

Hill-Rom Company Inc

1069 State Route 46 E
 Batesville, IN 47006-7520
 812-934-7777 800-445-3730

Ticker Symbol: HRC

Website: <http://hill-rom.com>

FYE: September **Yr Began:** 1929

StratCenterID: 30618

Key Metrics

Annual global sales:

\$1.507 billion (2008)

Annual U.S. sales:

\$1.115 billion (2008)

Annual U.S.

healthcare sales:

\$1.115 billion (2008)

Corporate Accounts

Nat'l Acct Mgrs: 8

IDN Managers: 5



Enhancing Outcomes for Patients and Their Caregivers™

Mission Statement

Every day, we make a positive difference in the lives of patients and those who care for them.

Other Healthcare Divisions/Companies

Allen Medical - <http://www.allenmedical.com>

Advanced Respiratory – <http://thevest.com>

Key Executives (last update: 9/2009)

Primary IDN Customer Contact: Susan Schuette , 262-271-3213, susan.schuette@hill-rom.com

<u>Role</u>	<u>Executive / Phone</u>	<u>Email</u>
CEO	John Greisch, 812-934-7847	John.Greisch@hill-rom.com
CFO	Greg Miller, 812-934-1719	Greg.miller@hill-rom.com
Head, U.S. Sales	Currently Open	
Head, Corp Acct	Susan Schuette, 262-271-3213	susan.schuette@hill-rom.com

Sales Organization Structure (last update: 9/2009)

North America Acute Care

Hill-Rom's North America Acute Care Sales Organization structure is a direct sales team with geographical and functional responsibilities. The team is comprised of five Divisional Vice Presidents, twenty-three Area Vice Presidents, approximately twenty-five Clinical Educators, approximately one-hundred and forty Account Executives, approximately one-hundred Acute Care Clinical Directors, seventy Customer Service Operations Managers, eighteen Market Specialists, and twenty-five Sales Engineers that are responsible for Acute Care sales nationwide.

National Accounts

The National Account Organizational Structure is under the lead of a vice-president of National Accounts with eight National Account Executives responsible for the Group Purchasing Organizations, Government, and Architects/Equipment Planners, five Directors of Strategic Accounts with responsibility for the top fifty IDN's and a team of Contract Administrators.

Post Acute

The Post Acute Care sales structure consists of a Group Vice-President, four Vice-Presidents (Respiratory Care, Extended Care, Home Care/Marketing, Product Services), thirty one Directors/Field Trainers, eight National Accounts Managers and two Program Management Directors.

Moveable Medical Equipment (MEMS)

The MEMS sales structure consists of a Vice-President/General Manager, a Regional Manager, two Area Vice-Presidents, a Fleet Management Manager, a National Operations Director, and forty Account Managers.

Patient Environment and Mobility Solutions (PEMS)

The PEMS sales structure consists of a Vice President, three Area Vice-Presidents, two Regional Directors and thirteen Sales Engineers. Third party distributors are also employed to sell the patient lift systems.

Hill-Rom IT Solutions (HITS)

The HITS sales structure consists of a VP/GM, two Vice Presidents, twenty two managers/directors/trainers, and four Area Vice-Presidents and two contract administrators. The HITS products are also sold through business partners.

Recent News

- **4/7/2010** - Hill-Rom Announces Executive Appointments
- **3/31/2010** - Hill-Rom Announces Restructuring Actions
- **3/26/2010** - Hospitals, Healthcare Providers to Benefit from New Premier Agreements for Clinical Headwalls
- **3/17/2010** - Hill-Rom to Present at the Sidoti & Company Emerging Growth Conference
- **1/8/2010** - Hill-Rom Appoints John J Greisch as President and CEO
- **11/10/2009** - Hill-Rom, Encompass form sale/distribution venture
- **10/6/2009** - Hill-Rom board approves governance changes

Product Lines Offered (last update: 9/2009)

- Bed Frames and Surfaces for ICU, Med/Surg, Maternal, Bariatric
- Stretchers
- Specialty Bed and Surface Rental
- Moveable Medical Equipment Rental
- Home Care and Extended Care Therapy Capital and Rental
- Navicare Nursecall
- Navicare Patient Safety
- Navicare Watchchild Fetal Monitoring Technology
- Architectural Products including Headwalls, Columns and Booms
- Furniture, Overbed Tables
- Room Design Workshops
- Lifts, Mobility & Transport
- Airway Clearance Systems
- Allen Medical Patient Positioning: Spine, Ortho, Gyn/Uro/Lapro, Surfaces. General
- Remanufactured Beds

Key Strategies (last update: 9/2009)

Hill-Rom solutions will achieve measurable and sustainable results in the priority areas of No Falls, Clear Lungs, Safe Skin™, patient satisfaction and operational efficiencies by:

- Enabling measurable, evidence based continuous improvement
- Automating processes and tedious documentation, thus returning caregiver time to the patient
- Better connecting the patient to the caregiver team

We will engage in partnership with our customers to achieve patient safety and efficiency improvements. We understand that empowering change management and helping caregivers to embrace best practices and technologies are critical to enhancing patient safety outcomes. We will take a comprehensive approach that includes:

- Clinical experts and solution implementation teams working side by side with caregivers to achieve their patient safety, efficiency and patient/caregiver satisfaction goals
- Smart surfaces/frames and integrated IT to provide the centralized monitoring of over 30 data points, real-time safety alerts and EMR integration to frontline caregivers
- Actionable reporting and analysis to hospital leadership to drive evidence based continuous improvement.

Supplier Diversity Programs (last update: 9/2009)

It is Hill-Rom's policy to identify and support maximum practical utilization of qualified small businesses, small disadvantaged businesses, HUBZone businesses, veteran-owned small businesses, service-disabled veteran-owned small businesses, and women-owned small business concerns and to promote diversity throughout our supplier base.