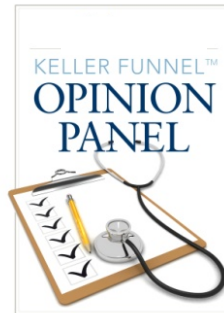


Keller Medical, Inc.

User Opinion Panel
2011 Update

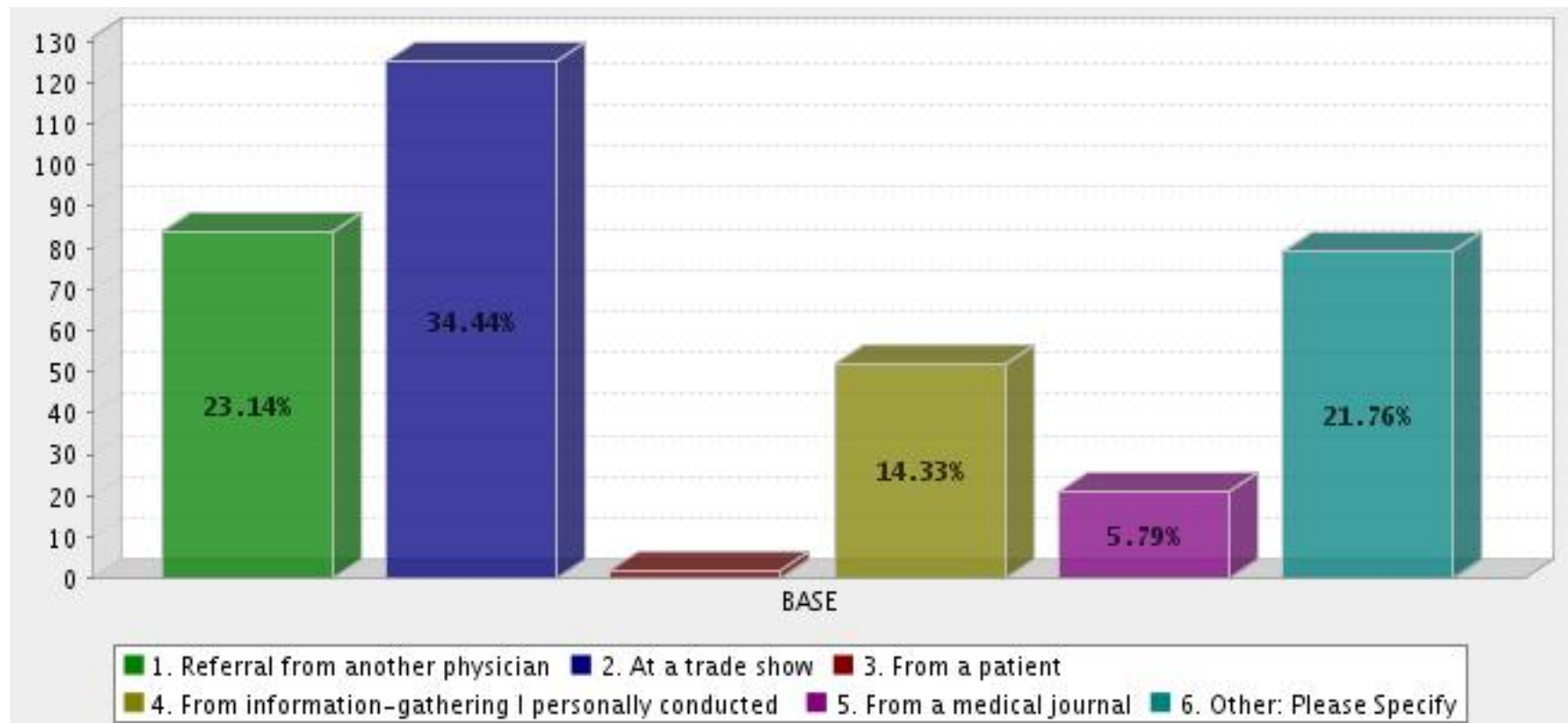




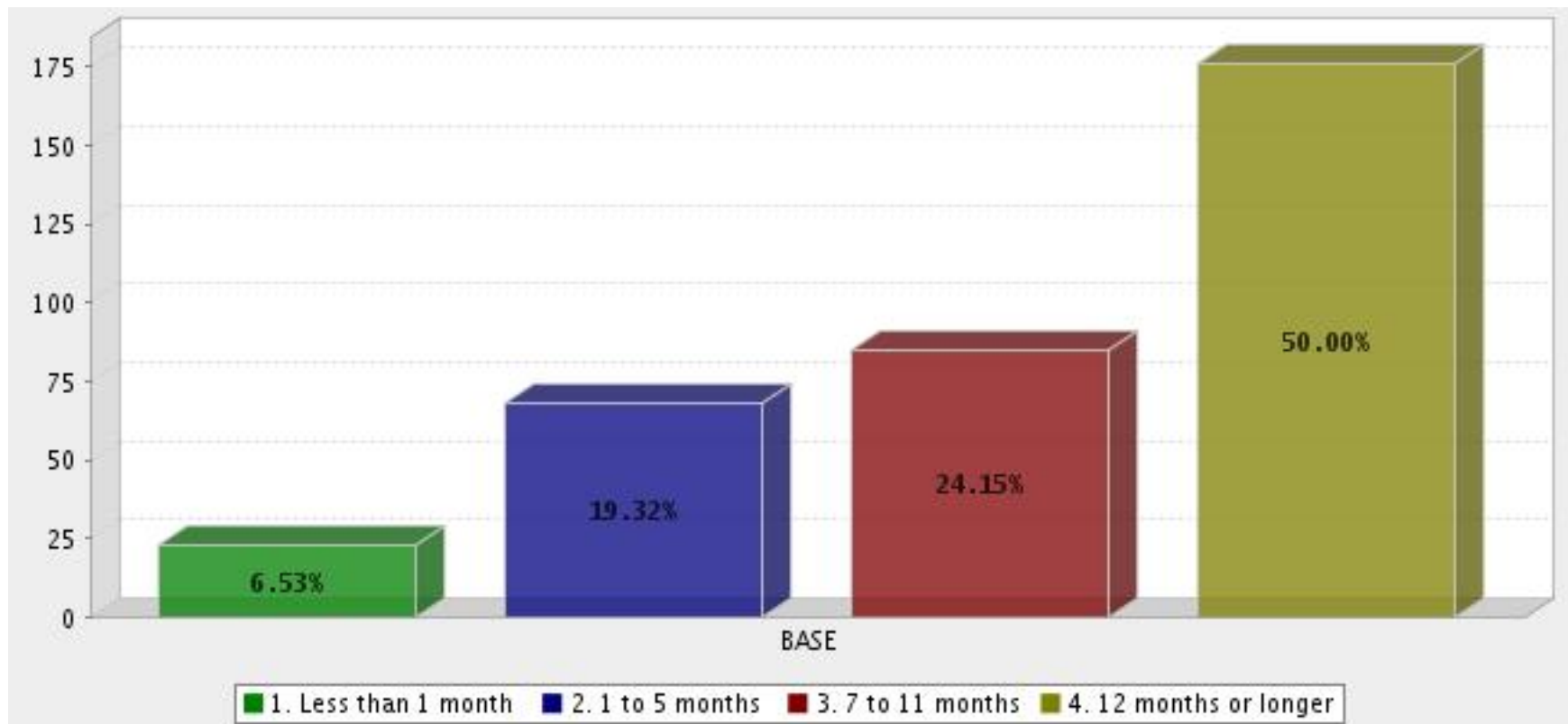
Overview

- **Field Dates:** October 6, 2011 – November 30, 2011
- **# of Survey Invitations:** 878
- **# of Completed Questionnaires:** 303 (35% Completion Rate)
- **Research Developed, Managed & Reported by Wisser Marketing Group**

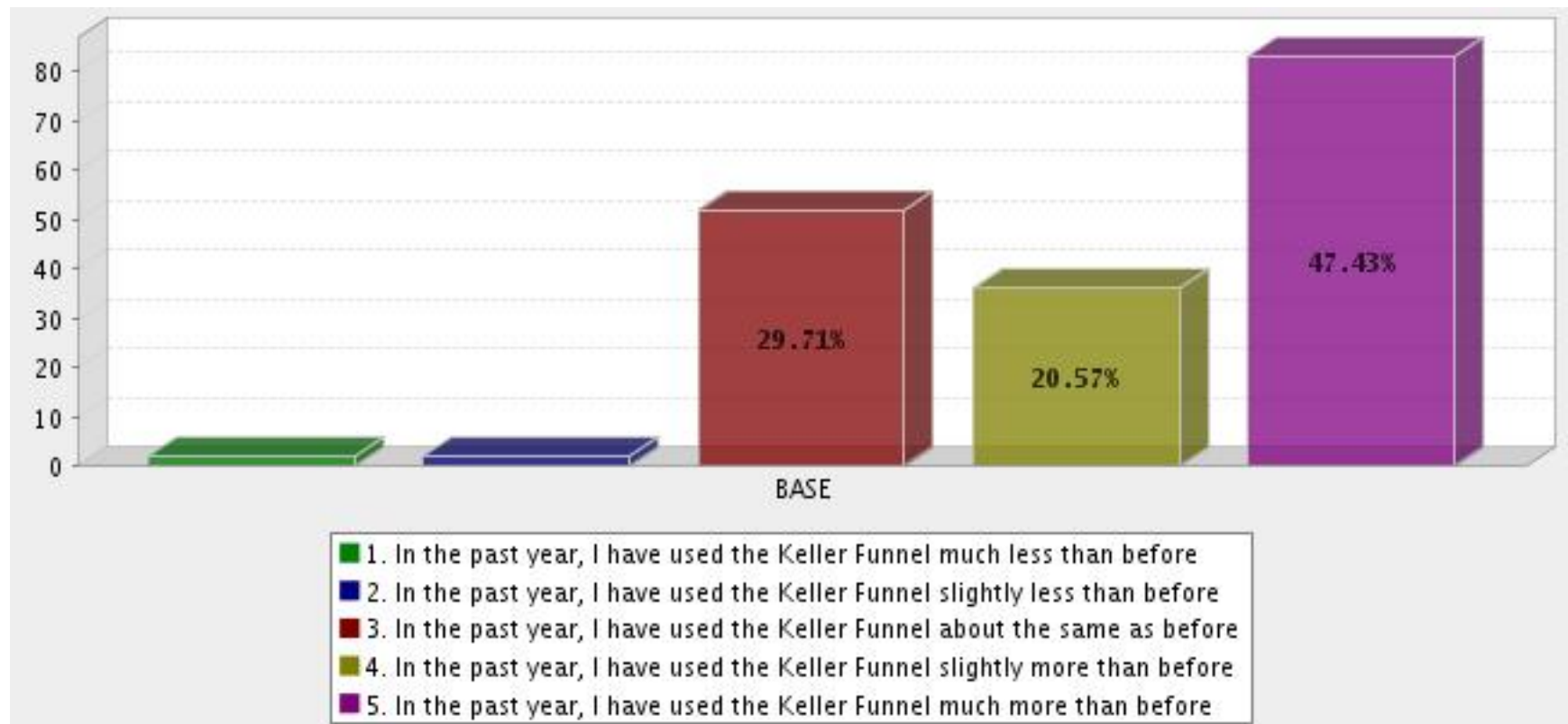
1. How did you first become aware of the Keller Funnel™?



