

LSAM TRAINING OPPORTUNITIES:

7 STEPS TO SELLING YOUR MEDICAL PRODUCT IN THE U.S.- March 9th, 2010

The U.S. is the largest and wealthiest economy in the world and it leads the world in science and technology. Medically speaking, the U.S. does $\frac{1}{3}$ of all global R&D spending; contains $\frac{1}{4}$ of the world's scientists and engineers in the workforce; and is home to the world's largest and deepest pool of capital.

In terms of innovation their track record is unparalleled in terms of the commercialization of new ideas.

The U.S. market provides Canadian companies with excellent access to global value chains. Given the size, dynamism and proximity of the U.S. market, the U.S. will remain Canada's most important economic partner and largest source of commercial opportunity. **Which is why this program is of value for anyone considering entering the US market place.**

This is an excellent opportunity to learn about the US Medical Market Place and specific items such as coding, coverage, payment and updates on the FDA, investment community and so much more.

The event is being hosted by MedLinX Consulting, a Twin Cities-based management consulting firm focused on assisting international firms succeed in the U.S. medical device and health care market.

To register for this event please visit http://www.lsam.ca/calendar_details.cfm?id=313. Following the presentation you are invited to attend the Opening Night Networking Reception.

Presented by: Karin K. Roof, Principal
MedLinX Consulting, LLC
www.medlinxconsulting.com

WHERE: Hotel Fort Garry
Crystal Ballroom(7th Floor)
222 Broadway

WHEN: March 9, 2010

TIME: 1:00pm-5:00pm

COST: LSAM Members: FREE
Non-LSAM Members: \$20 (includes complimentary entry into the Opening Night Reception)

7 Steps to Selling Your Medical Product in the U.S.- Course Outline

1. Understand your Customer's Needs
2. Develop your Value Proposition
3. Develop your Business Plan & Commercialization Strategy

- a. Define your Market
 - b. Analyze Competition
 - c. Flesh out functional plans
 - d. Identify best Distribution strategy
4. Gain Funding
5. Execute on Functional Requirements
6. Launch
7. Exit or Grow