

Dear Andrew, I wanted to let you know that Cryopen's experience over the last year working with you and the folks at POR has been tremendous. Right from the beginning your publication and interactive website have proven to generate top quality leads that turn into sales quickly for our Cryopen product. POR will definitely be our first choice when marketing to the physician space.

Brett Nauta
VP of Sales and Marketing
Cryopen, Inc.



The quality of leads that we receive from **Physicians Office Resource** is unprecedented. More than fifty percent are very qualified prior to our follow up. The information provided is very complete. A significant percentage of the leads turn into sales within a month.

If you are not happy with the quality of your current lead generation program, you need to get with **POR**.

Bill Wiedemann
Director Of Sales
Interson Corporation



My ad in the **POR** magazine has brought me numerous leads for my consulting business. It targets my market exactly and puts my information in front of the decision makers.

I have landed several contracts due to the ad in the magazine and could not be more pleased.

My consulting business has benefited both financially and professionally from my association with **Physicians Office Resource**.

Barry Craig
Laboratory Consulting, LLC



I wanted to let you know how pleased I am with the quality of the leads from the Physicians Resource Guide. In the past 3 months, one lead led to an immediate sale and a second lead led to an opportunity to bid on 5 instruments. Our sales team now looks for leads from your publication as they know these leads are high quality prospects.

I look forward to working with you to keep these valuable leads coming!

Debbie Wiecek
Marketing Manager, Distribution
Siemens Medical Solutions USA - Siemens Healthcare



Product placement in **Physicians Office Resource (POR)** over the past few years has definitely improved our company's exposure to physicians. The number of **POR** leads has been very helpful in selling our products, including the Vista AVS - a full-featured ABI system for the diagnosis of peripheral arterial disease.

We've slightly increased our exposure every year in the **POR** Buyers' Guide and this year, we've had at least a dozen Vista AVS sales from our **POR** leads!

This publication is great way to get your product and company information in front of the key decision makers.

Julie A. Bolkovac
Director of Marketing
Summit Doppler Systems, Inc.



I would like to take this opportunity to thank you for your excellent service and for all the new business we have received advertising in **POR**. Since working with Physician's Office Resource, our company has seen a great increase in sales which we can directly attribute to our advertising in the **POR** magazine and at www.physiciansofficeresource.com. We greatly appreciate **POR** for helping us with the growth of our business.

We hope this is only the beginning!

Joseph Zilberbaum
President, CEO
Med-Electronics, Inc.



The **Physicians Office Resource** is a valuable resource for doctors. There is a lot of information sources for the latest medical research and findings for doctors but there is not a lot of sources for information on technology that can benefit the practice of medicine. I know Physicians are reading this journal because of the amount of calls and leads that I get.

John Gladstein
President
Medical Device Depot



We are very pleased with the quantity and quality of leads we receive from **Physicians Office Resource**. It is refreshing to have prospects that are genuinely interested in our spirometers and know who we are when we follow-up on their request.

We will definitely continue to advertise with **Physicians Office Resource** in the future!

Ann Therriault
Marketing Manager
Micro Direct Inc.



We can already track 5 orders back to the one Ad we just placed! A huge success by any measure!

Christopher Gamble
Americas Marketing Leader
GE Healthcare Lunar



This is an excellent publication and is aimed directly at our target market. The response to our advertisements has been excellent and POR will certainly form an integral part of our marketing campaign in 2009.

Gordon Powell
Director of Marketing
Axis-Shield



Our company, Summit Doppler Systems, has received many leads from our product listing in the **Physicians Office Resource (POR)** Guide. Recently, a prospect who saw our product listing at the **POR** website responded to the listing and **POR** contacted us immediately so that I could notify our local sales rep. Within a week, that prospect turned into a sale proving the effectiveness of this publication and website.

We will continue to list our products in the **POR** Guide and I recommend that any company looking for exposure to this target audience do so as well.

Julie A. Bolkovac
Director Of Marketing
Summit Doppler Systems, Inc.



Hemosure has had so much positive feedback from our distributors since we started advertising in **Physicians Office Resource**. Our distributors are telling us that the physicians offices are contacting them directly from the offers made in our advertising and promotion program with **POR** for our products.

