



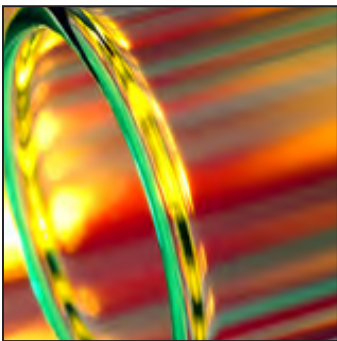
TouchPoint

marketing communications

Integrated marketing programs to distinguish your practice and business.

Click on an icon below to see full page sample.

Collateral Material



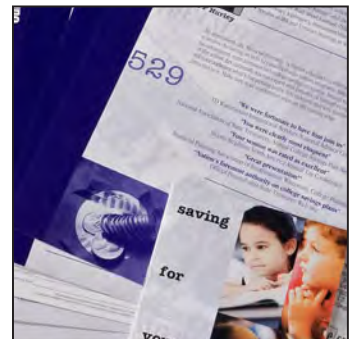
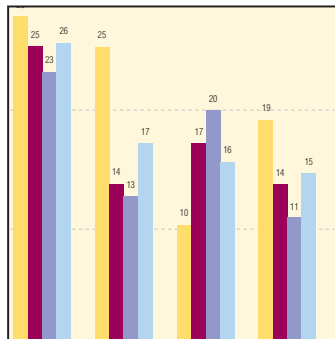
Advertising Design



Publication Design



Identity/Branding



Touchpoint helps clients translate their mission and guiding principles in a clear, compelling and coordinated way.

To arrange a consultation: **585.721.7238** or **585.233.1559**

SELL SHEET DESIGN

ACM Laboratories

ACM Medical Laboratory

ACM Medical Laboratory Overview

THE MEDICAL LAB WHERE YOU MATTER.

THE ACM ADVANTAGE

What sets us apart from other medical laboratories is our commitment and devotion to patient care. Clients know that when they work with ACM they are truly working with a team of professionals who pride themselves on maintaining integrity within the medical laboratory field. Everyone from our skilled technicians to our licensed pathologists uphold a common desire to serve clients with exceptional care. ACM offers a wide assortment of laboratory tests that include over 1,500 individual tests spanning 20 departments of laboratory medicine including anatomic pathology and cytopathology.

ACM Advantage

As one of the largest regional laboratories in the United States, ACM Medical Laboratory's name is nationally known to clients who depend on high-quality, reliable, and comprehensive testing services.

ACM provides general laboratory testing, clinical trials, occupational, and toxicology testing to a wide variety of clients.

ENHANCED PERSONALIZED SERVICES

Our centralized laboratory provides you with easy test tracking and a 24/7 Customer Service Call Center so your requests, test results, and inquiries are handled immediately.

EXTENSIVE PICKUP AND DELIVERY NETWORK

ACM's delivery network offers customized services for all accounts. ACM is able to handle time sensitive client schedules and can accommodate customer requests from anywhere within the United States.

WE CAN ASSIST YOU IN THE FOLLOWING DEPARTMENTS OF LABORATORY MEDICINE

- ▶ Bacteriology
- ▶ Drug Analysis
- ▶ Hematology
- ▶ Mycology
- ▶ Blood Lead
- ▶ Endocrinology
- ▶ Histopathology
- ▶ Oncology
- ▶ Clinical Chemistry
- ▶ Erythrocyte RBC
- ▶ Immunohematology
- ▶ Parasitology
- ▶ Cytopathology
- ▶ Flow Cytometry

CELEBRATING 35 YEARS



College Health Laboratory



THE MEDICAL LAB WITH YOUR SERVICE

OUR LAB PROFESSIONALS CAN QUICKLY ANSWER YOUR QUESTIONS. ACM Medical Laboratory is staffed with certified professionals who are available to you at any time. Questions that may have been unanswered quickly and thoroughly.

ACM Advantage

A leader in college health laboratory testing, ACM is a full service laboratory focused on meeting the challenging needs of today's college and university testing industry.

Discounted Student Pricing

Simplified ICD-9 Coding Requirements

Personalized Service and Customization

CELEBRATING 35 YEARS

ACM Medical Laboratory

People first.

100 Elmgrove Park | Rochester, New York 14624 | 800-535-5297 | www.acmlab.com

ACM CAN RESOLVE ISSUES RESULTING FROM ICD-9 CODING. ACM Medical Laboratory is staffed with certified professionals who are available to you at any time. Questions that may have been unanswered quickly and thoroughly.

A PRICING PROGRAM THAT ALLOWS YOU TO OFFER IT. As general healthcare costs rise, so do out-of-pocket costs for patients. ACM Medical Laboratory is staffed with certified professionals who are available to you at any time. Questions that may have been unanswered quickly and thoroughly.

