

## Contents

<b>I. EXECUTIVE SUMMARY.....</b>	<b>2</b>
<b>II. RECOMMENDATIONS.....</b>	<b>4</b>
<b>III. DISEASE AND TREATMENT .....</b>	<b>5</b>
TRADITIONAL TREATMENT .....	5
INNOVATIVE TREATMENT .....	6
BLUE DYE DEVELOPMENTS.....	7
INTRAOOPERATIVE LYMPHOSCINTIGRAPHY (ILM).....	7
<b>IV. MARKET ANALYSIS .....</b>	<b>10</b>
MARKET SIZE.....	10
COMPETITION.....	12
MARKET SHARE .....	13
<b>V. PRODUCT.....</b>	<b>14</b>
DESCRIPTION.....	14
PRODUCT DEVELOPMENT REQUIREMENTS .....	14
ADDITIONAL PRODUCT DEVELOPMENT.....	15
PRODUCT COMPARISON.....	15
REGULATORY .....	16
MANUFACTURING .....	17
<b>VI. STAKEHOLDER ANALYSIS.....</b>	<b>18</b>
VALUE PROPOSITION.....	18
CUSTOMER PROFILE .....	18
DECISION MAKERS .....	19
MAJOR BUYING / PROVIDER GROUPS.....	19
<b>VII. RELEASE STRATEGY.....</b>	<b>23</b>
PRODUCT POSITIONING .....	23
SALES PROCESS.....	24
DISTRIBUTION .....	24
PRODUCT PROMOTION.....	25
PRICING .....	26
HOSPITAL REIMBURSEMENT.....	27
HUMAN RESOURCES.....	29
<b>VIII. TRAINING.....</b>	<b>30</b>
CUSTOMER .....	30
MARKET DEVELOPMENT MANAGERS.....	31
<b>IX. CRITICAL SUCCESS FACTORS.....</b>	<b>33</b>
<b>X. FINANCIALS.....</b>	<b>34</b>
ASSUMPTIONS .....	34
ROI ANALYSIS .....	35