

Customized Market Analytics

Philips Healthcare

This report contains confidential and proprietary information of Philips Healthcare, a division of Philips North America LLC ("Philips") and is intended for use only by the organization whose name appears on this quotation. It may not be disclosed to third parties without the prior written consent of Philips.

Third-party market share data: Statements regarding market share, including those regarding Philips' competitive position, contained in this document are based on outside sources such as research institutes, industry and dealer panels in combination with management estimates. Where information is not yet available to Philips, those statements may also be based on estimates and projections prepared by outside sources or management. Rankings are based on sales unless otherwise stated.

Outline

National Market Trends

- Top 5 causes of Death
- National Volume Forecast

Regional Metrics

- Disease Forecast

Local Market Trends

- County Health & Demographics
- Reimbursement Data
- Competitive Overview