TO LEARN MORE, CALL 1.800.535.5297 OR VISIT OUR WEBSITE AT WWW.ACMLAB.COM



Information Technology Solutions



THE MEDICAL LAB THAT WORKS

ACM'S PERSONALIZED APPROACH. ACM's dedicated IT professionals provide personalized solutions and needs. Our solutions are designed to streamline laboratory ordering and reporting capabilities we help you design reporting centers that meet your needs.

ACM Advantage

We can make your life easier with:

Quik Order™

Quik Report™

Customized Reporting

Interface Capabilities to Electronic Medical Records (EMR) Systems

CELEBRATING 35 YEARS

ACM Medical Laboratory

People first.

100 Elmgrove Park | Rochester, New York 14624 | 800-535-5297 | www.acmlab.com

DESIGN LAB REPORTS YOUR WAY WITH ACM'S DESIGN. Approximately 80% of all medical diagnoses are based on laboratory results. With ACM's Quik Report™ you'll be able to develop ad hoc reports in the format that's most useful to you. You're no longer tied down to a template report that may or may not contain the information you need. Columns and headings can all be personalized to meet your unique needs.

With Quik Report™ you'll be able to:

▶ Design and easily deactivate log-ins and passwords

▶ Maintain patient confidentiality as dictated by HIPAA laws

▶ Use graphs to trend patient results

DEDICATED PERSONALIZED SERVICE, WE HAVE IT!

100 Elmgrove Park | Rochester, New York 14624 | 800-535-5297 | www.acmlab.com



Forensic and Clinical Toxicology Testing



THE MEDICAL LAB YOU CAN TRUST.

A RELIABLE AND PROVEN LABORATORY PARTNER

ACM has been serving the toxicology and healthcare industry for more than 30 years. As the first and only lab in New York State with SAMHSA certification, we focus our efforts exclusively on the needs of our clients. This customized approach sets us apart from other laboratories. Clients know that when they partner with ACM they'll have direct access at all times to a certified toxicology scientist, as well as their own customized data exchange interface developed by our dedicated IT staff.

ACM Advantage

A leader in toxicology testing, ACM is a full service laboratory focused on meeting the challenging needs of today's drug testing industry.

Superior customer service and support

Full service laboratory capabilities

Dedicated personal service allowing you direct access to certifying scientists

Competitive pricing

CELEBRATING 35 YEARS

ACM Medical Laboratory

People first.

100 Elmgrove Park | Rochester, New York 14624 | 800-535-5297 | www.acmlab.com

TOXICOLOGY TESTING OVERVIEW

▶ Negative results are available within 24 hours of receipt of specimen

▶ Positive results are available within 48 hours and confirmed by GC/MS

▶ ACM Quik Test™ on-line secured data available in a password protected environment

▶ Federal and non-regulated chain of custody drug testing

▶ Dedicated IT staff recognized for their interface data expertise

▶ Customized billing capabilities for both corporate and insurance purposes

DEDICATED PERSONALIZED SERVICE, WE HAVE IT!

