

AVID Medical Inc.

9000 Westmont Drive

Toano, VA 23168

888-564-7153 | 757-566-3510

Website: <http://www.Trucustom.com>**FYE:** April **Yr Began:** 1998Key Metrics

AVID Medical Inc. is a privately owned company

Corporate Accounts

Nat'l Acct Mgrs: 1

IDN Managers: 1

Territory Accounts

Managers: 31

Mission Statement

AVID Medical's mission is to create a culture that continually promotes integrity, fosters creativity, and encourages pride in our work. These core values combined with an honest concern for the well-being of our customers, employees, and community guide us in our individual growth and development.

Key Executives (last update: May 2010)**Primary IDN Customer Contact:** 888-564-7153 | info@avidmedical.com

<u>Role</u>	<u>Executive / Phone</u>	<u>Email</u>
Chairman/CEO	Michael Sahady/ 888-564-7153	msahady@avidmedical.com
COO	Rick Setian/ 888-564-7153	rsetian@avidmedical.com
CFO	Scott Ramer/ 888-564-7153	sramer@avidmedical.com
VP of Marketing	Vince Hulbert/ 888-564-7153	vhulbert@avidmedical.com
VP Sales – East	Chad Ellis / 502-868-0243	cellis@avidmedical.com
VP Sales – West	Cheryle Leach/ 770-552-1320	cleach@avidmedical.com
Director, Sales - West Coast	Todd Vittitoe/ 760-525-9320	tvittitoe@avidmedical.com
Sr. Director, National Accounts	Vince Viverito	vviverito@avidmedical.com

Sales Organization Structure (last update: May 2010)**U.S. Acute Care and Alternate Care Markets**

AVID Medical serves acute healthcare organizations throughout the country, ranging from nationally recognized systems to stand-alone hospitals. We can assist facilities of any size with cost management goals, quality objectives and total supply cost reductions. Custom Procedure Trays can help control hospital expenses while allowing facilities to focus on providing the best patient care.

Surgery Centers

AVID Medical understands that Ambulatory Surgery Centers (ASC) are the key to healthcare cost containment, providing high-quality care that is cost effective, while offering a convenient environment for surgeries. AVID's expertise can help lower costs for an ASC by reducing overhead costs and providing more efficient patient care. Custom Procedure Trays offer efficiencies that will reduce product expenses, limit storage requirements and assist in faster operating room turnover. AVID Medical offers these efficiencies along with our commitment to provide high-quality product offerings and impeccable service.

Government

Servicing the Department of Defense, Veterans Health Administration, Public Health, State and Local government facilities domestically and abroad, AVID Medical is a major medical supplier to acute care hospitals and treatment centers. AVID's sales representatives and management team are committed to the Federal government readiness and product standardization initiatives. Our experienced team knows how to provide the utmost satisfaction in delivery rates and inventory management. In addition to AVID's readiness sensitive planning and production schedules, our strong relationships with distributors gives AVID the unique ability to deliver products in ways that maximize the resource constraints faced by many acute care facilities. AVID Medical stands ready to provide the right solutions for today's complex procedures, resource challenges, and supply chain issues.

For more information, contact our Senior Director of Government Sales, Cathy Minnick, at cminnick@avidmedical.com or at 804.784.0992.

Organ/Tissue Procurement

AVID Medical has worked with premier organizations involved in organ and tissue procurement. To aid in the quick, efficient recovery and processing of these vital materials, AVID developed products that ensure quality controls and enhance aseptic procedures. AVID remains committed to securing the best, individualized solutions to help meet the unique requirements of organ and tissue procurement agencies nationwide.

National Accounts

The National Account organizational structure is under the lead of Vince Viverito, Sr. Director National of National Accounts, responsible for the Group Purchasing Organizations and the top integrated delivery networks.

Recent News

- **April 26, 2010:** [April 2010 - AVID Receives MedAssets Platinum Vendor Award](#)
- **March 25, 2010:** [AVID Receives GHX 2010 Best In Class Award](#)
- **February 4, 2010:** [February 2010 - AVID Medical's First Blood Drive a Success](#)
- **January 27, 2010:** [January 2010 - AVID Joins in Haiti Relief Effort](#)
- **October 19, 2009:** [October 2009 - Daily Press - Toano Company Expands.pdf](#)
- **October 29, 2009:** [October 2009 - Richmond Times Dispatch - Medical Supplier Expands, Adds Jobs.pdf](#)
- **June 1, 2009:** [Press Release - MedAssets Gold Vendor Award 2009.doc](#)
- [AVID Featured in US Airways Magazine.pdf](#)

Product Lines Offered *(last update: May 2010)*

- Custom Procedure Trays (CPT) - AVID's Custom Procedure Trays provide hospitals and surgery centers with world class service, high-quality, cost-effective products. AVID is a unique entity in the CPT marketplace, we do not distribute our trays, but utilize national distribution partners, and we do not manufacture the medical components utilized in the trays. This autonomy guarantees our end users will receive only the tray components they have approved, with no unauthorized substitutions.

Key Strategies *(last update: May 2010)*

- Offer comprehensive analysis and recommendations to reduce supply chain costs for the following markets:
 - Government
 - Acute
 - Surgery Centers
 - Tissue
- Work with market leading manufacturers to provide name brand components
 - Optimize component utilization
 - Design appropriate products based on need
- Provide cost transparency and pricing visibility
 - Disclose line item pricing
 - Give control back to the customer
 - Maintain financial health of customer and AVID Medical over the life of the agreement

Industry Support Program *(last update: May 2010)*

- INSIGHT
 - AVID Medical's INSIGHT program is designed with one objective in mind: drive dollars out of the supply budget.
 - AVID Medical's Clinical Advisory Team streamlines supply chain efficiency; driving component standardization and utilization.
 - AVID's Clinical Advisory Team will help:
 - Capture Lost Charges
 - Reduce Inventory Levels
 - Decrease Set-up Time
 - Decrease Turn Over Times
 - Decrease Purchase Orders
 - Reduce Hidden Cost Factor Expenses
 - Reduce Product and Packaging Waste
 - Assess Product Standardization Opportunities

Company Code of Ethics and Conduct (last update: May 2010)

AVID Medical, Incorporated: CODE OF ETHICS

It is the policy of AVID Medical, Inc. to comply with all federal, state, and local laws and regulations governing company operations and to conduct its affairs in keeping with the highest moral, legal, and ethical standards. We demand the same from our subcontractors, vendors, agents, and partners.

To comply fully with the law and regulations, we must conduct business in a manner that will garner recognition of AVID as a good, law-abiding citizen. Even where the law does not directly apply, ethics and moral obligations related to our activities require diligence and attention to good conduct and citizenship.

Each employee shall conduct company business in compliance with both the letter and spirit of all applicable laws, regulations, this Code, and AVID's Standards of Business Conduct. Even the appearance of a conflict of interest, unethical, or inappropriate behavior could have a negative impact on AVID and its reputation. All employees are expected to conduct themselves in a manner which avoids even the appearance of impropriety or conflict of interest.

Both management and individual employees are obligated to fulfill the intent of this Code and AVID's Standards of Business Conduct. Any infraction of applicable laws, regulations, this Code, or AVID's Standards of Business Conduct may subject an employee to corrective action up to and including termination of employment.. Likewise, any manager or supervisor who fails to ensure that employees are informed about this Code and AVID's Standards of Business Conduct, who directs or approves of unethical conduct, or fails to take prompt action to correct unethical conduct upon discovery, may be subject to corrective action, up to and including termination of employment.