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

“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
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

$150 million spent on R&D every year

4X Market Growth

Forbes
In the top 25 “World’s Most Innovative Companies” for Forbes
We are global market leaders with our main product areas

<table>
<thead>
<tr>
<th>Ostomy Care</th>
<th>Continence Care</th>
<th>Wound &amp; Skin Care</th>
<th>Urology Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 global position</td>
<td>#1 global position</td>
<td>#4 global position</td>
<td>Specialists in disposable urology care and surgical therapies</td>
</tr>
<tr>
<td>35-40% global market share</td>
<td>~40% global market share</td>
<td>5-10% global market share</td>
<td>10-15% global market share</td>
</tr>
<tr>
<td>Innovative solutions</td>
<td>Award winning Products</td>
<td>Proven superior absorption vs. competing products</td>
<td></td>
</tr>
</tbody>
</table>

- **BodyFit Technology**
- **red dot award 2015**
- **Superior Absorption**
Coloplast is listed on all major contracts in Canada
OneSolution
Innovation + Coloplast® Care
Ostomy patient journey...

Patient level of turbulence

Accidents & turbulence

NSWOC works hard to decrease patient level of turbulence

Hospital

Coming home

Living well

In care

Transition

Management
CIHI’s priority themes for health systems could have a significant impact on hospitals\(^1\)

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

**Quality & Safety**
- Medication, surgical care, infection prevention and control, Home care\(^2\)

**Outcomes**
- Discharge abstract database (DAD), Hospital Morbidity Database (HMDB), Patient-reported outcome measures (PROMs)

**Value for money**
- Activity-based funding, National Health expenditure database

**Patient experience**
- Canadian Patient Experiences Survey—Inpatient Care (CPES-IC), Canadian Patient Experiences Reporting System (CPERS)

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 readmissions

70% of ostomy patients experience post-operative complications

22% of ostomates are readmitted within 30 days of surgery

21% of ostomates visit the ER

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

91% of people with a stoma worry about leakage


A SenSura® Mio fit for everybody

Diverse BodyFit solutions
- to meet individual needs

Streamlined formulary

Simplified Acute Formulary
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
Proven Results
Our newly published and supplemental data aligns our offering with the value systems are seeking....

30% Lower readmissions

45% Lower ER visits

60% Reduction in carried SKUs

25% Improved Patient Satisfaction

Analysis based on 1000 ostomy surgeries and 30 day readmission rate

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

1. Rojanasarot, S., The Impact of Early Involvement in a Post-Discharge Support Program for Ostomy Surgery Patients on Preventable Healthcare Utilization, data on file and plan to be published, Jan/Feb 2018
3. Example is based on case study, Midwest IDN.
Coloplast improves patient satisfaction scores by 25%

**Product**
- Clinicians say SenSura® Mio improved the patient experience\(^1\)

**Program**
- Patients would recommend Coloplast® Care to others\(^2\)
- Patients say Coloplast® Care improved their stoma related quality of life\(^3\)

**Impact**
- 25% Increase in patient satisfaction scores\(^4\)
- A large healthcare system in the Mid-West (U.S.)

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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.
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
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 health

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

#### 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**
## Four of the key trends driving the acute care market

<table>
<thead>
<tr>
<th>Trends</th>
<th>Key Drivers</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time constraints</td>
<td>Limited ET resources per hospital, short hospital stays; <strong>limited time</strong> with patient</td>
<td>Not enough time to cover <strong>lifestyle and support</strong>. Patient unable to remember the basics.</td>
</tr>
<tr>
<td>Focus on cost reduction</td>
<td>Executive compensation from MOHLTC has changed to include <strong>QIP metrics</strong></td>
<td>“Never events” e.g. <strong>Readmissions</strong>, hospital acquired infections and <strong>Patient satisfaction</strong>, are some of those indicators.</td>
</tr>
<tr>
<td>Consumer centric</td>
<td><strong>Patient satisfaction</strong> affects quality indicators and reputation</td>
<td>Hospitals are benchmarked on numerous factors - patient satisfaction. Ensuring a positive <strong>patient experience</strong> is critical.</td>
</tr>
<tr>
<td>Self Care</td>
<td><strong>Self care</strong> oriented discharges</td>
<td><strong>Self care</strong> and support is critical for discharge. Lower incidence of <strong>readmissions</strong></td>
</tr>
</tbody>
</table>