



A procedure-based online customer acquisition platform

EIT Suite provides accountability and measurable return on investment for your medical product sales and marketing activities. Product sales are dependent on new procedure or technique adoption. Currently, introduction of a new procedure, identifying suitable patient candidates, testing the product within the institution, and measuring cumulative sales against various marketing efforts has been frustrating. The application of Enterprise Intelligence Tools precisely targets and singles out the marketing and sales activities within your organization that generate the most return on investment.

EIT Suite allows you to follow a quantifiable path from initial interest to product adoption. The Enterprise Intelligence Tools Suite consists of four distinct tools that build upon each other to provide the sales and marketing team with the precise information they need. Information can be shared anytime, anywhere from any location. Reports that once took days can be created on the fly and available for off-site meetings, online group discussion, and company reporting and review.

- **The EIT Suite consists of four tools that can be purchased independently.**
- **Each tool builds upon the prior one adding significant enhancements.**
- **Tools to be purchased consecutively or collectively for budgeting flexibility.**

EIT Acquire, EIT Distribute and EIT Manage form the foundation of the **EIT Suite**.

EIT Report sits on top of this foundation and provides your organization with access to the information needed to increase sales, maximize ROI and bring more money to the bottom-line.

Features and benefits of the tools:

- **EIT Acquire**
Allows you to measure response to your various marketing efforts: online, in print, fax/mailings, at medical conferences, and face-to-face. It creates the initial record that will be enhanced throughout the customer life-cycle.

- **EIT Distribute**
Qualifies your leads in real-time and distributes them to the sales force while still hot. It also distributes the leads within the organization's management to maximize sales force support of next step activities (training, proctorship, etc.)
- **EIT Manage**
Supports closing the sale! Sales cycles vary for different products, procedures and tests. This is largely dependent upon:
 - **The complexity of adopting the new technique, product or procedure**
 - **Identifying suitable opportunities and patient candidates to apply it to**
 - **Policies within the individual institution or practice.**

EIT Manage supports the Sales and Marketing team to speed up time to initial product use and support product adoption.

- **EIT Report**
Data is collected via the **EIT Acquire**, **EIT Distribute** and **EIT Manage** tools. **EIT Report** creates accurate real-time, online, access to your information. It creates downloadable and printable reports from any location. Access levels for team members can be assigned on a need-to-know basis. The data can be compared cross-channel for various marketing expenditures, geographic areas, and sales representatives' interactions and by institution or customer. The options are fully customizable to meet your individual needs.

EIT Suite has been developed by 10 year medical marketing veteran medispecialty inc. It will prove its value to your company within one year of implementation.

EIT Suite will scale across your companies entire portfolio of products. For your peace of mind initial investment can be applied to an individual product in order to test success before company-wide deployment.

*To find out more about how **EIT Suite** can help you get a handle on your sales and marketing investment contact:*

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