We are so pleased with the results and service provided by the staff at **Physicians Office Resource** that we plan to increase our advertising programs with them for 2008. This is an advertising investment that continues to pay for itself.

Keep up the good work!

Oscar Aceves
Sales and Marketing Manager
Hemosure



The customer response from **Physicians Office Resource** has been overwhelming at times. **POR** E-mails our leads every day! Additionally, they provide excellent web tools allowing us to download, track and organize all leads that come in. Their staff is always available and provides excellent service. Thank you **Physicians Office Resource!**

We're now growing in leaps and bounds instead of baby steps!

Mike Wodstrchill
Director of Compliance
Ultroid Technologies, Inc.



As a growing young company, we need to make every dollar count. I was very surprised and pleased that in our first insertion in Physicians Office Resource, with only a small focus placement we generated so many actionable leads. Increasing our presence in the future is a no brainer.

It's a pleasure doing business with you.

Loren Smith
VP Sales and Marketing
Aerolase



The opportunity **Physicians Office Resource** offers to manufacturers is tremendous. VIASYS Healthcare has advertised most of 2007 in **POR**. The market reach is great, the leads they provide are good solid leads, and our close rate has been 92% on all the leads we've received from **POR**. I especially like the 'Real Time' e-mail leads. The customer cannot believe how quickly we respond, they have been truly impressed! The monthly editorials discuss issues effecting today's physician and offer solutions to problems they experience on a daily basis.

Compared to other advertising opportunities available, **POR** provides the most value and success!

John Cello
National Sales Manager
Carefusion



ResMed had the opportunity to place an ad highlighting the ApneaLink device in the Physicians Office Resource publication. The ApneaLink ad proved to be a valuable resource and channel for promoting the product. To date, the ad has already generated nearly 60 qualified leads resulting in sales of at least three devices. We look forward to working with your publication in the future.

Angel Mason
Diagnostics Market Manager
ResMed Corp.



We launched a new clinical diagnostic product in Q4 2006. Our 2007 marketing campaign was an experiment in diversification. We devoted 20% of our 2007 print advertising budget to POR, and POR produced over 70% of the leads we generated! Needless to say, POR has earned a larger stake in our 2008 print advertising budget.

Robb Morse
Sales and Marketing Manager, Blood Lead Products
ESA



Simply amazing response!!! I'll keep in touch on the contacts, but like you they seem to be right on the money!

Thanks for the drive !!

Donna Merithew
Director of Marketing, USA
Horiba ABX Diagnostics



When I followed up with a lead I received from an Electronic Response Card and was greeted by a physician who was so interested and ready to buy our products, I was so glad we chose to work with Physicians Office Resource for our print advertising.

We have tried advertising in other publications but frequently got leads that never came to fruition. Each lead we receive from Physicians Office Resource is a strong lead and our advertising dollars are earning us great returns! We have received so many qualified and highly interested leads in such a short period of time that it is hard to believe that we went so long without it.

We are so impressed with the time and effort that is put in by Physicians Office Resource and we are so thankful that we now have an advertising medium that is generating sales!

Amanda Wright
Marketing Supervisor
QBC



Having responsibility for budgeting our advertising and marketing dollars, I often look for places where we'll get the 'biggest bang' for the buck. In other words, I want to ensure we gain the maximum exposure to specific markets while at the same time obtaining additional sales. With Physicians Office Resource it's a no-brainer! Not only have we been professionally exposed to tens of thousands of medical practices by advertising in your magazine, but the leads generated from those ads have far exceeded our expectations.

We've received more qualified leads from your publication than all of the others we've advertised in -- combined. On top of that, the leads have been emailed directly to my desktop in an excel format, making it easy to imPORT into our contact management software for timely and effective follow-up. No one can ask for anything more!

If anyone values the opportunity to penetrate the medical practice market AND increase their business at the same time, I'd recommend POR in a heartbeat. The service has been exceptional, the exposure priceless, and the additional sales just adds icing to the cake.

Thanks for everything you do!

Spencer G. Stanley
Vice President - Sales & Marketing
Quality America



We received more leads in the first month from advertising in Physicians Office Resource Guide than all other sources combined for the entire year. It's an incredible value and a great way to reach our target audience. I highly recommend it.

Marc J. Fine
Director of Marketing
Interson Corporation

