

OVERVIEW ON CALL/CUSTOMER SERVICE CENTER AND MEDICAL-RELATED OPPORTUNITIES



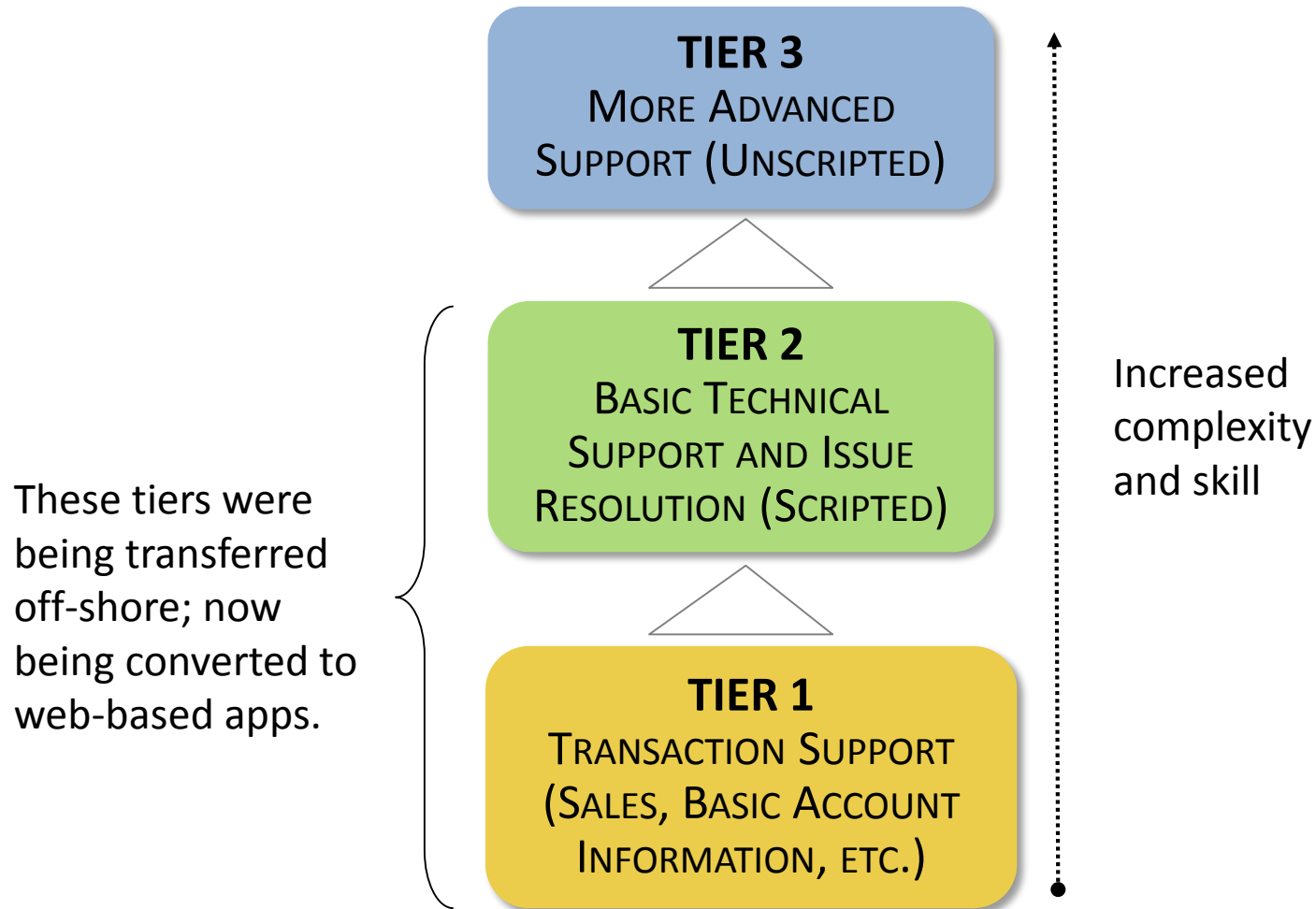
CALL/CUSTOMER SERVICE CENTER

TYPES OF CALL/CUSTOMER SERVICE CENTERS

- Sales and marketing (inbound and outbound)
- Technical support for product or software
- Promotion/membership drive for non-profit/political organizations
- Address general customer service issues (not handled through web . . . want real person)
- Account management interface with existing customer
- Other applications