100 Elmgrove Park | Rochester, New York 14624 | 800-535-5297 | www.acmlab.com

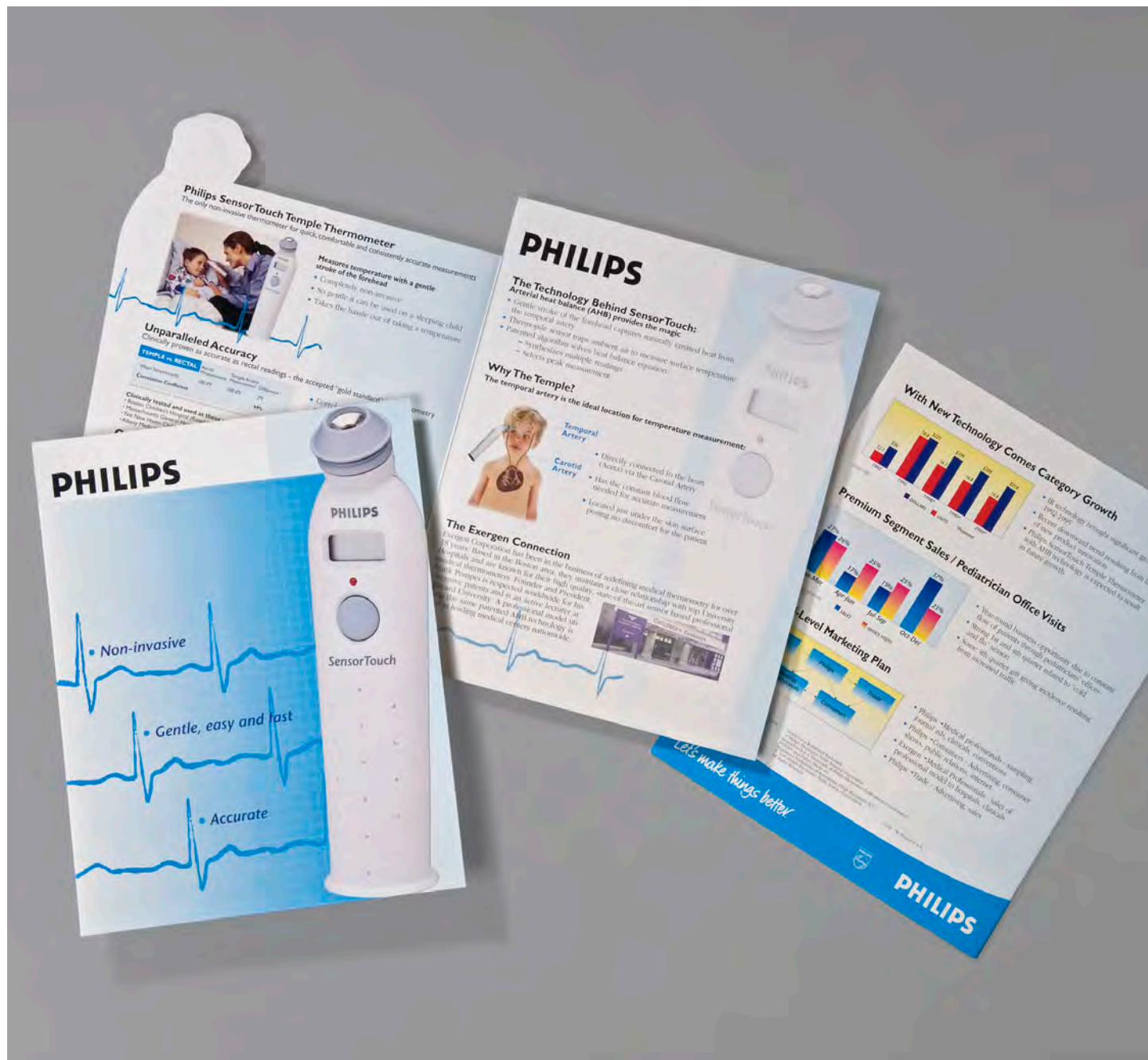
TRADE SHOW SHEETS

Pactiv



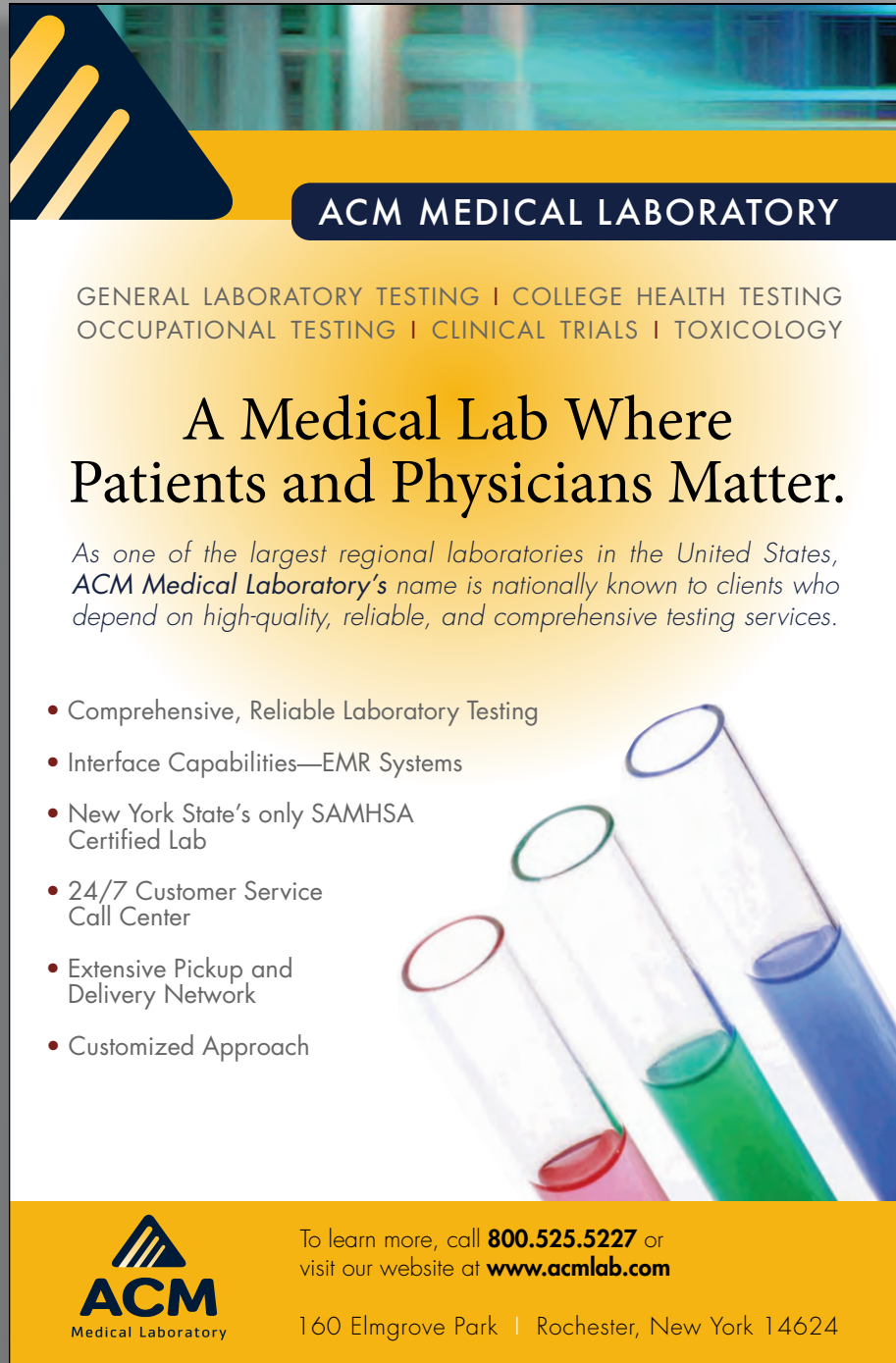
PRODUCT LAUNCH BROCHURE

Philips



ADVERTISING DESIGN

ACM Laboratories



The advertisement features a header with a blurred laboratory background and a yellow and blue geometric graphic on the left. The main body is white with a yellow gradient background for the title and introductory text. A list of services is on the left, and a photograph of four test tubes with colored liquids is on the right. The footer is a solid yellow bar containing the logo, contact information, and address.


ACM MEDICAL LABORATORY


GENERAL LABORATORY TESTING | COLLEGE HEALTH TESTING
OCCUPATIONAL TESTING | CLINICAL TRIALS | TOXICOLOGY

A Medical Lab Where Patients and Physicians Matter.

As one of the largest regional laboratories in the United States, ACM Medical Laboratory's name is nationally known to clients who depend on high-quality, reliable, and comprehensive testing services.

- Comprehensive, Reliable Laboratory Testing
- Interface Capabilities—EMR Systems
- New York State's only SAMHSA Certified Lab
- 24/7 Customer Service Call Center
- Extensive Pickup and Delivery Network
- Customized Approach



**ACM**
Medical Laboratory

To learn more, call **800.525.5227** or
visit our website at **www.acmlab.com**

160 Elmgrove Park | Rochester, New York 14624

ADVERTISING DESIGN

Finger Lakes Radiology



Ramani M. Rao, M.D. Rodolfo Queiroz, M.D. Thomas N. Thompson, M.D., Ph.D



Exceptional Diagnostics, Extraordinary Benefits

- First of its Kind Open Bore MRI Technology
- World-Class, Specialty-Trained Radiologists
- State-of-the-Art Facility Offers Patient-Friendly Alternative
- Prompt Image Interpretation/Faster Turn-Around Times
- Open-Access Scheduling System Improves Flexibility
- EMR Interface System Provides Seamless Integration

*Independent Radiology Practice
Centrally Located in the Finger Lakes Region*

FINGER LAKES RADIOLOGY, LLC

Contact us at: **315.787.5399** fingerlakesradiology.com

196 North Street • Geneva • New York • 14456

ADVERTISING DESIGN