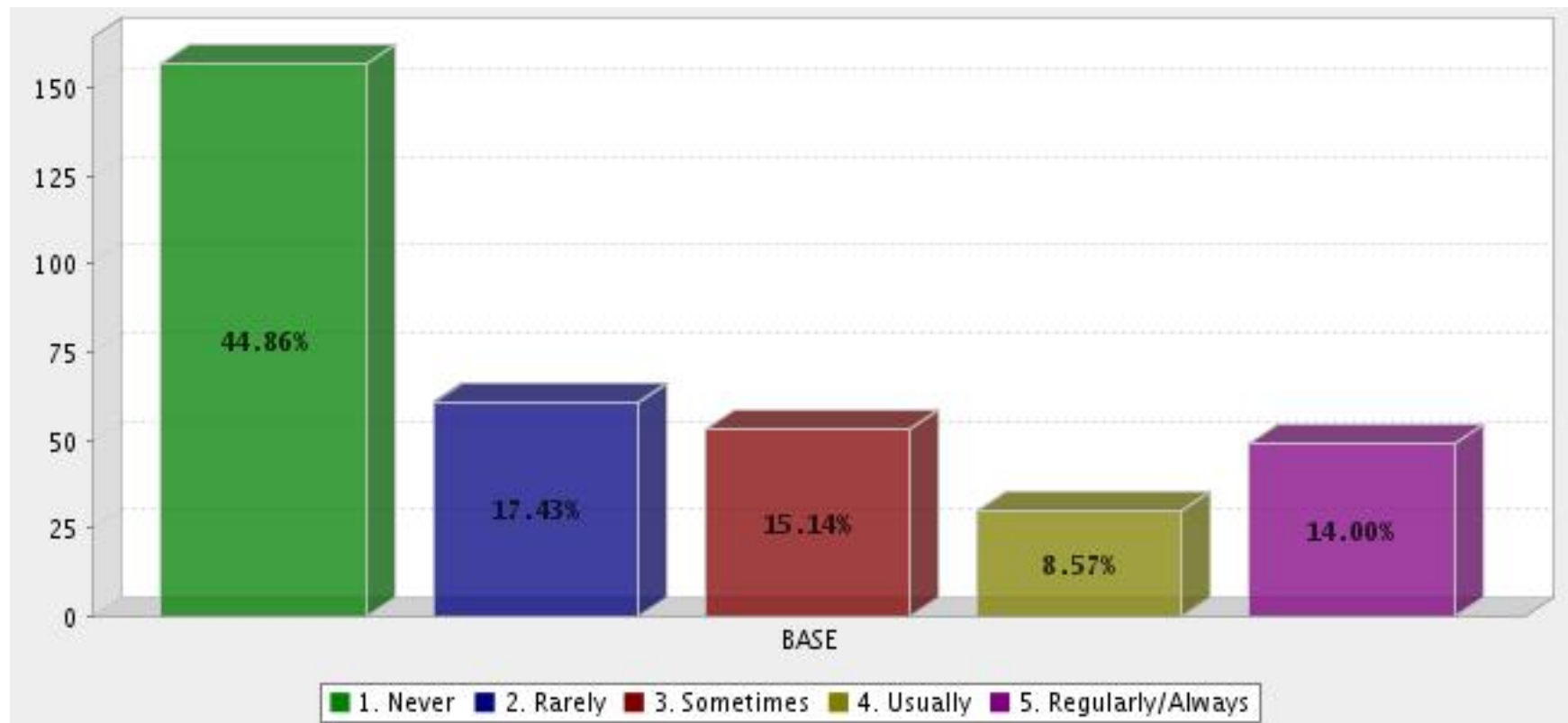
2. For approximately how long have you used the Keller Funnel™ for breast augmentation procedures?



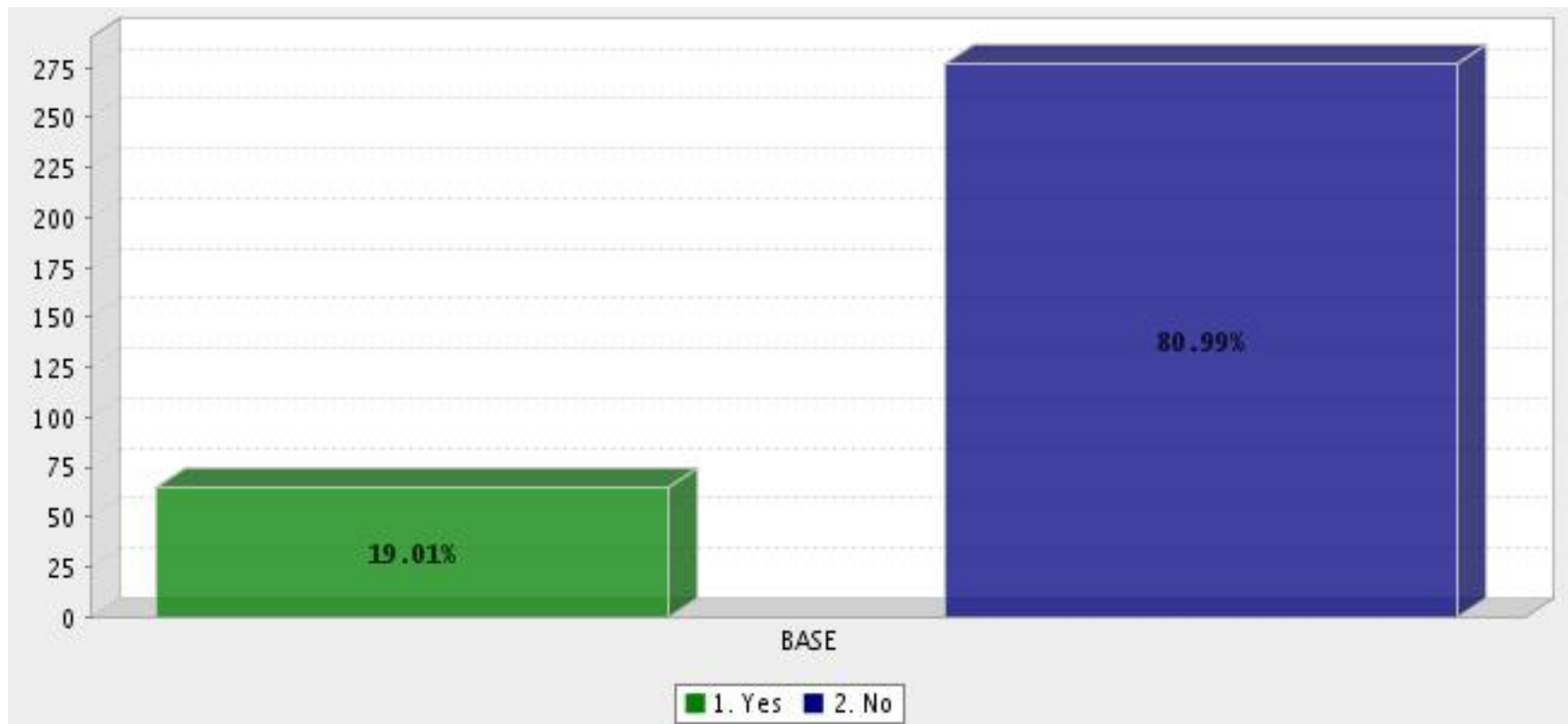
3. In the past year, how would you describe your usage of the Keller Funnel as compared to more than a year ago?



