



**Target100**

**Target100**  
*Personalized Medical Solutions  
for the Intensive Health Care  
Marketplace*

*Ray Huey CEO  
and Joel S.  
Douglas CTO*  
**Target100**

# Management Team

Target100

**Spence Leech -- over 30 years experience in software sales and support**

**Joel S. Douglas -- over 15 years in product development management in medical technology companies with 29 products cleared by the FDA, 75 US patents granted, and named one of the 100 Notable People in Medical Diagnostics by MDDI.**

**Ray Huey – over 20 years medical device corporate management. Former CEO of Z-Medica, Site Manager GE Healthcare, General Manager GE Medical Systems, Site Manage Coroemtrics**

# Target100

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***Target-100 is an innovative product for Glycemic control based on proprietary algorithms and information technology, for Intensive Care Units (ICU's) patients.***

***It is designed to enable personalized medical care with dramatically improved patient outcomes.***

**In the US alone there are 59,000 ICU beds and 3 out of 10 patients require glycemic control intervention**

**Improved Glycemic control has been shown to save an average of \$1540 per ICU patient.**

# Glycemic Control

Target100

**Glycemic control in the ICU is a large unmet need. The current literature has shown that the benefits are:**

**Patients — faster healing, reduced fatalities**

**Physicians/Nurses — ease of use, controlling major health issues**

**Hospital administration—improved economics per patient, quicker turnover of ICU beds; very rapid payback**

# Total Available Global Market--\$2B+

**Target100**

<u>Product</u>	<u>Beds</u>	<u>Est. % Patients</u>	<u>Price/Day</u>	<u>Annualized Market</u>
Glycemic Mgmt-ICU's	59,000	30%	\$50.00	\$ 318 Million
Glycemic Mgmt-main Wards	400,000*	15%	\$15.00	\$ 324 Million
*--Total US beds 992,000--400,000 assumes not used in small hospitals				
Glycemic Mgmt-Nursing Homes	500,000**	25%	\$10.00	\$ 405 Million

\*\*--Total US beds 1,614,771--500,000 assumes not used in small Nursing Homes

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	\$1,047 Million
Japan/Europe 1x U.S. Market ~	\$1,047 Million
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TAM with U.S./Japan/Europe	\$2,094 Million

**Products = Standard of Care**  
**Substantially improves the market opportunity**

## Progress thus far

## Target100

- **Accomplishments**

- **Target100 in development since 2002. Test on over 400 patients.**
- **Validated in clinical use**
- **Allowed for Marketing in the US**
- **one broad patent pending**

- **Benefits**

- **Essentially no change to current nursing practices**
- **Predicts where the patient levels will be in 1 hour.**
- **Effectively determines Insulin Resistance Factor**

