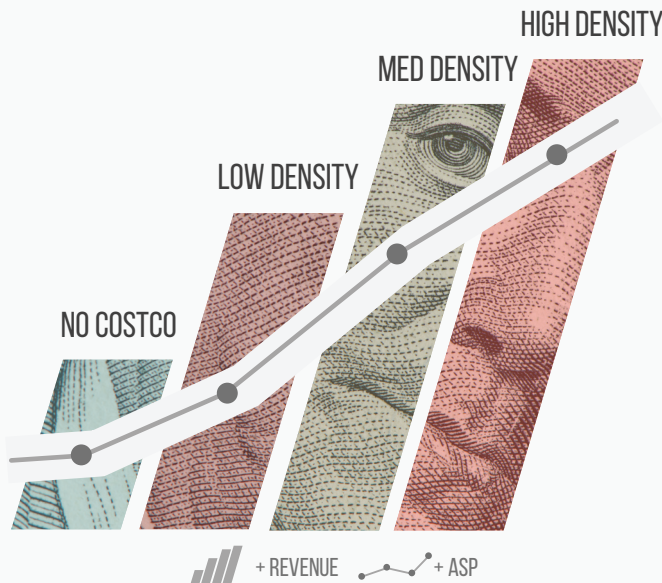


THE COSTCO EFFECT

Presented by J. Connon Samuel
Chief Operating Officer, Audigy Medical

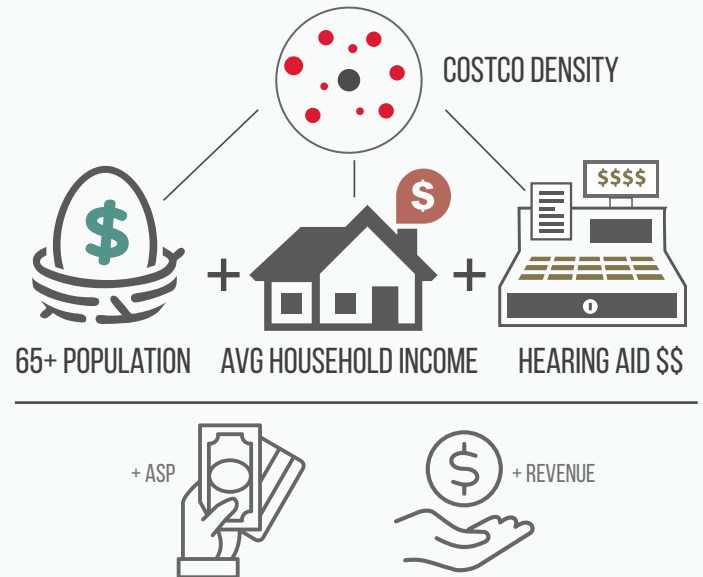


HOW IS COSTCO IMPACTING PRIVATE PRACTICES' BUSINESS?



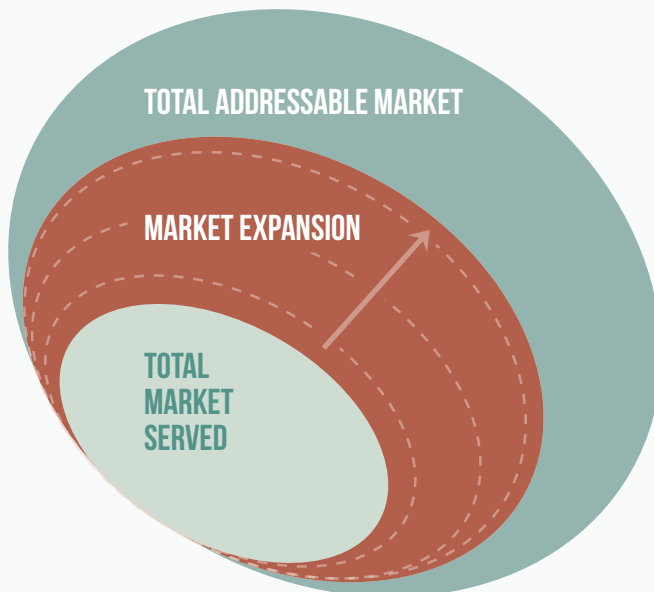
CONCLUSION 1

DENSITY OF COSTCO LOCATIONS POSITIVELY
IMPACTED REVENUE & ASP



CONCLUSION 2

COSTCO \neq STRONG PREDICTOR



CONCLUSION 3

COSTCO FUNCTIONS AS A MARKET EXPANDER

OPERATIONAL STRATEGY



BUILD A PARTNERSHIP



REGULARLY VISIT WITH THE
PROVIDERS AT COSTCO



CONSIDER COSTCO IN YOUR
EXPANSION ANALYSIS

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