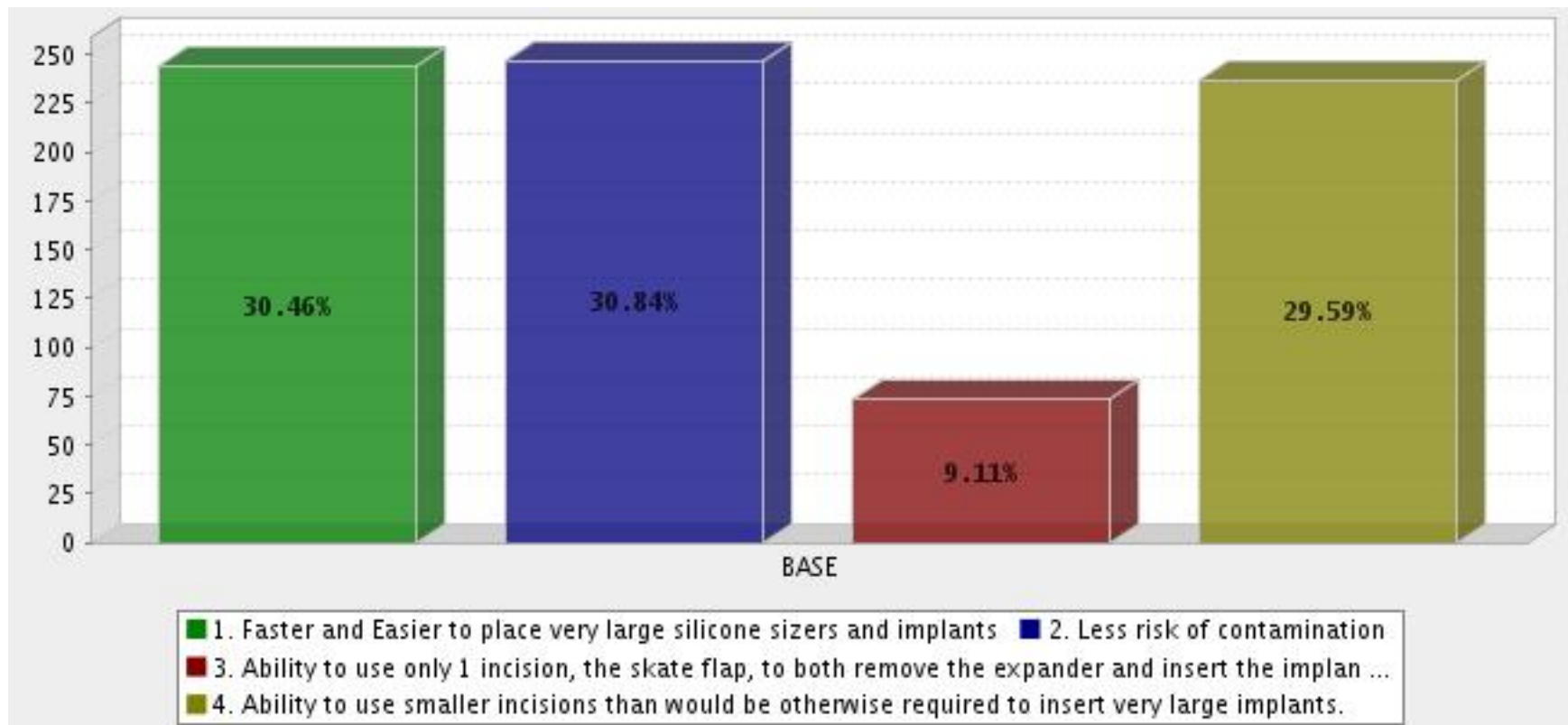
4. How often do you use the Keller Funnel™ on your reconstruction patients?



5. Are you aware that the cost of the Funnel is reimbursed when used for reconstruction procedures?

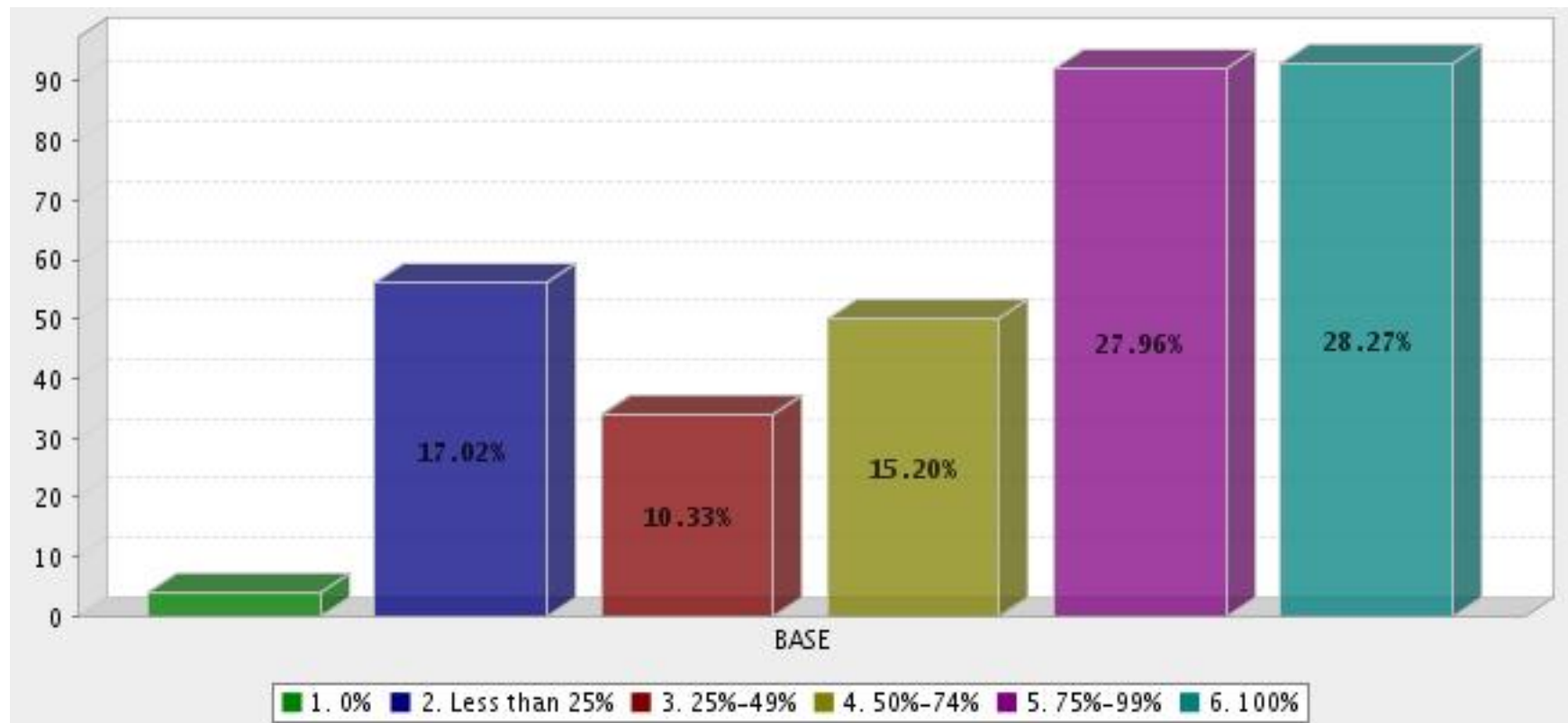


6. Which of the following benefits of the funnel are do you believe are important when performing reconstruction surgery? You may select as many as apply.