CALL/CUSTOMER SERVICE CENTER

TIERS OF CUSTOMER SERVICE



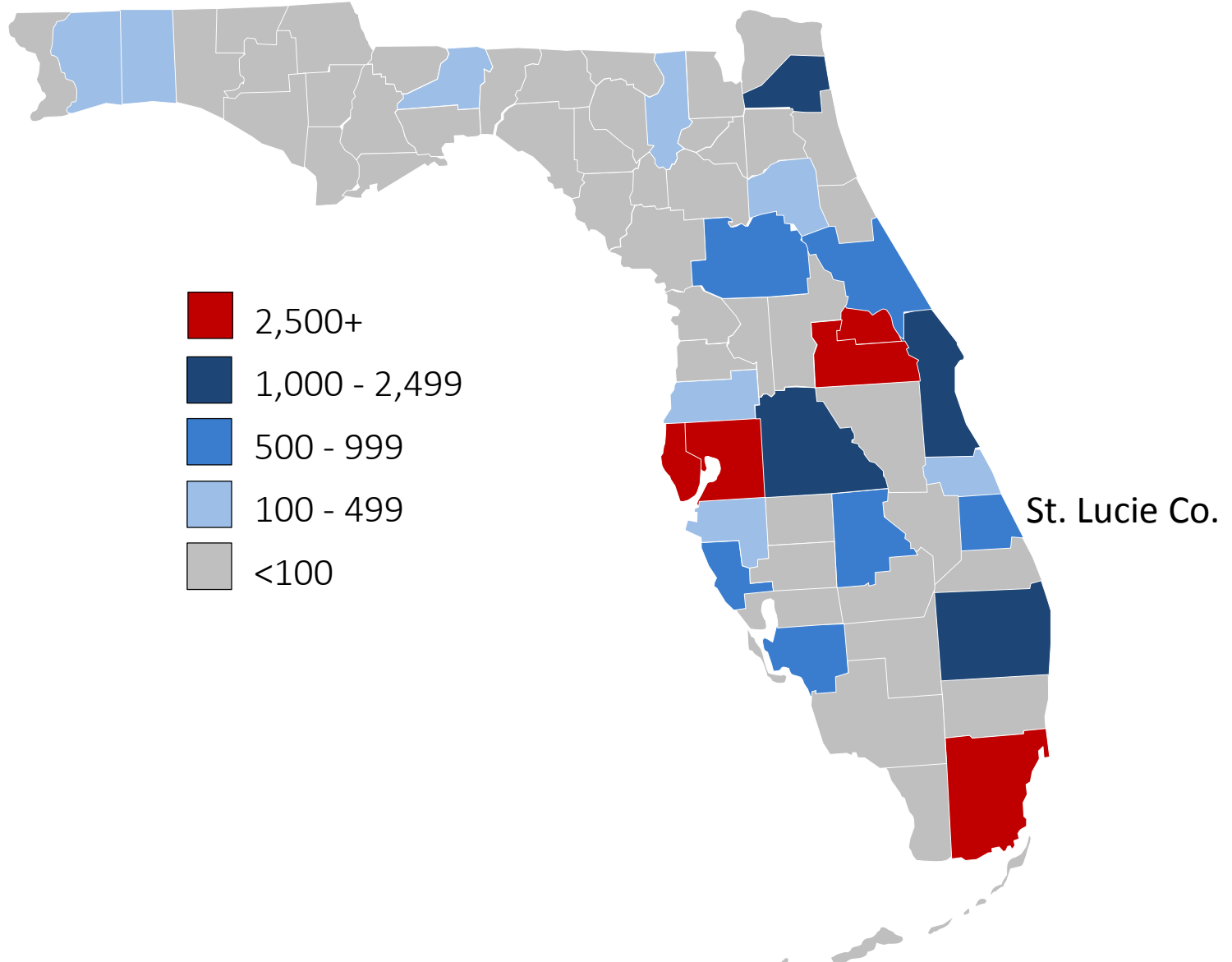
CALL/CUSTOMER SERVICE CENTERS

OPERATING TRENDS FOR CALL/CUSTOMER SERVICE CENTERS

- Use of cloud computing increases flexibility
- More web-based services for lower level interface
- Live calls for more complex issues
- More employees working from home . . . with higher skill level
- Multi-channel access . . . e-mail, web, text, voice, apps, etc.
- Government regulations regarding security of consumer financial and personal information
- Social media can impact a company in a very short time frame
- Use of Big Data to “mine” information on customers
- Bi-modal teams focused on now and the future
- Voice biometrics for managing security

