

TheraGauze™

Absolutely Non-Stick Moist Wound Care

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Increase Sales by Initiating Consistent Call Patterns

We have proof that the more face time you have with your accounts the more TheraGauze™ they will use. Many of us are searching for ideas and reasons to visit accounts. The following suggested topics provide opportunities for you to become more intimate and create more face to face time with your accounts.

- Introduce the features and benefits of TheraGauze™ during every visit.
- Ask questions about procedures and how TheraGauze™ can be used in those procedures. For example, post surgical wounds, in grown toe nails, lacerations, blisters, etc.
- Discuss how TheraGauze™ can fit into their daily protocols.
- Schedule a day to observe wounds and dressing changes.
- Use the DVD. It is a powerful tool to create dialogue.
- Make sure you know the staff. Ask if there are any new staff members. Meet the buyer/decision maker and take him/her to lunch.
- Ask If they are their own DME and if so introduce the CMS letter of HCPCs award and discuss the reimbursement and cost of TheraGauze™. Discuss procedures for reimbursement. Surgically caused and debridement caused wounds are reimbursable.
- Soon you will be receiving a financial analysis that will give you the tools to make a financial presentation in addition to a product presentation.
- Become a consultant to the account in addition to the expert on TheraGauze™.
- In every account, discuss who they are currently using if they do not do their own billing and ask them to help you make TheraGauze™ available through that channel.
- Create your own checklist of items the account has to have to order and script TheraGauze™. This checklist should include: Script Form, Order Form, White Paper, Trifold, Use Protocols, Advertisements, and Contact Information.

In the end, it is all about patient care... and TheraGauze™ is all about patient care!

Congratulations to the Following Sales Representatives on TheraGauze™ Evaluations In Progress

Clint Hodges, SolSys - 7

Kate Malkan, IHCA - 10

Kristi Hicks, SolSys - 6

Leslie Chevine, IHCA - 15

**Additional evaluations are confirmed; however, reports have not been completed to give proper credit to individuals who have established these trials.



TheraGauze™ Sales Territory Expansion

Soluble Systems is pleased to announce the addition of five Independent Sales Groups representing TheraGauze™ in the following areas:

Grande Medical

Indiana

Vaden Medical

Tennessee

Kibler Medical

Northern Florida and Southern Georgia

Ralston Medical

Nebraska

Watt Medical

Kansas City

“We are excited that each of these groups has joined the TheraGauze™ team and we look forward to their sales success,” Randy Rutherford, Vice President of Sales & Marketing states. “This expansion is vital to the growth and success of Soluble Systems and TheraGauze™.”

2008 Western: Soluble Systems to Sponsor Breakfast Symposium

The Western Podiatric Medical Congress is the largest podiatric program and exhibition west of the Mississippi. The 2008 Western Podiatric Medical Congress will be hosted by the Disneyland Resort in sunny Anaheim, California June 19-22, 2008.

On Friday, June 20 Soluble Systems will sponsor a Breakfast Symposium with guest lecturer Adam Landsman, D.P.M., Ph.D., Assistant Professor of Surgery Harvard Medical School, Beth Israel Deaconess Medical Center, Soluble Systems, LLC Medical Advisor.

The symposium will focus on “The Role of Topical Treatments in Wound Care” with a focus on “Topical Antimicrobials: Their Efficacy and Role in Tissue Repair” and “Navigating the Wound Care Product Maze.”

In addition to sponsoring the Breakfast Symposium Soluble Systems will be participating in the conference as an exhibitor to introduce attendees to TheraGauze™.

Stop by and visit Soluble Systems in booth 818 if you are attending The 2008 Western.

Congratulations to the Following Sales Representatives on

NEW TheraGauze™ Accounts

All Orthopedic Supplies, Inc., IHCA

Dr. Steven Axt

Clint Hodges, SolSys

Harmony Hall

Franklin Square Hospital Center

Ocean Pine Foot & Ankle Center

Don Coons, IHCA

Dr. Richard Atwenger, DPM

Dr. Richard Berkowitz, DPM

Dr. Mark Friedman, DPM

Capital Foot Care

Franc Happ, Happ Medical Sales

Med-Ex HealthMart Pharmacy

IHCA House Account, IHCA

Hellertown Family Foot Care

Jason Covington, SolSys

Dr. Richard Kent, DPM

Kristi Hicks, SolSys

ACPAL

Leslie Chevine, IHCA

Dr. Kenneth Kuo

Har-Kel

Union Orthotics & Prosthetics

Richard Perry, IHCA

Triad Foot Care

Soluble Systems House Accounts

Burmans

McKenzie County Health Care/Hospital

**New TheraGauze-accounts as of 04/29/2008