

Bard Corporate Alliance Brochure

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Headline: THE BARD CORPORATE ALLIANCE™ PROGRAM

Logo: BARD

SubSub: ADVANCING THE DELIVERY OF HEALTH CARE®

Subhead: Working Together; Creating a Collaboration for Caring

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Headline: THE BARD CORPORATE ALLIANCE™ PROGRAM

Subhead: *An Introduction to Bard*

Text: BARD is a worldwide leader in developing, manufacturing, advanced medical products and services having application in surgical specialty areas and for the management of urology, oncology, and vascular disease.

Sidebar:

- Urology
 - Urological Drainage
 - Prostate Disease Management
 - Continence
 - Endourology
- Vascular
 - Stenting
 - Peripheral Angioplasty
 - Peripheral Vascular Bypass
 - Dialysis Access
 - Electrophysiology Procedures
 - Vena Cava Filters
- Oncology
 - Cancer Biopsy Assessment Systems
 - Venous Access Systems
 - Dialysis Treatment
 - Feeding
 - Brachytherapy
- Surgical Specialties
 - Soft Tissue Repair
 - Laparoscopic Procedures
 - Powered Irrigation
 - Topical Hemostasis
 - Mechanical Fixation
 - Endoscopic Suturing

Subhead: *BARD Principles of Operation*

Text: At BARD, our core principles of QUALITY, INTEGRITY, SERVICE, and INNOVATION drive every aspect of our organization and the difference we make in the health and healing of people around the world. Our principles, however, are more than mere words; they represent our commitment, our compassion and care, to you and your patients.

Subhead: *BARD Experience*

Text:	Founded in 1907, C. R. Bard, Inc. is one of the oldest healthcare companies in the world and is one of the top ten medical device manufacturers in the United States. BARD offers more than 10,000 innovative quality products in over 100 countries resulting in excess of \$2.5 billion in annual sales. We have more than 100 locations in different countries and employ more the 11,000 people.
Quote:	<i>We believe compassion and care are fundamental to health care. At BARD, we are passionate about serving and caring for others; it shows in the quality of our products and services for making a real difference in people's lives.</i>
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AdvaMed Sidebar:	As a member of the Advanced Medical Technology Association (AdvaMed), BARD adopts its policies and procedures and complies with its <i>Code of Ethics and Interactions with Health Care Professionals</i> . It is designed to help standardize conduct and practices for interactions between healthcare professionals and AdvaMed members.
Logo:	AdvaMed Seal

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Headline:	THE BARD CORPORATE ALLIANCE™ PROGRAM
Subhead:	<i>Making a Difference Together</i>
	Together, we can make a difference in delivering quality, effective health care.
	With the BARD CORPORATE ALLIANCE™ PROGRAM, we help you meet the challenges of health care and create new opportunities for improving efficiencies, achieving quality outcomes, and delivering value for healthcare providers and their patients.
Subhead:	<i>Creating Opportunities Together</i>
	Through a close, strategic relationship, we help you and your organization:
	▪ Improve Quality Health Care ▪ Enhance Performance and Productivity ▪ Reduce Clinical and Operating Costs ▪ Achieve Optimal Clinical and Patient-Satisfaction Outcomes ▪ Attain Measureable, Sustainable Results
Subhead:	<i>Profit from Our Experience</i>
	Through the BARD CORPORATE ALLIANCE™ PROGRAM you have access to all of BARD innovative products and services as well as our business services and support. BARD areas of expertise include:
	▪ Utilization Programs ▪ Supply Chain Efficiencies ▪ Information Services ▪ Standardization Policies ▪ Clinical Process Improvements
Quote:	<i>At BARD, we are passionate about serving and supporting healthcare professionals in meeting clinical challenges, managing treatments, improving efficiencies, reducing risks, and controlling costs. We are especially passionate in building positive, productive relationships with our customers for making a difference in delivering quality, effective health care.</i>
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Headline: THE BARD CORPORATE ALLIANCE™ PROGRAM

Subhead: *Integrity and Service Together*

Everything we do is guided by our commitment to service and integrity. We believe integrity is critical in how we conduct ourselves and serve others. In helping customers meet their needs and achieve their goals, we combine clinical solutions with product and service innovations with integrated business solutions.

Subhead: *Knowledge and Partnership Together*

When you participate in the BARD CORPORATE ALLIANCE™ PROGRAM, you develop a close relationship with a knowledgeable BARD Regional Vice President who understands the challenges, the issues, and the trends in today's health care.

Your BARD Regional Vice President will:

- Analyze your specific needs and goals
- Work closely with you in developing your customized business plan
- Modify and update your plan as needed to provide maximum benefit

During the year, your BARD Regional Vice President will report on your organization's progress, monitor and measure results, and provide you an annual business review.

Subhead: *Solutions and Opportunities Together*

Bard maintains an ongoing commitment to serving and supporting healthcare professionals and their organizations. With the BARD CORPORATE ALLIANCE™ PROGRAM and your Bard Regional Vice President you have a coordinated access to some of the most innovative, quality products and programs, services and support, in health care.

Thank you for your confidence and trust in BARD.

Quote: *At BARD, our relationships with customers are about meeting and exceeding their needs and expectations – anticipating their requests and requirements and fulfilling on and satisfying them. We take relationships seriously. We cultivate all our healthcare and business relationships with integrity and*

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