Brown & Tarantino

Brown & Tarantino, LLC

Expertise, Integrity, Experience. *We have that too.*



Brown and Tarantino, LLC's solid reputation is backed up by years of consistently **successful defense litigation** and counsel against claims of negligence, **medical malpractice** and professional misconduct.

Our team of **experienced attorneys** advocates rigorously for the **medical professionals and hospitals** we represent through every phase of a lawsuit. The staff also includes five **registered nurses**, who contribute their medical acumen and **specialized knowledge** to the litigation process.

Combining our **wealth of experience** and understanding of the **New York court system**, deep familiarity with local hospitals, practitioners, medical organizations, and **OPMC/OPD regional offices**, we are positioned to offer the **highest caliber legal representation** and counsel available to our region's medical community.

For a complimentary consultation contact:
Dennis Gruttadaro, Esq., or Tom Prato, Esq., at (585) 454-3377

Buffalo **Rochester** **White Plains**
(716) 849-6500 (585) 454-3377 (914) 949-5300

www.browntarantino.com



August 2009 • White Paper

Benchmarking Current Practices: An Organizational Career Guide for Pharmaceutical Sales Operations

Jeff Woick, Principal and Sales Operations Practice Leader

What can Sales Operations do to help Sales Operations? How can the leadership gain a voice in the issues? What skill sets are highly valued by the leadership?

Sales Operations, the engine that translates pharmaceutical sales and marketing aspirations into reality, is the anchor for the field force during this turbulent period of change. Always asked to "do more with less," the leadership must make critical decisions on skills needed for today's more complex jobs, who to retain when cuts are necessary and how to keep and train the best employees. How can leaders make the best decisions in this challenging time? Clients of TGaS Advisors, leading benchmarking and advisory services firm for pharmaceutical commercial organizations, want to know. In response, TGaS Advisors developed this white paper.

