



Coloplast[®] Canada OneSolution

All studies and data presented were conducted in the U.S. with U.S. patients and facilities.
Coloplast programs and offerings may vary by geography.



Agenda

- Who are we
- Our Innovations
- Patient Support Program
- How to enrol in the program
- Our mission, vision, values



Our Mission

Making life easier for people
with intimate healthcare needs

Sachiko




*“Ideally, we would like to
have people forget they
have a medical condition.
It’s all about people just
living the life they want.”*

Lars Rasmussen, CEO Coloplast



**And we have
been committed
to this since
1957**



The background of the slide is a blurred photograph of a hospital ward. It shows several white medical carts with drawers, some of which are open. Two healthcare workers in grey scrubs and hairnets are visible; one is in the foreground, slightly out of focus, and another is further back, interacting with a cart. The room has large windows in the background, letting in natural light.

Today

we lead the market
within Intimate Healthcare



Today we're a global company – leading the market within intimate healthcare needs

10,000
employees

2.5 Billion
USD revenue

Represented
in **42** countries

Products sold
in **130+** countries





Coloplast Ostomy Care

Global leader. Trusted partner.



35-40%

Global Market Share

Forbes

In the top 25 “World’s Most Innovative Companies”
for Forbes

\$150 million

spent on R&D every year

4X Market Growth

We are global market leaders with our main product areas

Ostomy
Care



#1
global position

35-40%
global market share

Innovative solutions



Continence
Care



#1
global position

~40%
global market share

Award winning Products



reddot award 2015
best of the best

Wound &
Skin Care



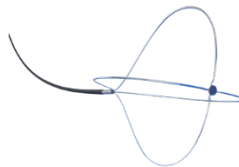
#4
global position

5-10%
global market share

Proven superior absorption
vs. competing products



Urology
Care



Specialists in disposable
urology care and surgical
therapies

10-15%
global market share



Coloplast is listed on all major contracts in Canada

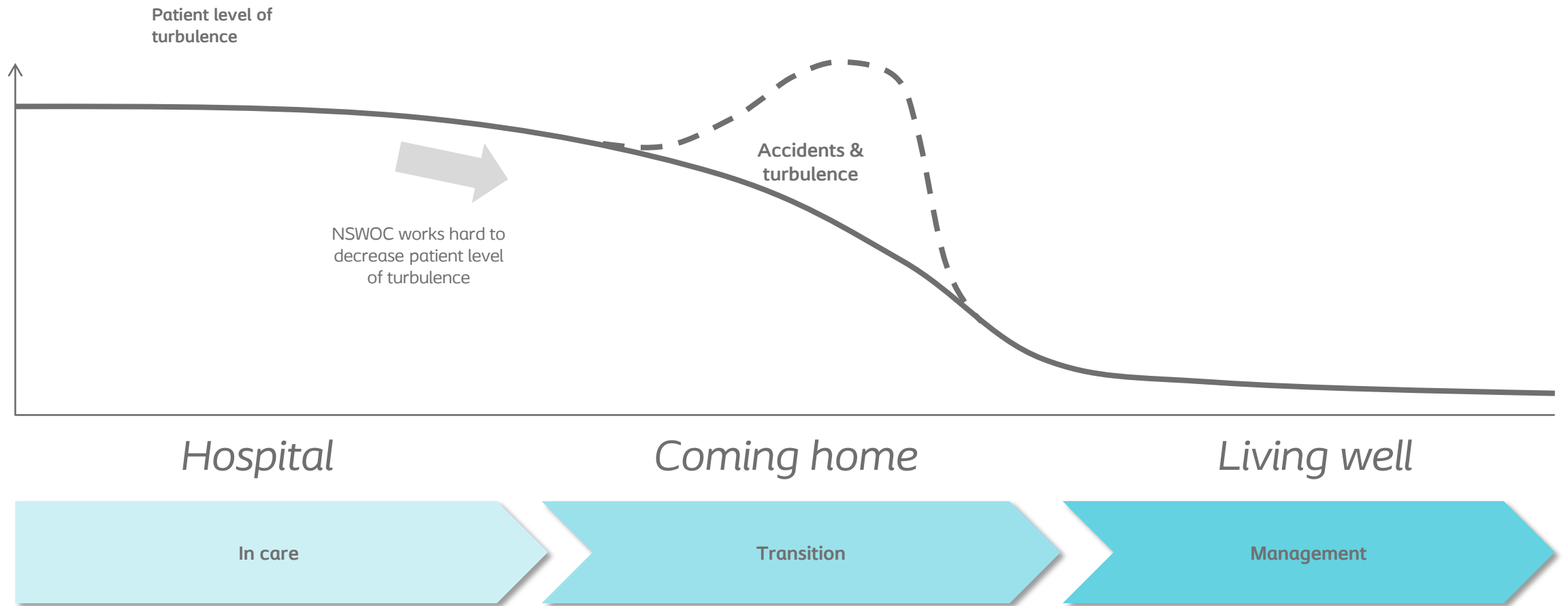




OneSolution

Innovation + Coloplast® Care

Ostomy patient journey...



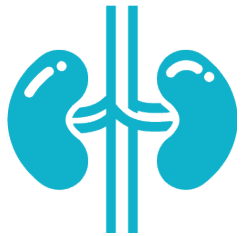
CIHI's priority themes for health systems could have a significant impact on hospitals¹

Priorities in health system performance CIHI will emphasize in reporting over the next 5 years



1. CIHI's Strategic Plan, 2016 – 2021, Canadian Institute for Health Information. 2. Canadian patient Safety Institute website,