CALL/CUSTOMER SERVICE CENTER

EMPLOYMENT WITHIN FLORIDA



MEDICAL-RELATED INDUSTRIES

TYPES OF BUSINESSES/OPERATIONS

Services

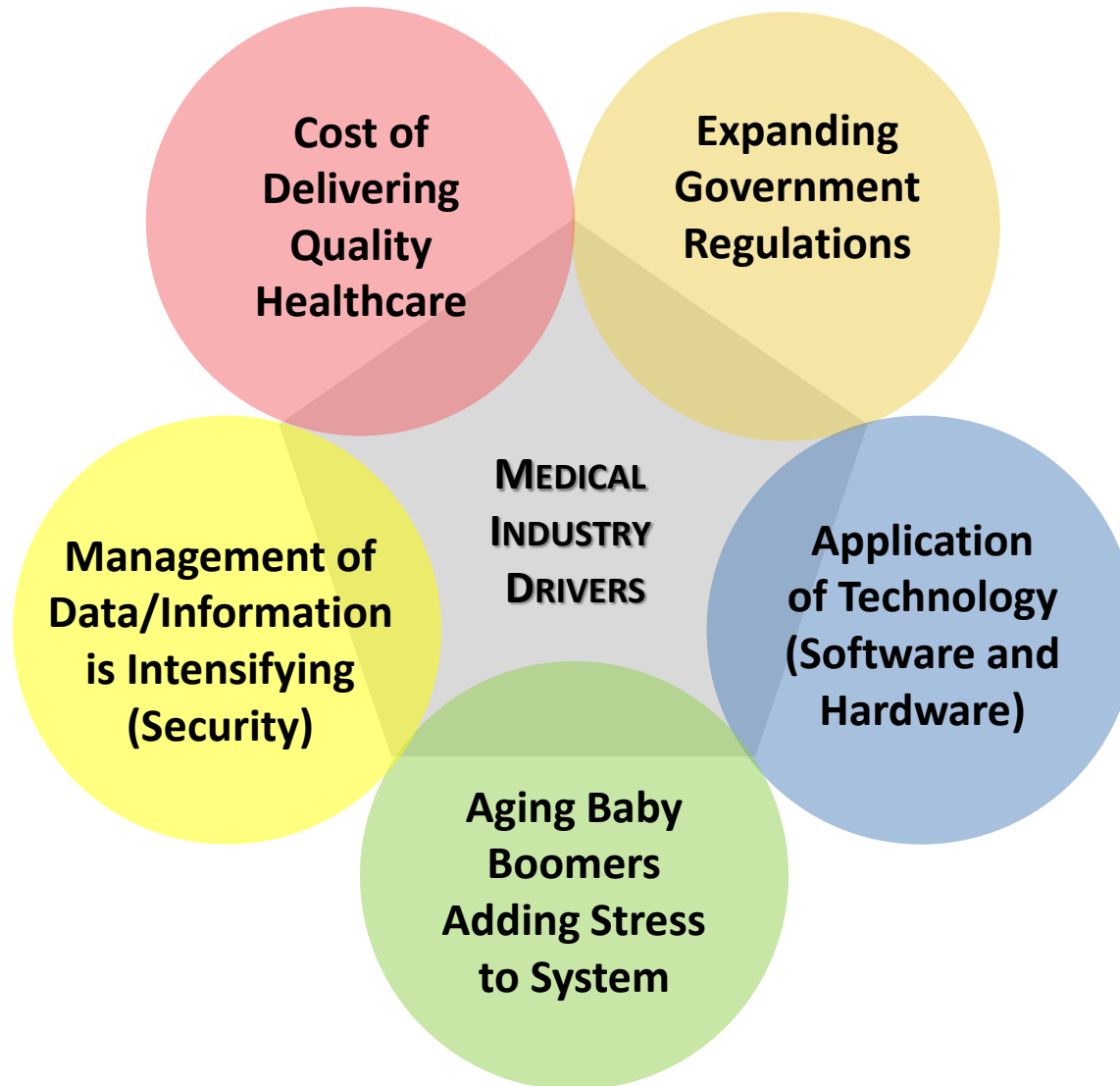
- Hospitals, clinics and medical practices
- Lab services
- IT related: software development, cloud computing, big data analytics, etc.
- R&D support for pharmaceuticals, software and hardware
- Testing and clinical trial services

Products (Equipment, Supplies and Substances)

- Medical devices for diagnostics, therapeutics and prosthetics
- Disposable items
- General and specialty furniture
- Pharmaceuticals and related substances