Always asked to do more with less, the leadership must make critical decisions on skills needed for today's more complex jobs, who to retain when cuts are necessary and how to keep and train the best employees.

tgas.com

Key Findings

- The days of rotational jobs – field to headquarters to field – are over. As Sales Operations has grown in complexity, higher-level strategic and analytical skills are at a premium.
- For Sales Operations leadership, the top skills are people management, strategic planning and, in the number three slot, analytics – rated two times higher than operational skills.
- Job tenure data for Sales Operations shows significant turnover among lower level employees and a high percentage of lateral moves. This suggests the need for a more defined career path to retain a knowledgeable and experienced Operations group.
- Few companies had formalized training geared to Sales Operations leadership development, but the need is clear.
- Committee membership is an indicator of value. The key is less the number of committees than whether they are strategic in nature.
- Mid-tier companies registered greater turnover than large-tier, reaching 11.6% over the 12-month period.

Heads of Sales Operations: Snapshot of Findings

TGaS Advisors traced the path followed by Heads of Sales Operations – who they are and where they came from, the skills they value most, and who and what they manage. Here are the highlights.

What's In a Name?

Compensation and industry experience may be similar, but Heads of Sales Operations at large-tier companies have higher titles (Senior/Executive Director, Vice President) than their mid-tier counterparts, who most often occupy a Director slot. (Fig. 1) Higher titles are generally accompanied by more diverse roles and broader responsibilities in terms of headcount and budget.

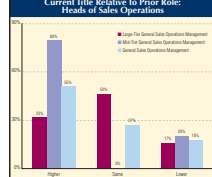
Fig. 1

Heads of Sales Operations – Large vs. Mid-Tier



Fig. 2

Current Title Relative to Prior Role: Heads of Sales Operations



Skills Set: Analytics Surpasses Operations

Heads of Sales Operations use people management and strategic planning as their two most important skill sets. (Fig. 3) Analytics placed nearly twice as high as Operations for the number three slot, an indicator that more strategic skills, driven by strong

analytics, enhance their value to the larger organization. Getting the job done day-to-day is essential, but executives who show strength in analytics and strategic planning skills are more likely to have a place at the leadership table.

Fig. 3

Importance of Skills: Current Role (Heads of Sales Operations, Direct Reports in Analytics and Operations)

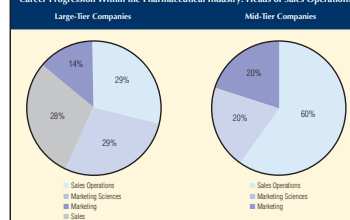


Career Progression

- Large-tier companies: All Heads of Sales Operations in large-tier companies moved into their positions from within the pharmaceutical industry: 29% from Sales Operations, 29% from Sales, 29% from Marketing Sciences, and 14% from Marketing. None came from Finance, IT or consulting. (Fig. 4)
- Mid-tier companies: Mid-tier company executives exhibit more mobility and more diverse backgrounds. While 89% of Sales Operations Heads came out of the pharmaceutical industry, 29% have a background in other industries. Of those from within the industry, 69% had been in Sales Operations, with 20% from Marketing Sciences and 20% from Marketing. (Fig. 4)

Fig. 4

Career Progression Within the Pharmaceutical Industry: Heads of Sales Operations



Although lateral moves may appear to sidestep the traditional upward promotion, in fact they may enrich a resume with the kinds of diverse experiences and knowledge that make for better, more informed management. This underscores the need for a more clearly defined career path in Sales Operations, one that moves both laterally and upward.

Committee Assignments: Number vs. Mission

Many executives look at committee assignments as an indicator of their relative value to the organization. Heads of Sales Operations in this group of respondents averaged 13.3 committees each, roughly divided between strategic (39%) and operational (49%), plus some special projects (9%). New sales force model development, sales compensation and long-range business planning are examples of strategic committees, while operational might focus on sales force resource deployment, sales planning & targeting and incentive compensation. Special projects might include such areas as new products and new sales force automation platforms.

Budget

Heads of Sales Operations at large-tier companies, on average, manage budgets of \$53 million/year, while their mid-tier counterparts manage an average \$18 million. Mid-tier companies tend to outsource more

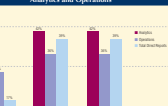
Operations and Analytics: A Comparison

Job Titles and Skill Sets

TGaS Advisors benchmarked the relative positions of Analytics and Operations Direct Reports and found that 30% of those in analytical roles were in Director or higher slots in such areas as Information Management, Sales Reporting, Sales Analysis, Sales Planning and Incentive Compensation. Only 36% held Director or higher positions in operational roles – i.e., Sample Management, Sales Force Automation, Field Communication and Fleet Management. (Fig. 5) Respondents ranked the relative importance of skill sets for Direct Reports, valuable information for evaluating performance, training and mentoring. Not surprisingly, people management ranked highest across the board, with project management second. The number three skill was a tie between analytics and strategic planning for Analytics roles and vendor management for Operations functions. (Fig. 6)