We help support the most complex challenges within Ostomy



Ostomy surgery is the second leading cause for hospital readmissions¹



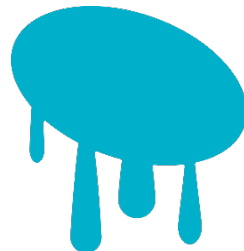
70% of ostomy patients experience post-operative complications²



22% of ostomates are readmitted within 30 days of surgery³



21% of ostomates visit the ER³



76% of people with a stoma have experienced leakage over the last 6 months⁴



91% of people with a stoma worry about leakage⁴

1. Weiss, A., et. AL, Statistical Brief #154, Readmissions to U.S. Hospitals by Procedure, 2010, Healthcare Cost and Utilization Project, Agency for Healthcare Research and Quality, April 2013. Data derived from readmission rates of Ileostomy, colostomy (temporary and permanent), and other enterostomy procedures.

2. Prospective analysis of stoma-related complications. Robertson I, Leung E, Hughes D, Spiers M, Donnelly L, Mackenzie I, Macdonald A Colorectal Dis. 2005 May; 7(3):279-85.

3. Rojanasart, S. The Impact of a Readily Available, Post-Discharge Support Program for Ostomy Surgery Patients on Preventable Health Care Utilization Project, Agency for Healthcare Research and Quality, April 2013.

4. Claessens et al., 2015. The Ostomy Life Study: The everyday challenges faced by people living with a stoma in a snapshot, Gastrointestinal Nursing, 13, 18-25.

A SenSura[®] Mio fit for everybody

Diverse BodyFit solutions
- to meet *individual needs*



Streamlined formulary

Simplified Acute Formulary



Calculus II: Integrating applications

[illegible][illegible]

	Description	Code	Size	Units	Comment
Light	 <p>NewView® 2400 3 phase White Standard Base Wall Switching • Intermittent use • Remote monitoring plate • Remote reset • Remote operation remote control • Remote off/stand by • Remote on/stand by See for M / Installation</p>	110000	1/2 x 1 1/2"	1	
	 <p>NewView® 2400 3 phase White Remote Base Wall Switching • Intermittent use • Remote operation remote control • Remote reset • Remote operation remote control • Remote off/stand by • Remote on/stand by See for M / Installation</p>	110000	1/2 x 1 1/2"	1	
Control	 <p>NewView® 2400 3 phase Remote Base Wall Switching • Intermittent use • Remote operation remote control • Remote reset • Remote operation remote control • Remote off/stand by • Remote on/stand by See for M / Installation</p>	110000	1/2 x 1 1/2"	1	
	 <p>NewView® 2400 3 phase Remote Base Wall Switching • Intermittent use • Remote operation remote control • Remote reset • Remote operation remote control • Remote off/stand by • Remote on/stand by See for M / Installation</p>	110000	1/2 x 1 1/2"	1	

