

## Benefits Assessment for New Medical Products

<i>Does your new product provide ...</i>	<i>for ...</i>			
	Patients	Providers	Facilities	Insurers
Improved outcomes generally?	✓	✓	✓	✓
Decreased mortality?	✓	✓	✓	✓
Decreased morbidity?	✓			✓
Less pain or discomfort?	✓			
Quicker recovery?	✓			✓
Shorter hospital stay?	✓			✓
Shortened procedural time?	✓	✓	✓	
Healthcare cost reduction?	✓	✓	✓	✓
Fewer medical errors?	✓	✓	✓	✓
Greater convenience?	✓	✓		
Better logistics?	✓	✓	✓	
Increased income?		✓	✓	
Enhanced competitive position?		✓	✓	

*Recognizing the benefits stimulates appropriate valuation and competitive positioning.*