**Importance—in a validated approach—allows the practitioner to reliably predict the outcomes**

# Target100 Clinical Results

# Target100

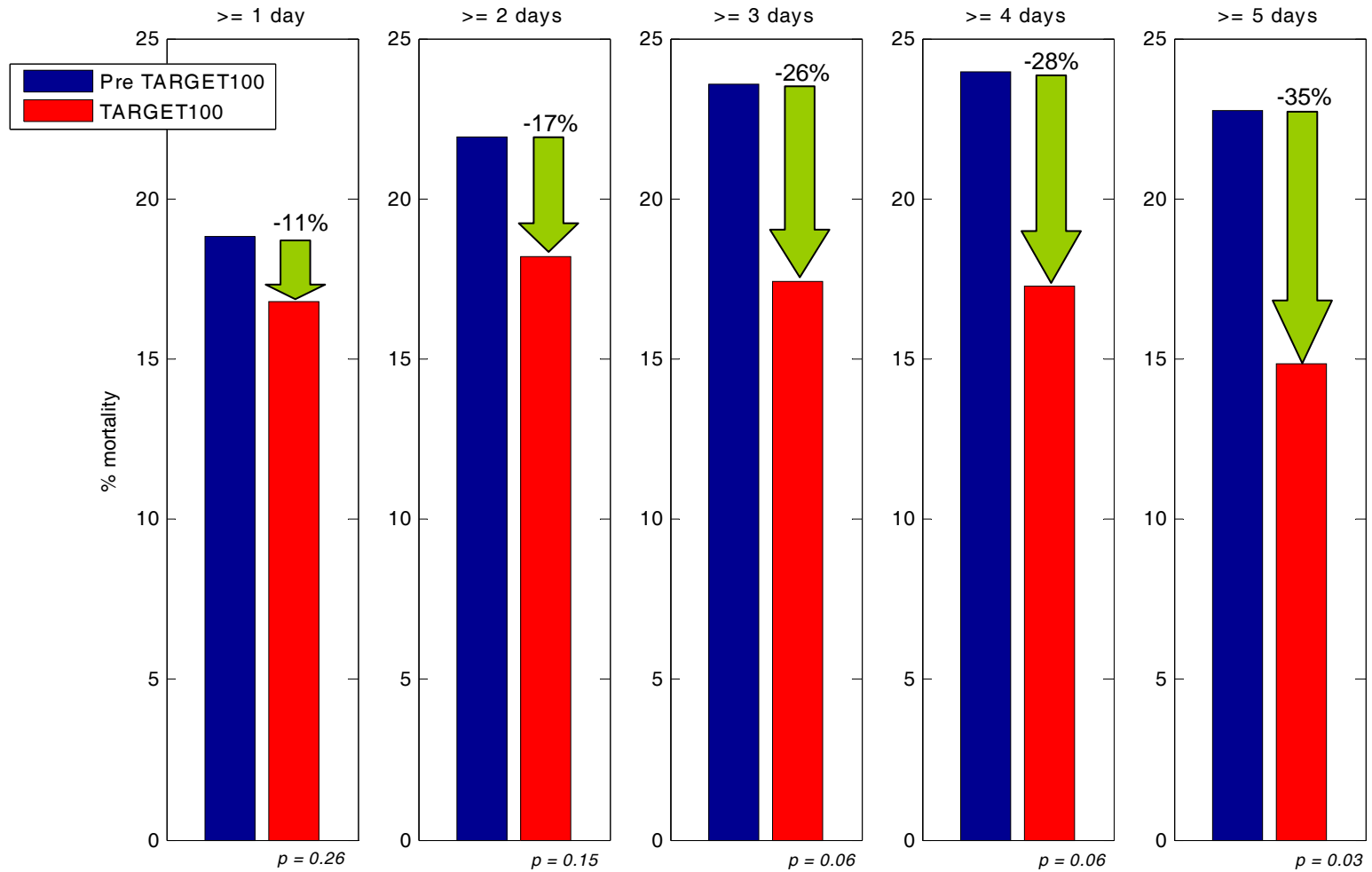
Target100 adopted for clinical practice in Christchurch in August 2005

Before and after implementation clinical study

	PreTarget100™ Sliding Scale	Target100™
Treatment date	10/2003 – 07/2005	08/2005 – May 2007
Number of study patients*	443	394 Total (347 w/APACHE II)
Total patients treated in ICU	1903	1634
Average APACHE II score	20.1	19.4
Average APACHE II ROD	30.4	32.6
Total Measurements	14,612	28,043
Time in 72 – 120 mg/dl range	31.9%	60%
Time in 72 – 140 mg/dl range	63.5%	87%
Average BG	130.6	107.1
BG Standard deviation	48.5	28.9
Measurements < 60 mg/dl	1.5%	1.0%
Measurements < 40 mg/dl	0.2%	0.09%
Average time to < 150 mg/dl	7.5 hrs	2.1 hrs
Average time to < 120 mg/dl	18.1 hrs	4.4 hrs

# Use of Target 100 in Christchurch Hospital Decreased Mortality in Intensive Care Units by 35%

## Target100



# Commercialization Strategy

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- Launch Target100 Paper protocol – model is a charge per use license model.
- Develop PDA/PC version
- Launch PDA/PC version
- The UCONN Health Center has agreed to implement the Target100 system as a change to clinical practice for the paper protocol

## Target100 advantage

## Target100

- Pay per use – no upfront cost
- Faster time to glycemic control
- No expensive disposable required
- Three glycemic target levels enabled whereas the competition all have only one

# Target100 vs. the competition

Target100

## Competitive advantage

	Allowed for sale in the US	New machine required	Disposable required	Change in Nursing practices
Target100	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Endotool	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Luminous Medical	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Optiscan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# Use of funds

Target100

- **Looking for an A round of \$500,000**

**The funds will be used to:**

- **Run us test at University of Connecticut using the paper based system**
- **Develop the PDA/PC based system**
- **Clinical trials of PDA/PC based system**
- **File FDA 510(k)**