Coloplast®
Care



We offer a complete educational program and support during the entire patient journey



Before
the surgery



At the
discharge



After the
discharge, first months



At
home



Coloplast Care program is an all-round support program for ostomy and continence patients

It's a supplement to the help and education provided to your patients from both you and other healthcare professionals.



Dedicated Care Advisor



Phone support



Emails



Access to free product samples

Getting support from Coloplast Care is easy



Fax forms to 1-877-820-8206

Mail in prepaid postage forms

Email forms to casupport@coloplast.com



Online at www.coloplast.ca/careform



By phone at 1-866-293-6349

Coloplast® Care
Ostomy Patient Enrolment Form

Fax this form to the Consumer Support Team at 1-877-820-8206 or email to ca_consumer@coloplast.com

First Name: _____ **Last Name:** _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Phone: _____ **Email:** _____

Date of Surgery: _____ **Date of Birth:** _____

Type of ostomy: ☐ Colostomy ☐ Ileostomy ☐ Urostomy **Stoma Size:** _____

Gender: ☐ Male ☐ Female **Language:** ☐ English ☐ French ☐ Other: _____

At discharge, patient is wearing: ☐ Coloplast ☐ ConvaTec ☐ Hollister ☐ Other _____

Discharge Date: _____ **Product Code(s):** _____

Christian Name: _____ **Care DIF:** _____

Preferred contact method to clinician for sample confirmation: ☐ Email ☐ Phone ☐ No confirmation needed

Product Requested: _____

Special Instructions: _____

Note: Please ensure all information is completed to ensure product is shipped in a timely manner.

*Patient**/Legal Guardian Signature: _____ Date: _____

*I agree to enroll in the Coloplast Care Program and to be contacted by Coloplast regarding the program. I consent to Coloplast using my information to keep me up to date with Coloplast products and services and to contact me by email and/or telephone and/or post. I understand that my personal information may be stored in the United States (US) by Coloplast and will be subject to US laws in respect of the collection, use, storage and disclosure of personal information. I have read and acknowledge the Confidentiality Statement.

**Legal guardian must sign if patient is under age of 18

Privacy Statement:
Coloplast will respect the privacy of your personal information and protect the confidentiality of sensitive information contained on this form. Information provided to us by you or by a third party, will be used to process your orders and for general administrative record-keeping purposes. The information may also be used or shared with a third party, if required by law, or in order to provide you with information related to Coloplast's products, services and wellness education. You may be contacted by Coloplast, its agents, group companies, contractors, supply or service providers ("Coloplast Agents") by telephone, email, letter, or other means of communication but only for the purposes referred to above. In such cases, Coloplast will ensure that the Coloplast Agent will comply with applicable privacy legislation as well as this Privacy Statement.

By submitting your personal information to us, you consent to Coloplast, and any Coloplast Agents, to store and use this information in order to provide information and updates on Coloplast's products and services and to allow Coloplast to contact you by email and/or ordinary mail and/or telephone, including recording of such phone calls - and, if needed, to clarify your sample requirements.

If you no longer wish to receive communication from Coloplast or would like to request that any personal data in Coloplast's possession be deleted, please contact Coloplast's local Consumer Support Services by email at ca_consumer@coloplast.com with your request that all communication be discontinued.

If this form has been completed by a health care professional, the health care professional acknowledges that he/she has read the above Privacy Statement to the patient.