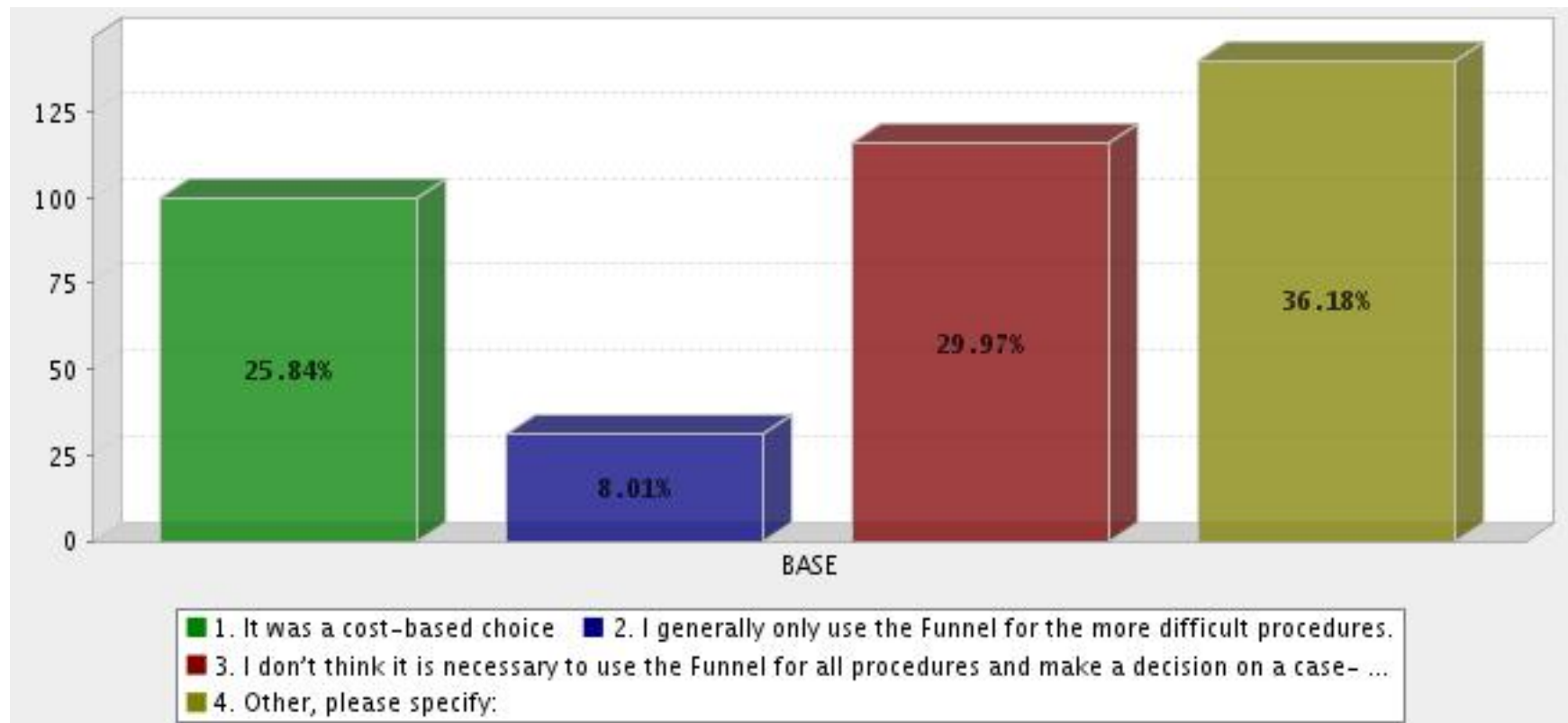


7. For approximately what percentage of your cosmetic breast augmentation procedures do you use the Keller Funnel?



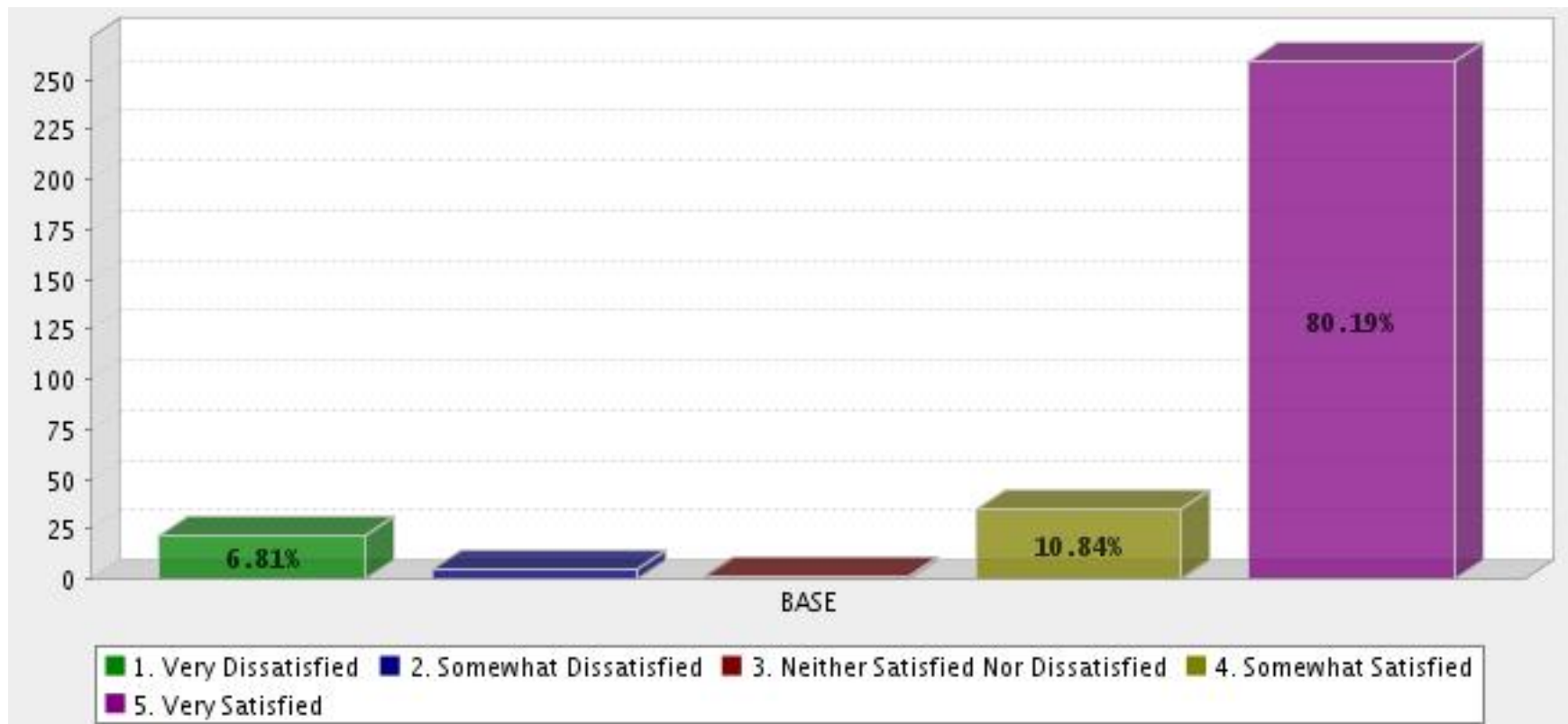


8. Thinking about the times when you opted to not use the Keller Funnel, what was/were your reason(s)? You may select all that apply.



