
● Channel Management (Managing the channel, distribution power, private label threats, etc.)	7



Takeaways

- Membership *Name change? ...good call.*
 - 1) Sales management (36%)
 - 2) General management (29.3%)
 - 3) Marketing management (22.7%)
- We have a high percentage of private, small companies, selling through distribution with branded products and GPO involvement.
 - 80% are private
 - 62.6% are less than \$50mm
 - 79% sell through distribution
 - 83% sell branded products
 - 80% have GPO involvement



Takeaways

- An even distribution of direct, manufacturer and both sales rep structures
- 2/3rds manufacture base consumables, 1/3rd equipment and 0/3rds pharmaceuticals
- Our member's customers
 - 50% acute care
 - 34% physician offices
- There is no alternative professional organization for manufacturers
 - HIDA is #2 at 40%, next is PWH at 5%



Our Goal and Tactics

- To bring together senior-level sales and marketing executives from medical products manufacturers to enhance their knowledge and skills.
- Learn, network, succeed...
- ***We will...***
 - Entrench and satisfy existing membership...
 - Satisfy private, small companies, who sell through distribution with branded products and have GPO involvement.
 - Mitigate organization weaknesses and recruit from...
 - Large, public organizations?
 - Pharmaceutical organizations?
 - Direct channel organizations?