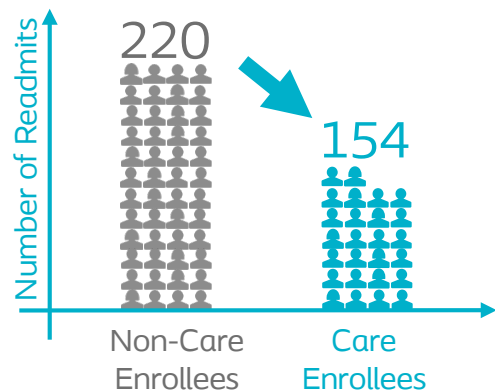
Proven Results



Our newly published and supplemental data aligns our offering with the value systems are seeking....

30%

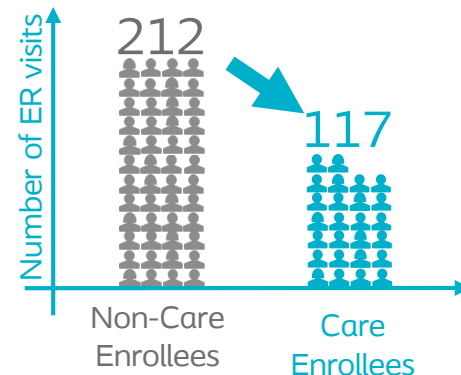
Lower readmissions¹



Analysis based on 1000 ostomy surgeries and 30 day readmission rate

45%

Lower ER visits¹



60%

Reduction in carried SKUs²



25%

Improved Patient Satisfaction²



\$9,000 USD / Cost per readmission³. Analysis based on 1000 ostomy surgeries

Coloplast improves patient satisfaction scores by 25%

Product



81%

Clinicians say SenSura[®] Mio improved the patient experience¹

Program



97%

Patients would recommend Coloplast[®] Care to others²

83%

Patients say Coloplast[®] Care improved their stoma related quality of life³

Impact



25%

Increase in patient satisfaction scores⁴



A large health care system in the Mid-West (U.S.)

1. SenSura Mio Pre-launch Trials. 1-Piece drainable & 2-Piece Click drainable, USA 2014 2. Data obtained via business reply cards from 1,273 Coloplast Care enrollees in 2013. 3. Coloplast Market Study, 2013, data on file. N=2345 4. Example is based on case study, Midwest IDN.



Coloplast

OneSolution makes the difference

Reduces

- SKUs
- Readmission rates
- ER visits

Improves

- Patient experience
- Outcomes



Make life easier for people with very intimate health care needs

A photograph of two men shaking hands. The man on the left is wearing a white lab coat over a checkered shirt and has grey hair. The man on the right is wearing a grey suit, a light blue shirt, and a dark tie, also with grey hair. They are both smiling. The background is a blurred outdoor setting with blue vertical structures and other people.

We look forward to working together

Questions?





Our mission

Making life easier for people
with intimate healthcare needs

Our values

Closeness... to better understand
Passion... to make a difference
Respect and responsibility... to guide us

Our vision

Setting the global standard
for listening and responding

Back-up Slides



Canadian Institute for Health Information (CIHI) issues strategic plan to improve Canadian's health¹

Better Data

- Close data gaps (post-acute)
- Quality, timely data
- Make data more accessible

Comprehensive health
systems measurement

Better Decisions

- Compare health systems in
priority areas
- Data link, predictive models

Patients' ability to identify
high performing systems
from low ones

Healthier Canadians

- For all populations with focus
on the vulnerable: seniors,
First Nations, etc.

Focus on populations with
chronic colorectal conditions

1. CIHI's Strategic Plan, 2016 – 2021, Canadian Institute for Health Information.



Four of the key trends driving the acute care market

Trends

Key Drivers

Impact

Time constraints

Limited ET resources per hospital, short hospital stays; **limited time** with patient

Not enough time to cover **lifestyle and support**. Patient unable to remember the basics.

Focus on cost reduction

Executive compensation from MOHLTC has changed to include **QIP metrics**

“Never events” e.g. **Readmissions**, hospital acquired infections and **Patient satisfaction**, are some of those indicators.

Consumer centric

Patient satisfaction affects quality indicators and reputation

Hospitals are benchmarked on numerous factors - patient satisfaction. Ensuring a positive **patient experience** is critical.

Self Care

Self care oriented discharges

Self care and support is critical for discharge. Lower incidence of **readmissions**