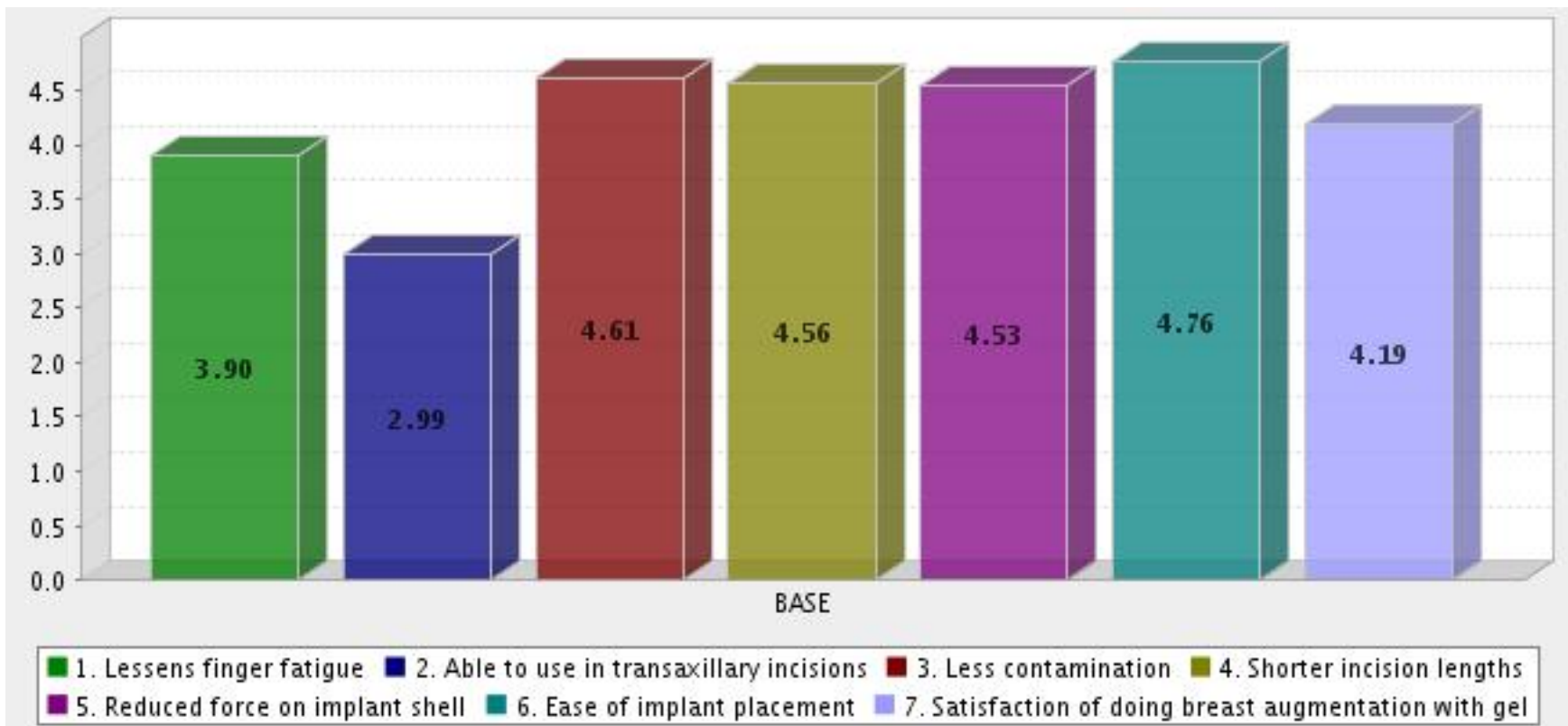


9. Overall, how satisfied or dissatisfied are you with the results gained by using the Keller Funnel™?

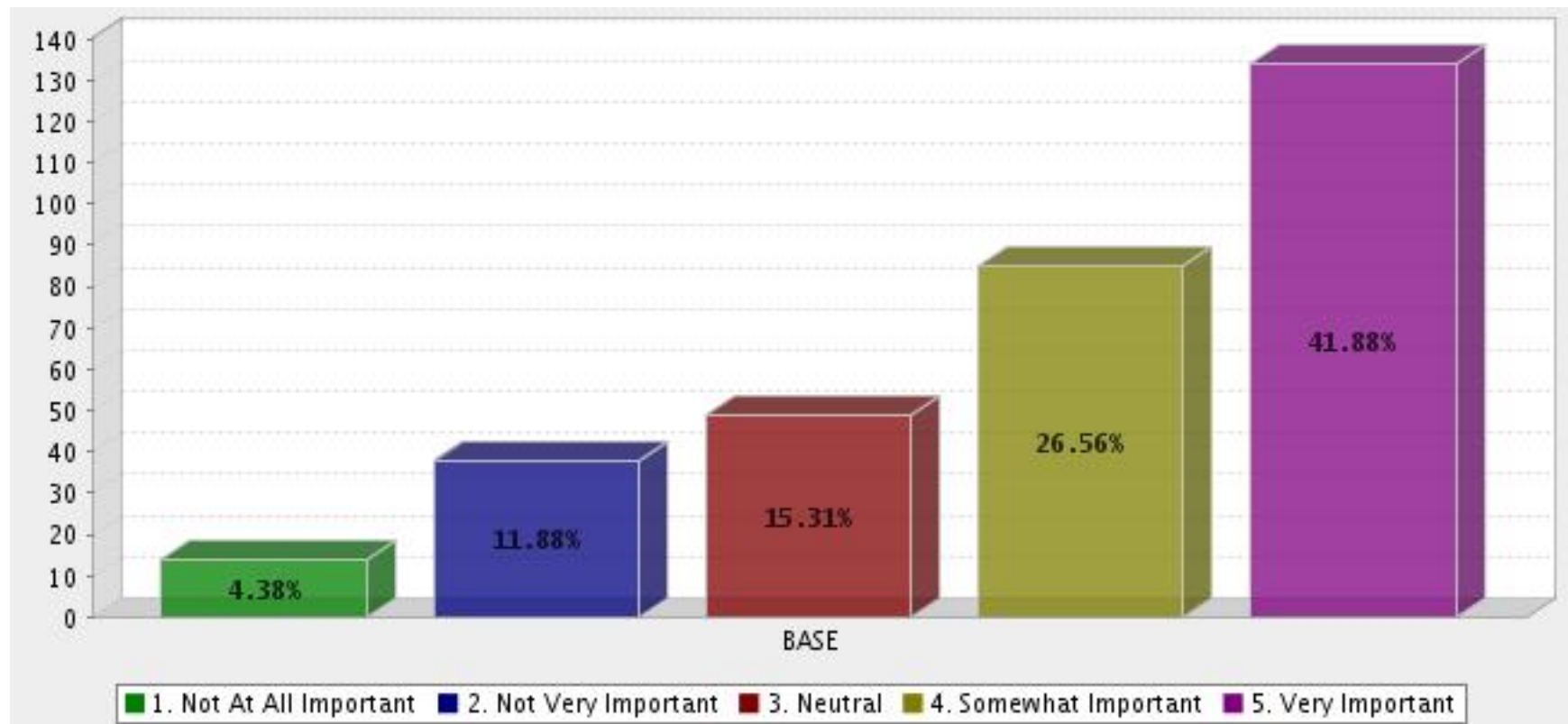




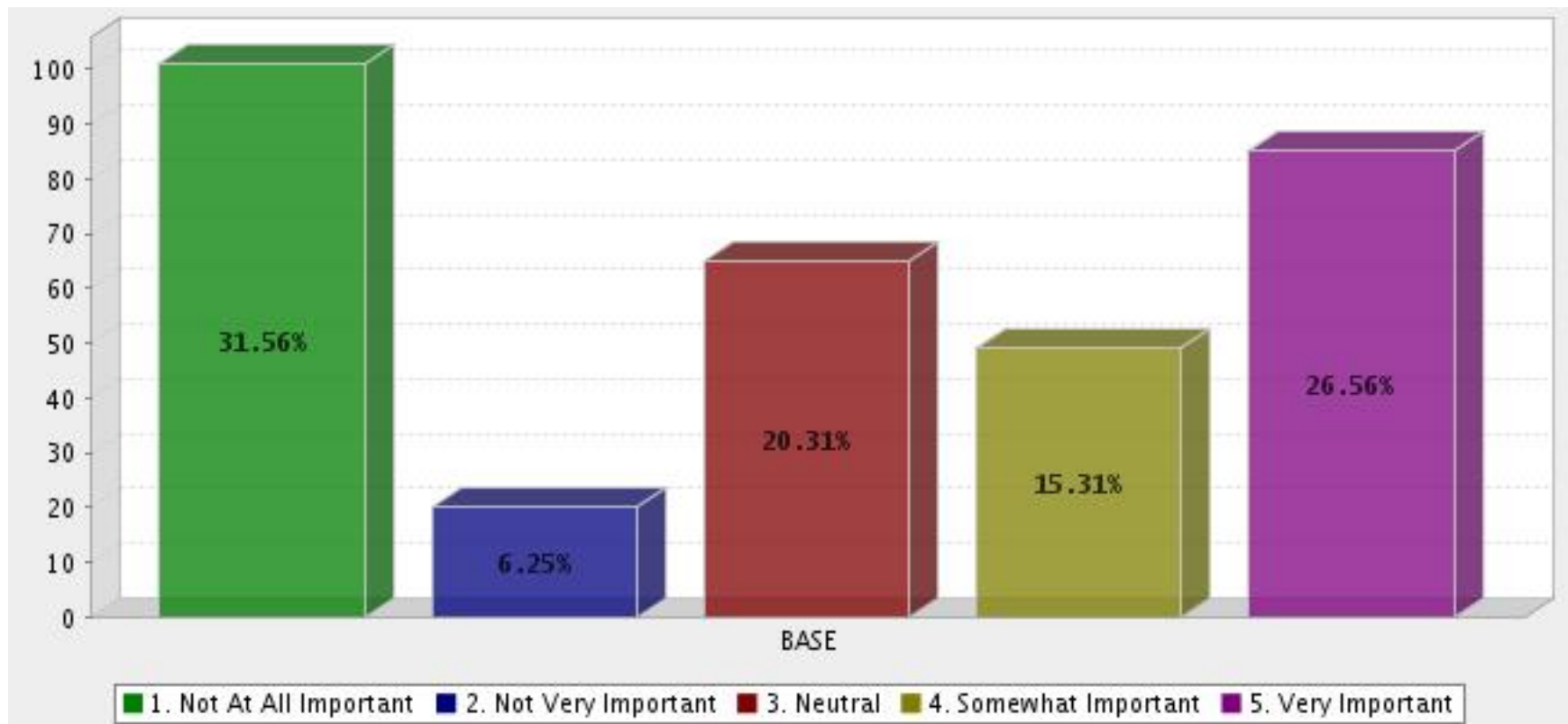
10. Please review the list of potential benefits to you of the Keller Funnel™ and indicate the relative importance of each.