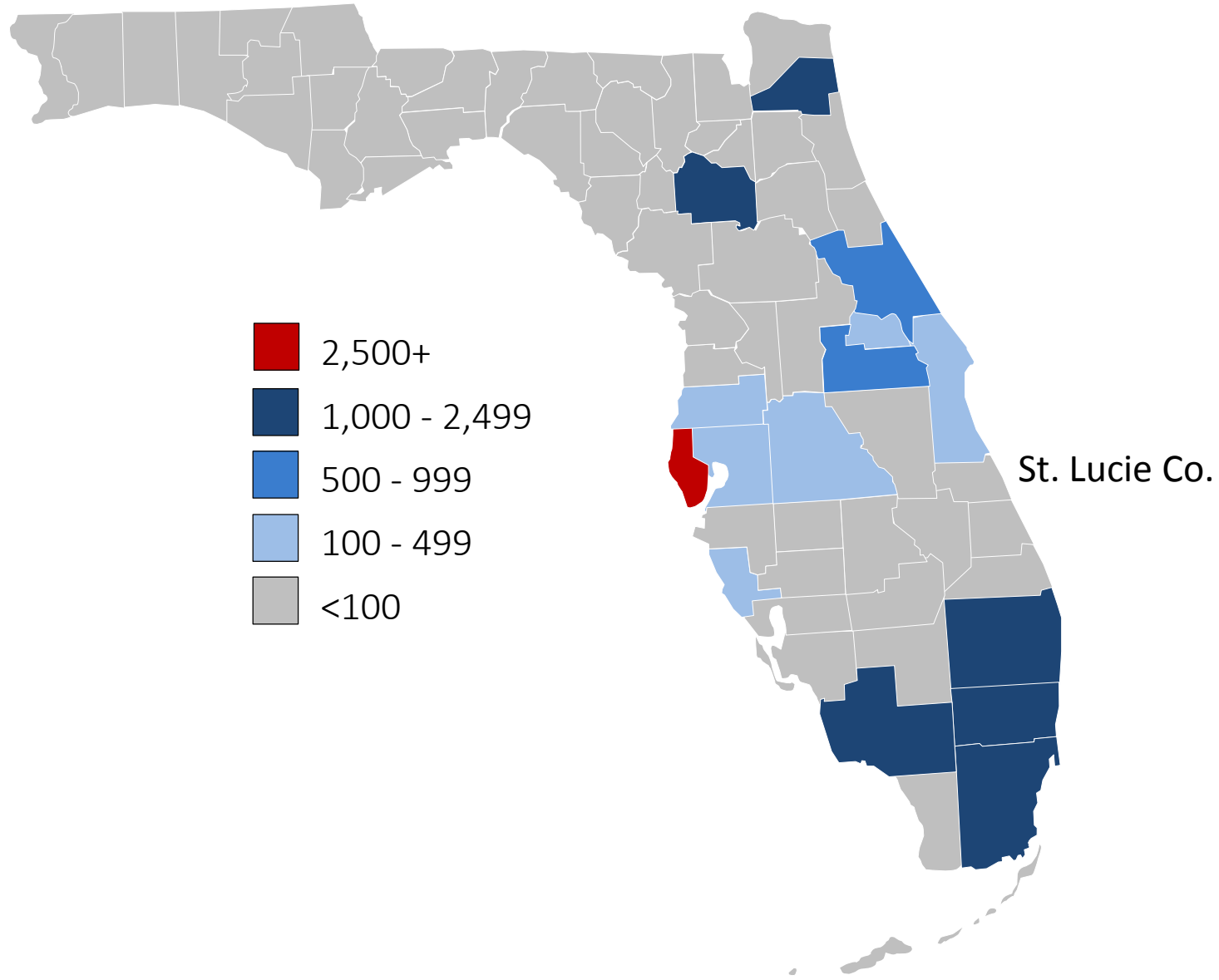
MEDICAL-RELATED INDUSTRIES

MEDICAL INDUSTRY DRIVERS



MEDICAL-RELATED INDUSTRIES

MEDICAL DEVICE COMPANY EMPLOYMENT



MEDICAL-RELATED INDUSTRIES

SITE SELECTION

- Major medical operations . . . Driven by “Certificate of Need”
- Support services locate near major operations
- R&D: near HQ’s and research partners (universities, etc.)
- Medical device manufacturing
 - Real estate: leased building
 - Labor supply: hire local and recruit into an area
 - Access to airport for executives and major customers
 - Ability to engage in clinical trials
 - Overall operating costs . . . Depends on life cycle stage

DEFINING OPPORTUNITIES

- Understanding market dynamics
- Knowing our assets . . . Labor skills and training, real estate, access to markets, cost of doing business, quality of life, etc.
- Matching our assets with targeted types of companies
- Engage in local business support and recruiting external companies