Fig. 5

Current Titles for Operations Direct Reports: Analytics and Operations



Not surprisingly, rates of both turnover and promotions are much higher at the Direct Report level than for Heads of Sales Operations. The turnover for Analytics Direct Reports averages 16% of the group with a high of 67%, while turnover for Operations Direct Reports averages 13% with a high of 41%. An average of 13% of Analytics Direct Reports are promoted, with a high of 33%. Operations Direct Reports show an average of 13% promoted, with a high of 43%.

Skills Training: Help Wanted

Training for Sales Operations appears to be minimal. Only 3% of participants underwent any kind of formal training program or curriculum for their current position, with Heads of Sales Operations having no formal preparation.

The Challenge Ahead

The TGaS Advisors Organizational Career Guide (OCG) gives clients their first strategic overview of the Operations function. It also provides a framework for making strategic decisions as hiring, training and advancing the Operations function in the pharmaceutical commercial industry. The findings of the OCG present a clear challenge to the pharmaceutical commercial industry.

organizational leadership. If companies are to succeed in this competitive marketplace and retain

TGaS Advisors Operations/Sales Leadership Benchmark and Advisory Practice

The Sales Operations Benchmark and Advisory Practice focuses on benchmarking 11 key Sales Operations functions:

- Sales Operations Management Strategy
- Information Management
- Headquarters Decision Support Systems
- Field Sales Analytics and Reporting
- Sales Operations (Fleet, PDMA, SOP Planning)
- Field Communications
- SFA / CRM (Sales Force Automation/ Customer Relationship Management)
- Sales Incentive Compensation
- Program Management / Innovation
- Sales Training

A new practice, the Sales Leadership Benchmark, is the first and only strategic benchmark for Sales Leaders. It focuses on 12 key areas in the following four categories:

- The Changing Sales Model: Structure, Planning and Alternative Channels
- People: Recruiting and Selection, Training and Development and Performance Management
- Support: Technology, Communication and Information Management
- Integration: Marketing, Managed Markets and Corporate Functions

Both benchmarks provide information from a peer set of firms focused on these functions with resource allocations across the functions, organizational structures, key processes, interdependencies and more.

About TGaS Advisors

TGaS Advisors, ranked ninth among health-related companies by the Inc. 500, is the leader in benchmarking and advisory services to the pharmaceutical and biopharmaceutical industry. The TGaS Advisors roster includes nine of the top 10 and the majority of the top 20 pharmaceutical companies with operations in the U.S. market. The firm's

benchmarking and advisory services suite of solutions, PharmaSource, provides clients with a way to measure where they stand with respect to their organizations and answers the question, "How do other pharmaceutical companies do it?" TGaS Advisors is based in East Norriton, Pennsylvania. To learn more, visit www.tgas.com.



Jeff Woick, Principal, TGaS Advisors, Sales Operations Practice Leader, is a leading expert in Sales Operations Practice, conducting confidential, collaborative benchmarking and providing advisory services to leading pharmaceutical companies in U.S. markets. His expertise spans nearly 30 years in pharmaceutical sales and marketing operations, and he has served as a key member of Commercial Operations leadership teams at global companies. Woick is responsible for TGaS Advisors' Sales Operations Solutions, including benchmarking and advisory services in Commercial Operations for sales and marketing support systems, information management, reporting, incentive compensation systems, targeting and alignment, merge integration and related processes. Woick earned his Bachelor of Science in Computer Science and Biology from Lehigh University and has presented at a number of industry meetings and seminars on Commercial Operations initiatives.