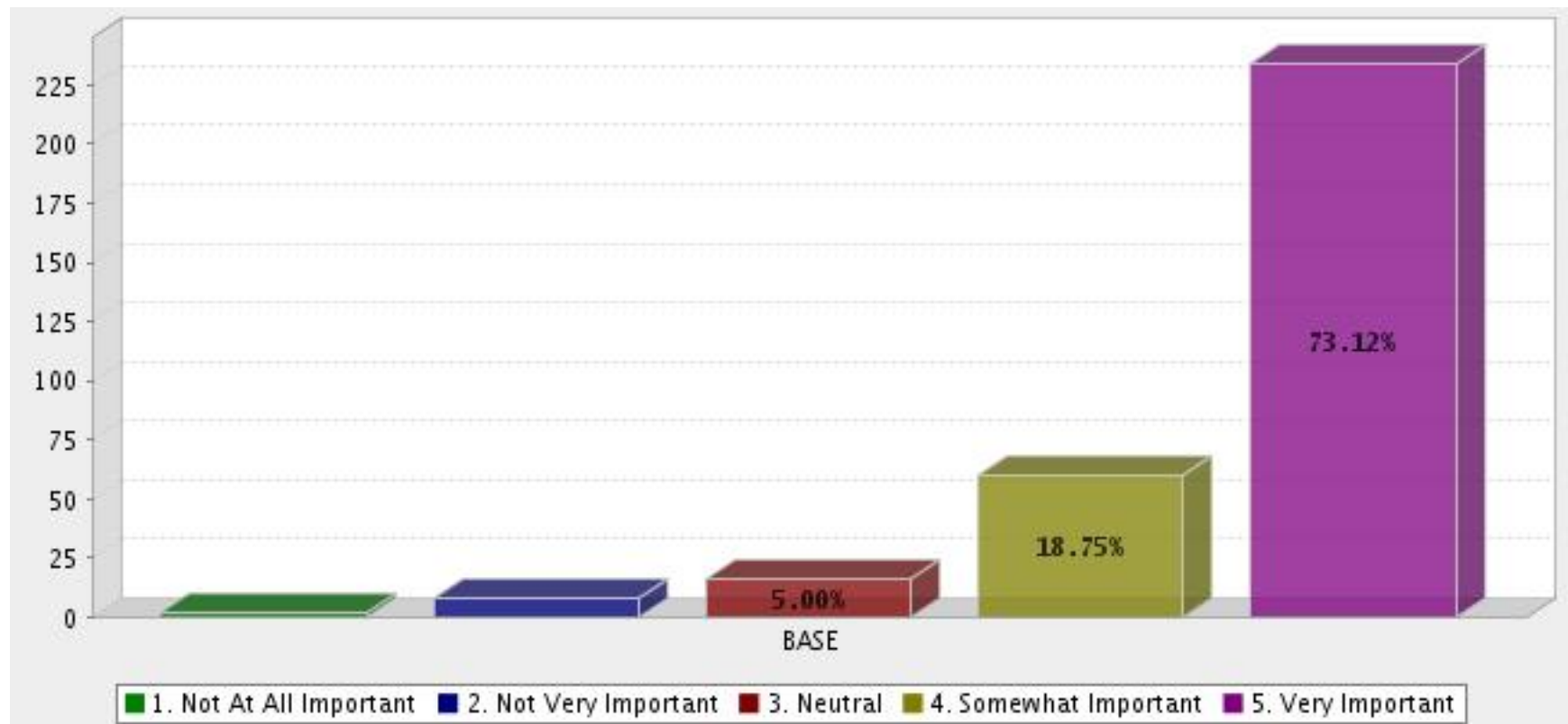
Lessens finger fatigue



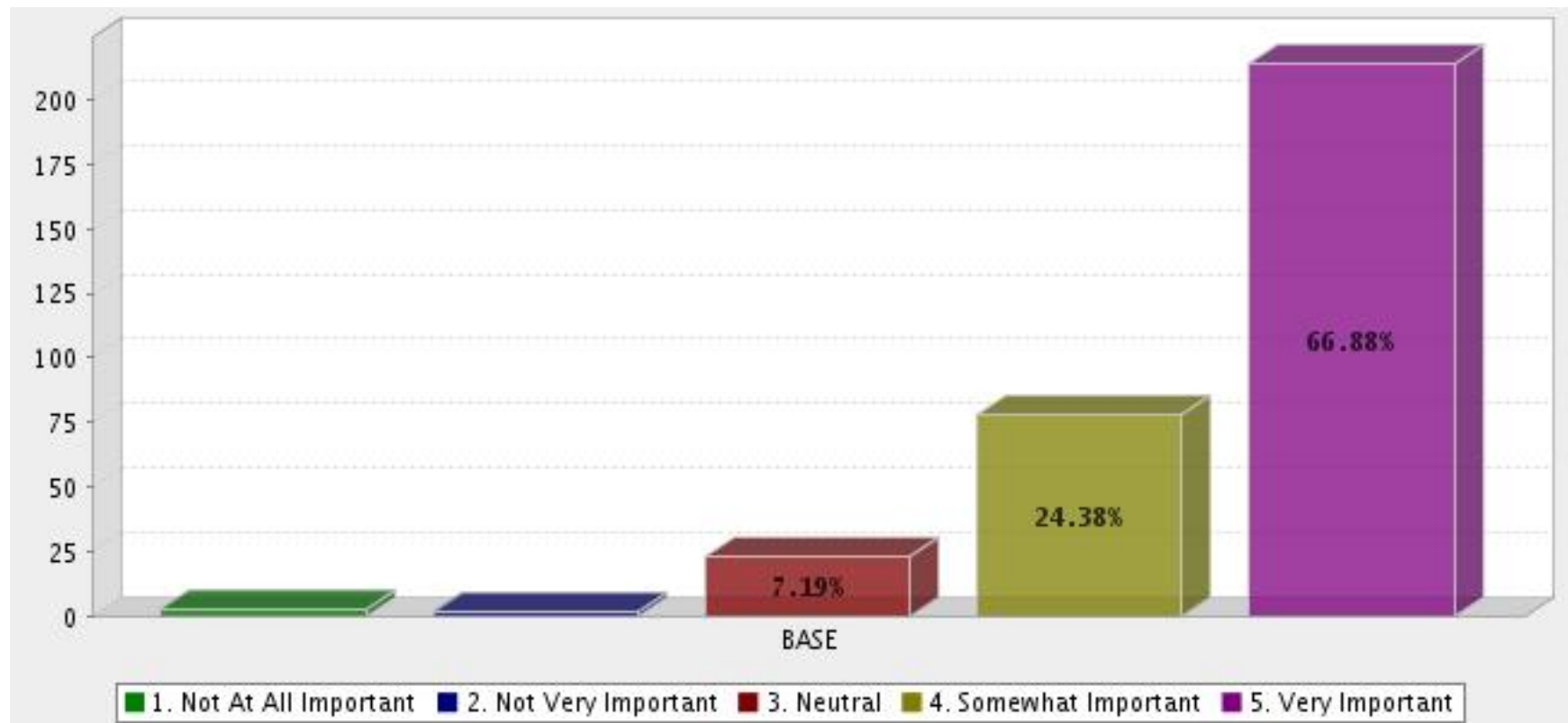
Able to use in transaxillary incisions



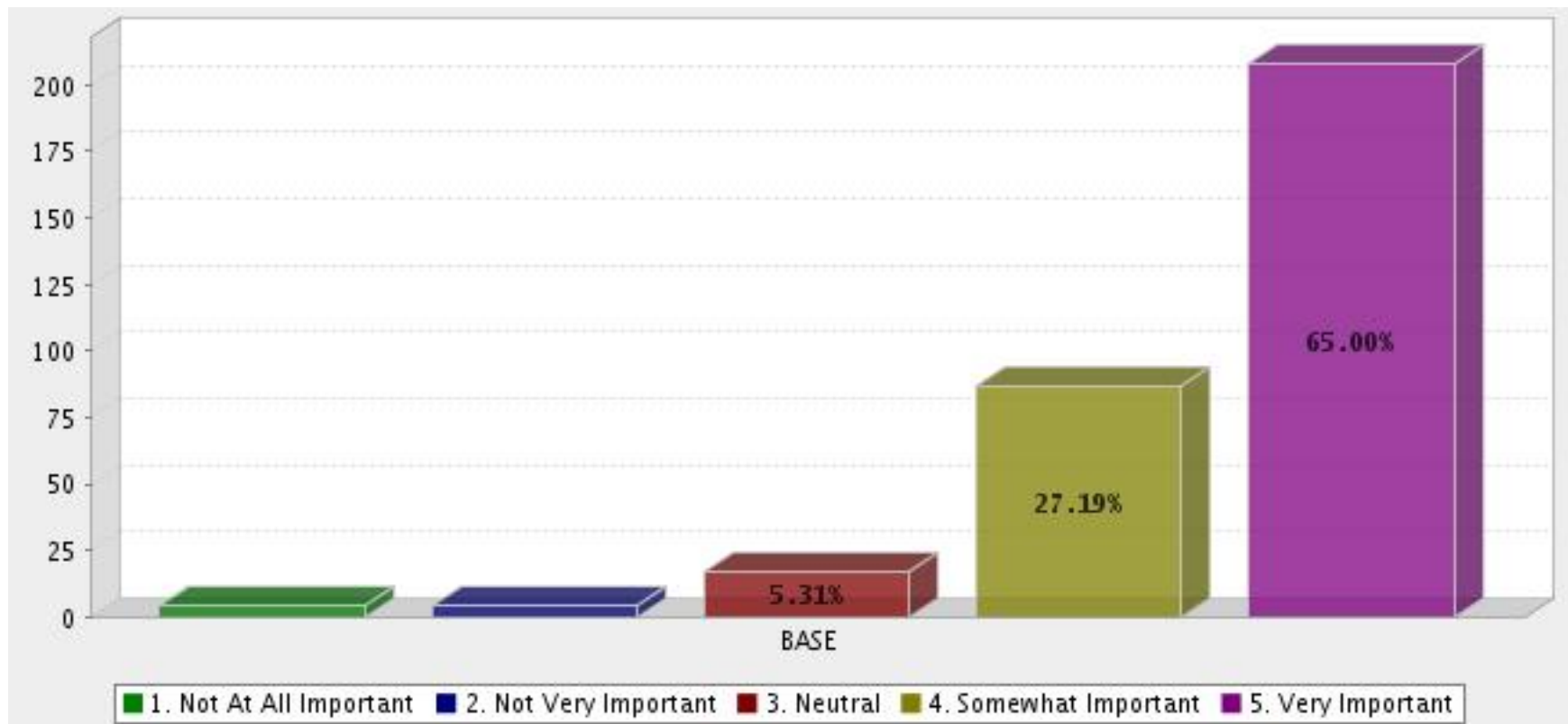
Less contamination



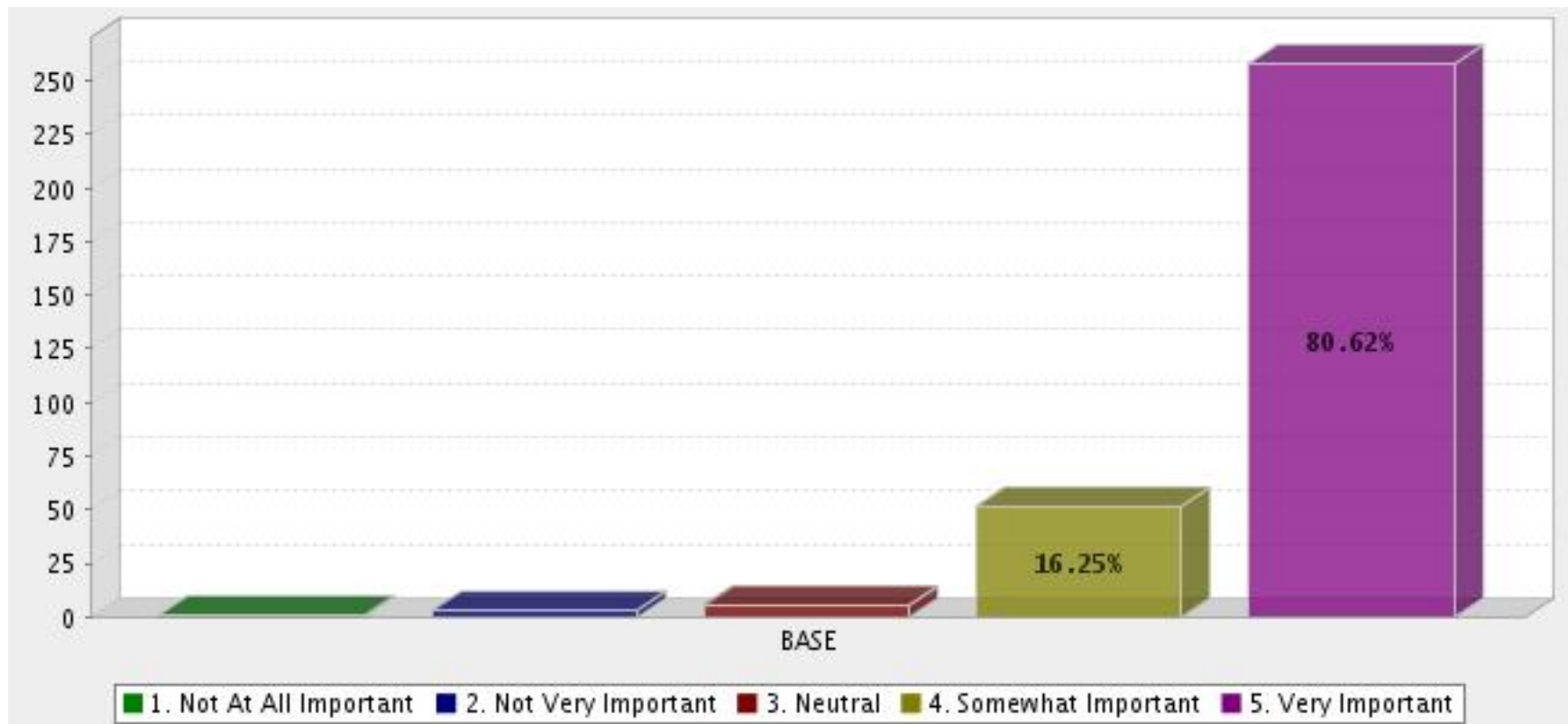
Shorter incision lengths



