

Bryan Medical Corp Moisture Shield™

2009

Chris Adams, CEO - Bryan Medical - 617-957-9858 - cadams@bryanmedical.com

Executive Summary

The Company

Bryan Medical Corporation develops and markets patented devices that reduce catheter based infections. In 2009 over 2 million central venous catheters will be placed in patients in the US.

Product ready for market

The company's first product, the Moisture Shield™, is ready for market. The Moisture Shield™ is a patented bandage device designed to protect venous catheters from moisture, bacterial contamination and infection. Infection occurs in 7-10% of catheter patients.

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Team

Chris Adams	Founder & CEO
Brad Shepherd	President, Shepherd Enterprises, Inventor of Moisture Shield Device
Ron McGhay	CEO of Nexgen Technologies and Purilens, Inc.
Dan Baril	CEO, Baril Die, Inc.

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Product Summary

- Large market opportunity for reducing catheter based infections
- Current method is saran wrap and tape
- Convenient one piece disposable device
 - ✓ Device acts as a barrier to water
 - ✓ Device application is fast
 - ✓ Designed to accommodate all catheters
- Customer research has validated the product
- The device is reimbursable

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Moisture Shield™ Packaging



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Infected Catheters



Fig. 2 Progressive exit site infection in a neutropenic patient. Note erythema and induration extend more than 2 cm from the exit. Redness at neck is sunburn.



Fig. 4 Tunnel infection: erythema and tenderness extending along tunnel.

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Product Applications

Infusion Ports	425,000
Tunneled catheters	350,000
Hemodialysis	325,000
Chronic Cardiovascular	450,000
Chronic Renal	350,000
Drainage Devices	>1,000,000
Total Patients	3,000,000

*Each patient would use on average 3 devices per week

Case Study – Dana Farber

Infusions 2007	Adults	Pediatrics
New Annual Patients	2,900	250
Total Annual Patients	36,000	7,500
Percent Potential Users	30%	85%
Annual # Devices Used	522,000	153,000

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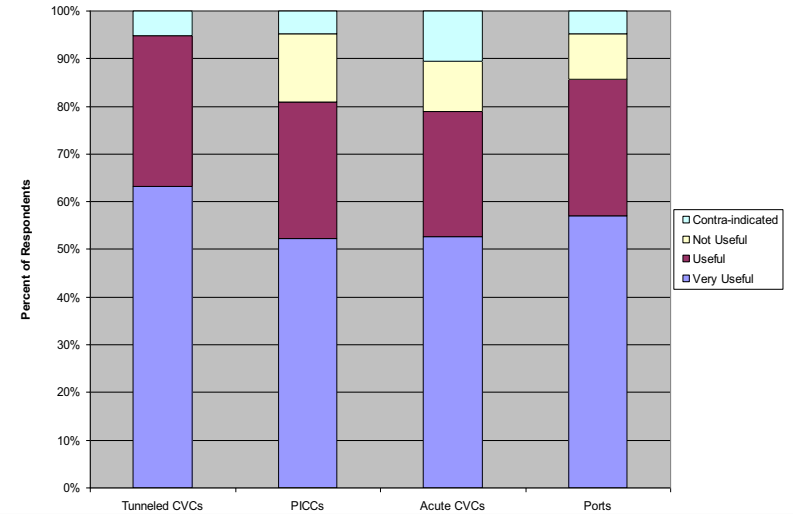
Competition

Competitive Technology	Strengths	Weaknesses
Saran Wrap & Tape	Current standard of care Inexpensive Broadly available	Inconvenient Efficacy depends on technique
AquaGuard™	Inexpensive	Infringe patent Limited availability Poor mfg quality
ShowerCap™	Cost competitive	Infringe patent Complex device Limited availability
Coated Catheters	Widely available Reduced infection rates Primarily for acute care	Coatings last only 1 week. Do not prevent ingress of skin microbes or water
Alternative Catheter Design	Research	Research

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Moisture Shield™ has broad application

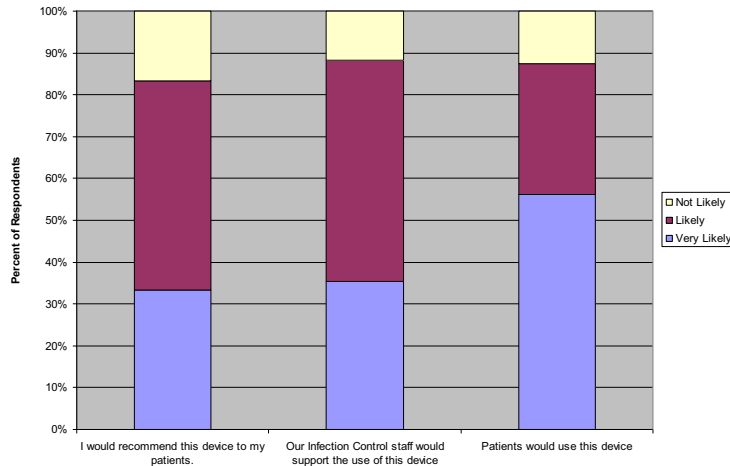
Perceived Usefulness of the CVC Moisture Shield, by VAD Type



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80% of those surveyed support Moisture Shield™

Vascular Access Nursing Opinions of the CVC Moisture Shield



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Device has Reimbursement Code

Reimbursement code - HCPCS - A6204

Allowable Amount: Up to 3 per week, one per dressing change. Specific Coverage Criteria: Surgical dressings are covered for as long as they are medically necessary. Dressings over a percutaneous catheter or tube are covered as long as the catheter or tube remains in place and after removal until the wound heals.

Source: DMERC Local coverage decision

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Market Strategy & Launch Q3'09

Product Positioning

Reduce Infections
Quality of life
Saves hospitals and insurance companies money

Influence

Doctors, Nurses, Infection control team
Cancers and dialysis centers

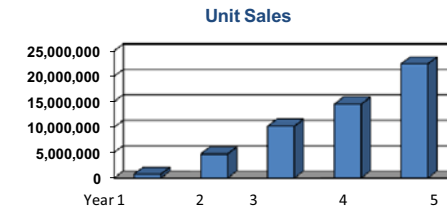
Distribution

Regional and National partners
Medical and surgical device companies

Financials

Bryan

	Year 1	2	3	4	5
Revenues*	\$1,899,000	\$11,264,701	\$24,796,106	\$36,112,159	\$56,678,376
Gross Margin	\$1,462,230	\$8,570,128	\$18,950,144	\$27,777,356	\$43,776,764
Operating Expenses	\$2,661,951	\$5,449,638	\$8,773,614	\$12,146,287	\$15,947,088
Net Income (Loss)	(\$1,199,752)	\$3,120,490	\$10,176,529	\$15,631,070	\$27,829,676
Equity Raised	\$1,500,000	\$0	\$0	\$0	\$0
Moisture Shield (Units)	759,600	4,713,264	10,204,159	14,502,857	22,402,520



Summary

- Market introduction July 2009
- Raising financing for market rollout
- Cash flow positive in 12 months
- Royalty and exit opportunities available
- Several company's with complimentary product lines

Contact

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