TGaS Advisors

tgas.com

White Paper

TGaS Advisors

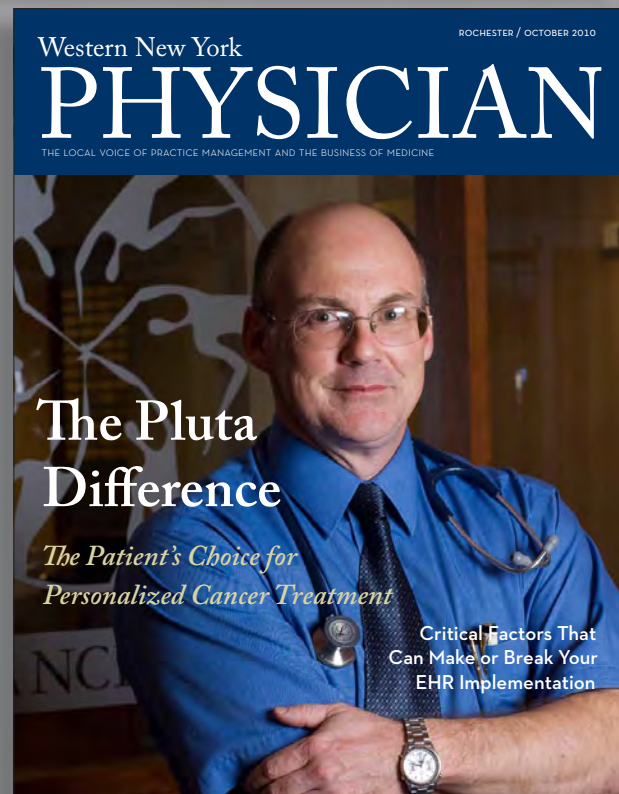
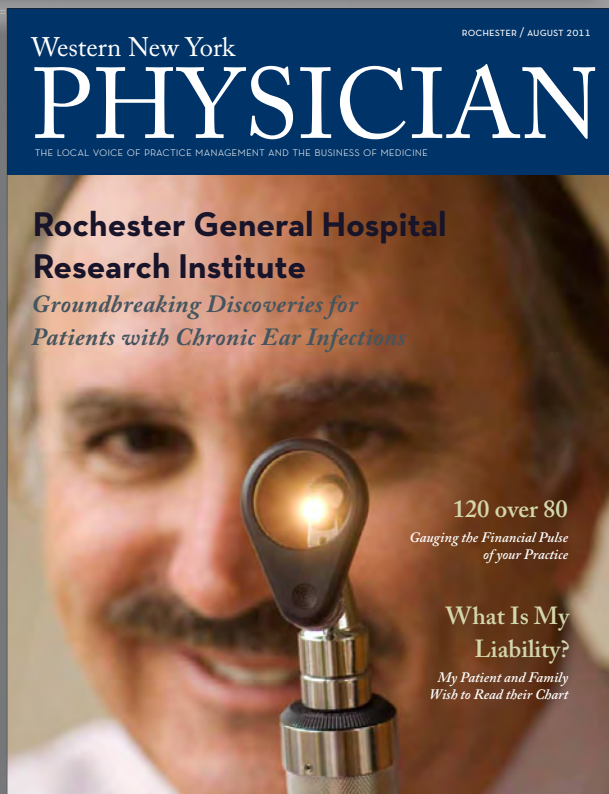
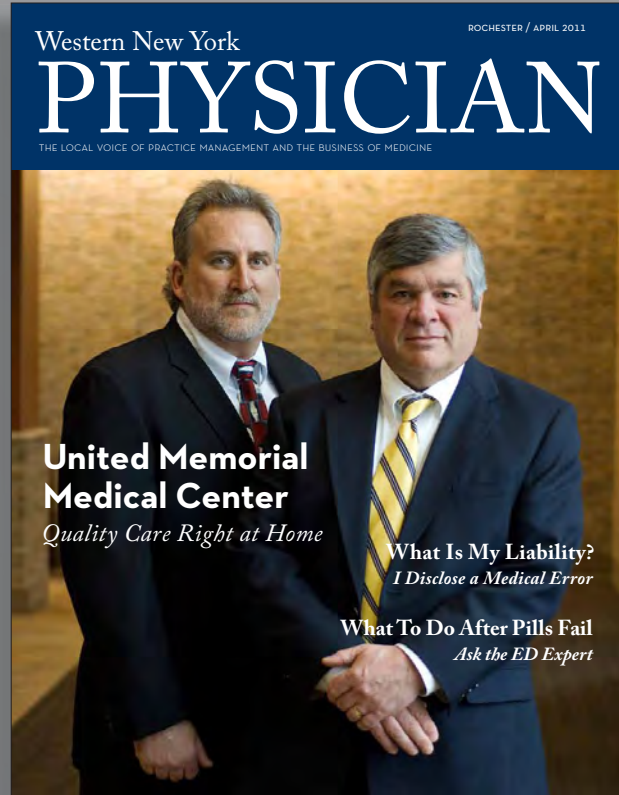
TGaS Advisors