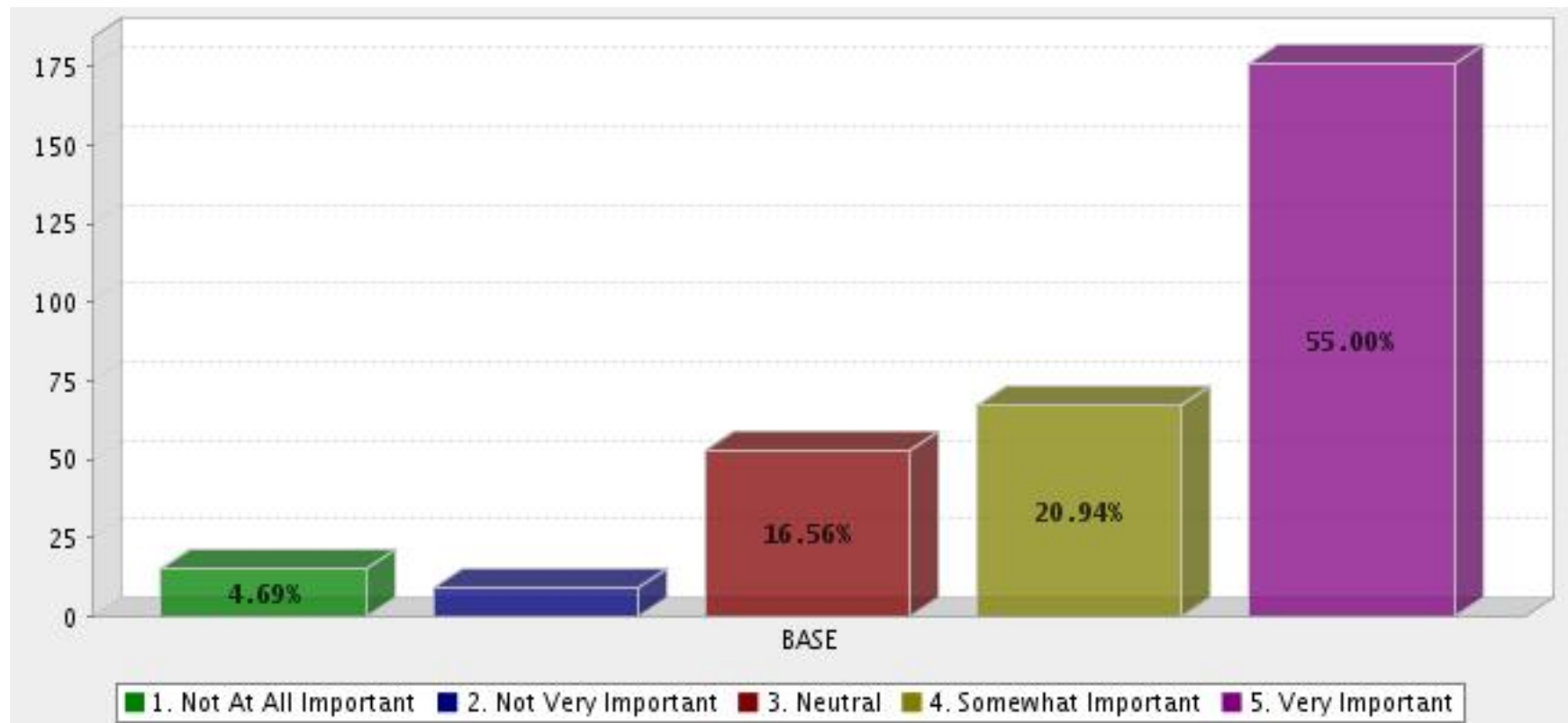
Reduced force on implant shell



Ease of implant placement

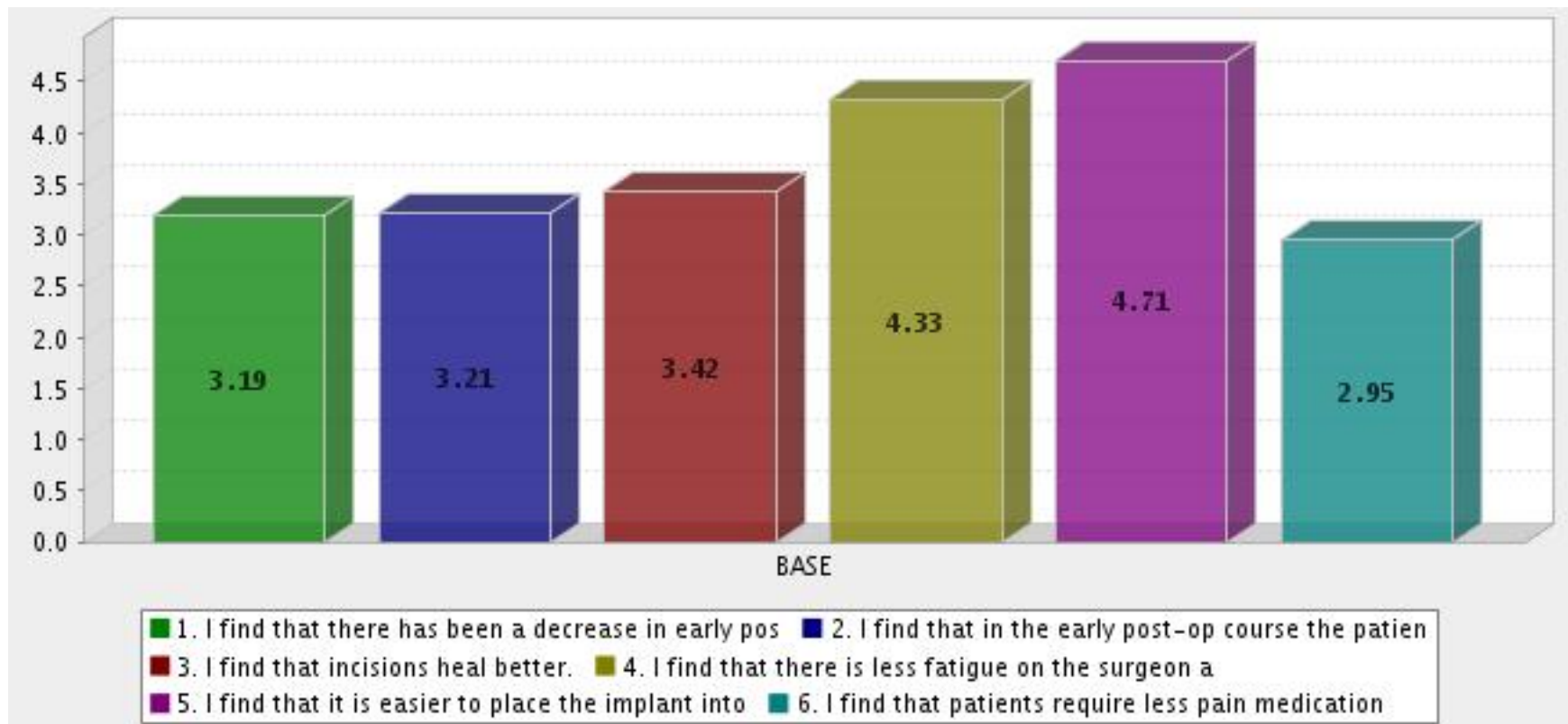


Satisfaction of doing breast augmentation with gels

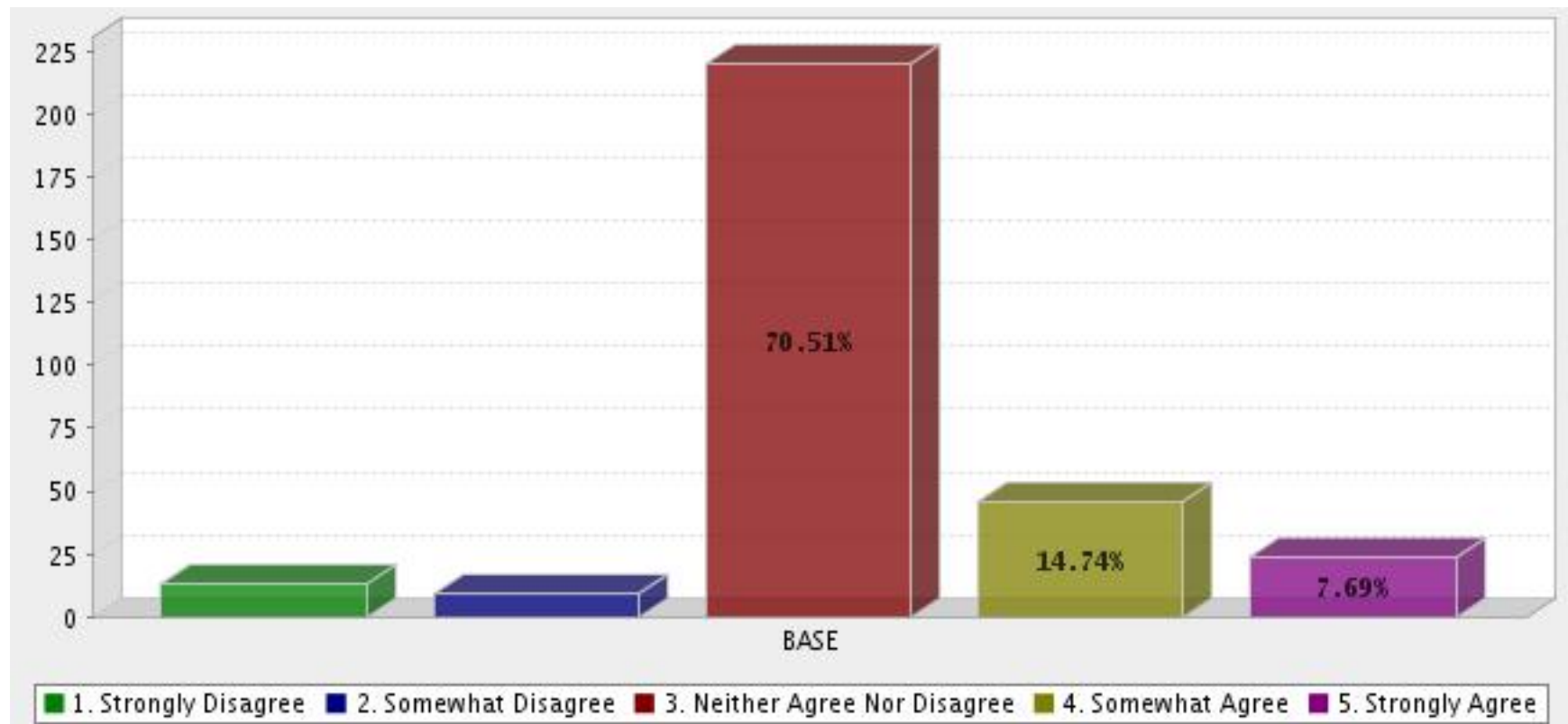




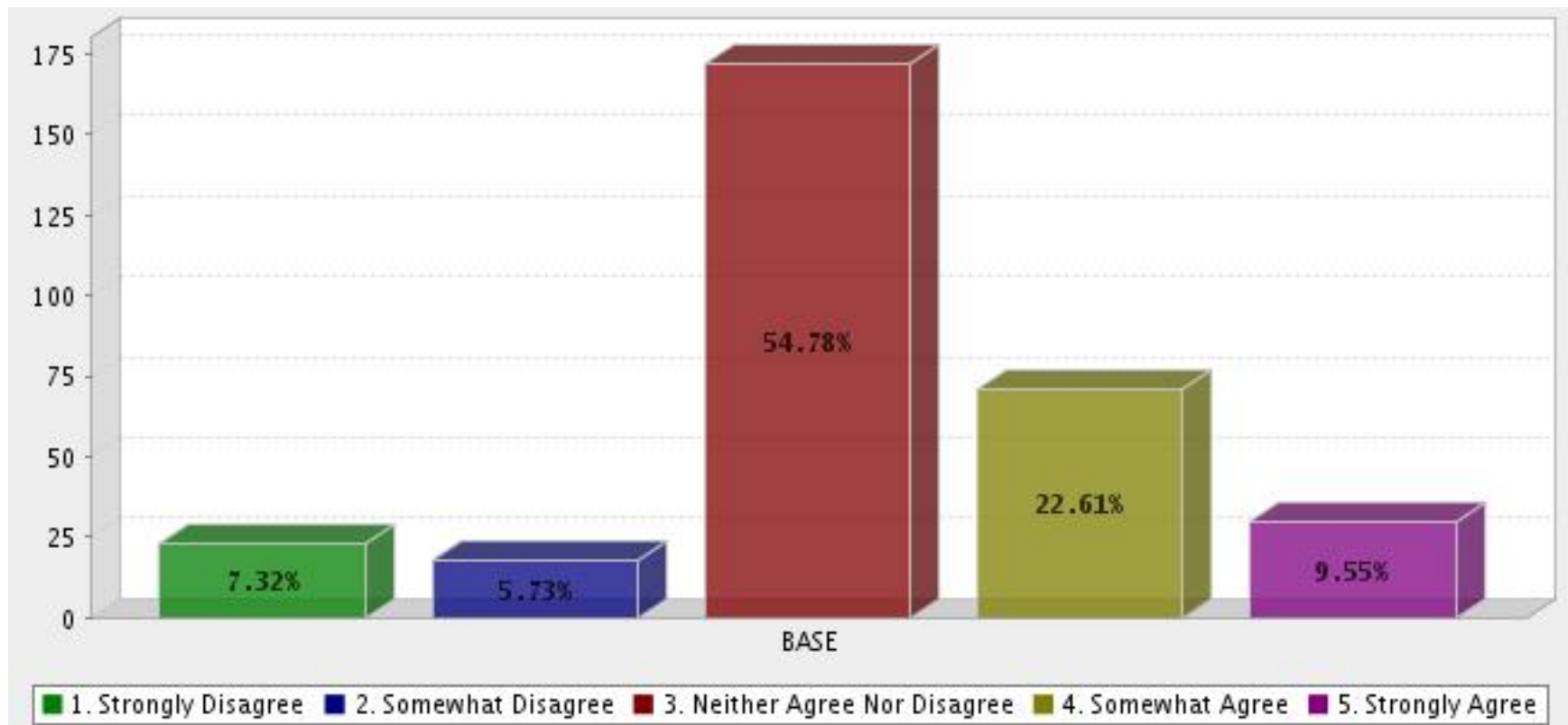