tgas.com

White Paper

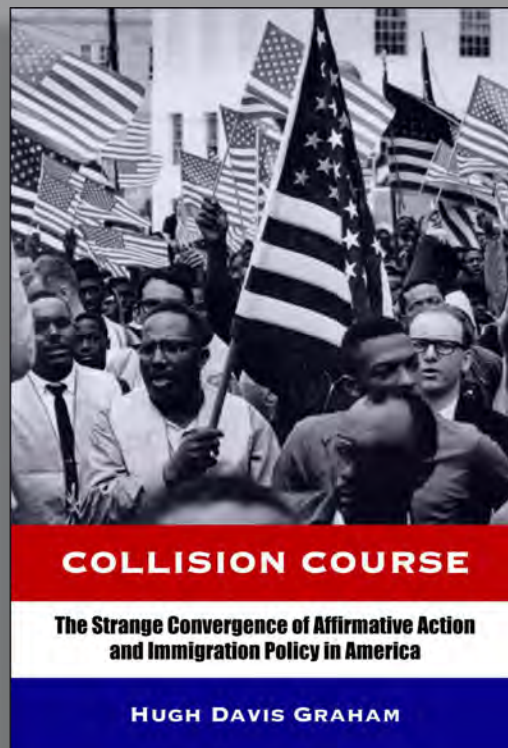
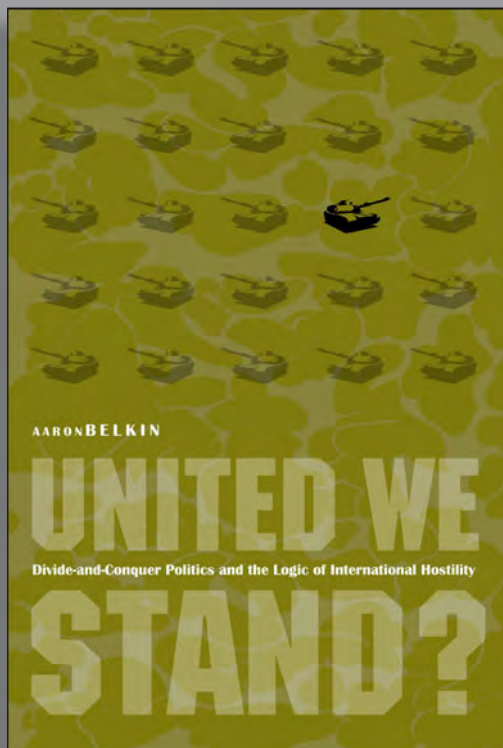
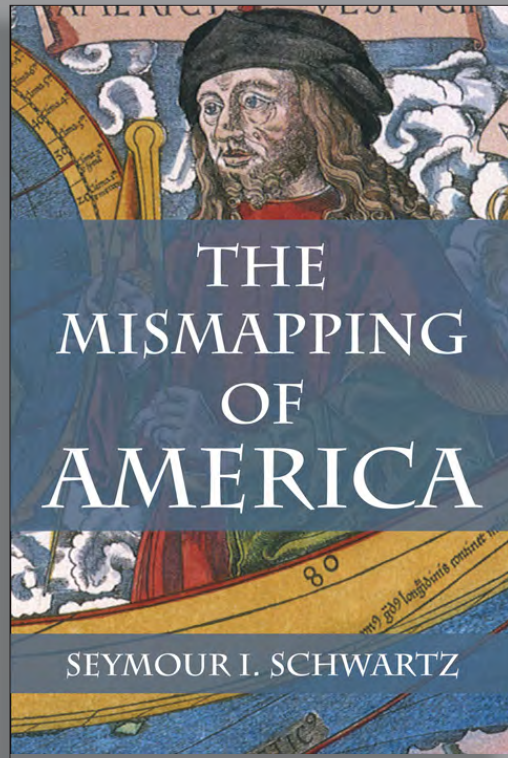
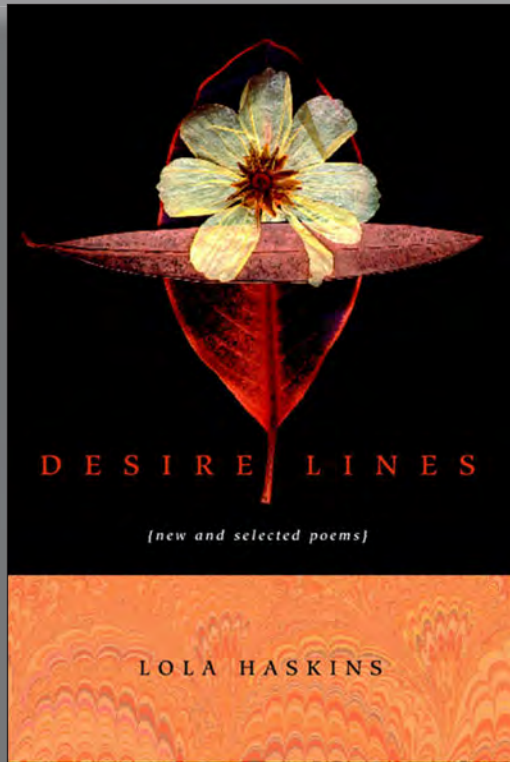
MAGAZINE DESIGN

Western New York Physician



BOOK COVER DESIGN

BOA Editions, University of Rochester Press, SUNY Press, Oxford University Press



LOGO DESIGN

Brown & Tarantino, Economy Paper Company, The Powers Law Firm



ATTORNEYS AT LAW

BROWN & TARANTINO, LLC



service excellence • smart solutions

ECONOMY
PAPER COMPANY, INC.



THE POWERS
LAW FIRM PC

SYSTEM DESIGN

New Packaging and Sales Brochure for Hefty Brand



BRANDED COLLATERAL

Savingforcollege.com