11. Please review the list of statements below and indicate your level of agreement or disagreement with each, based on your experiences using the Keller Funnel™.



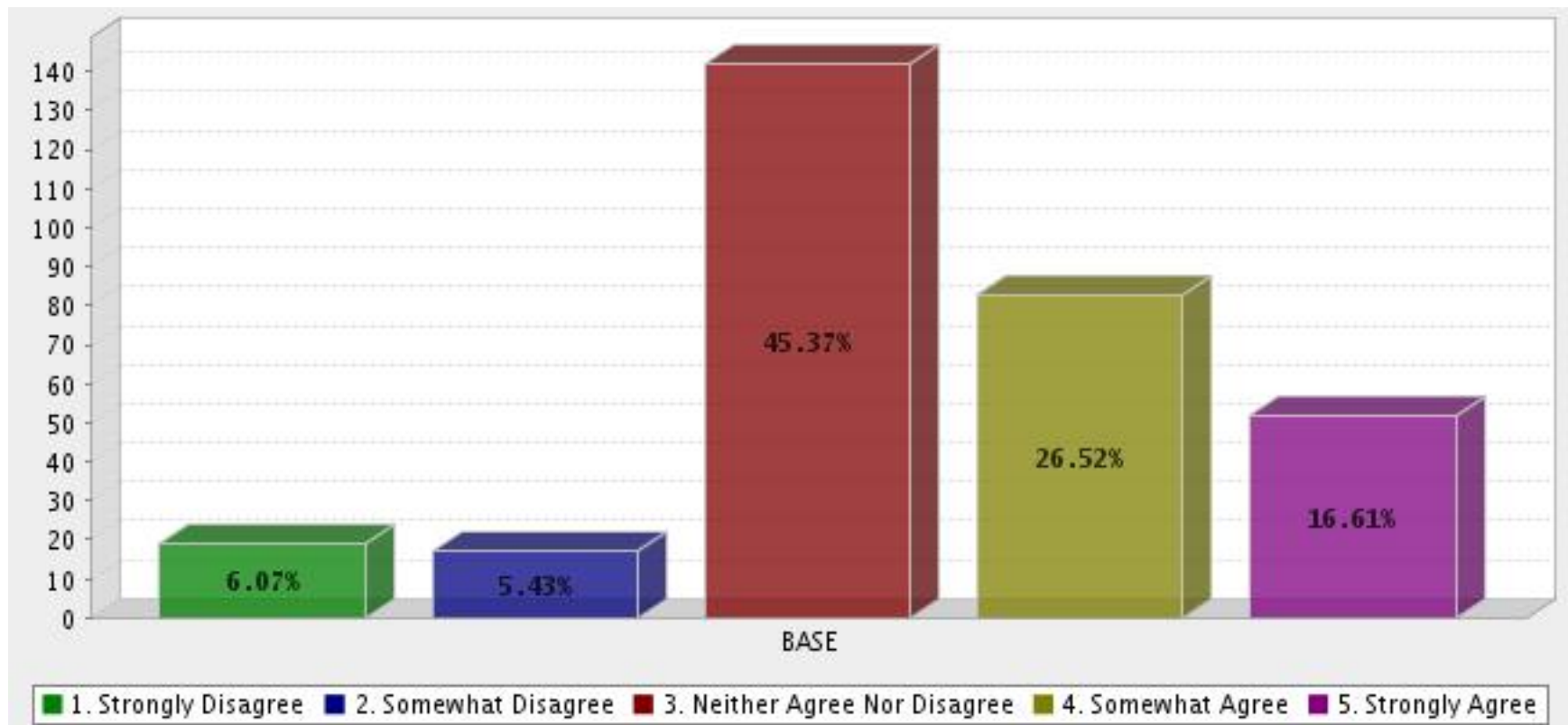
I find that there has been a decrease in early post op contracture.



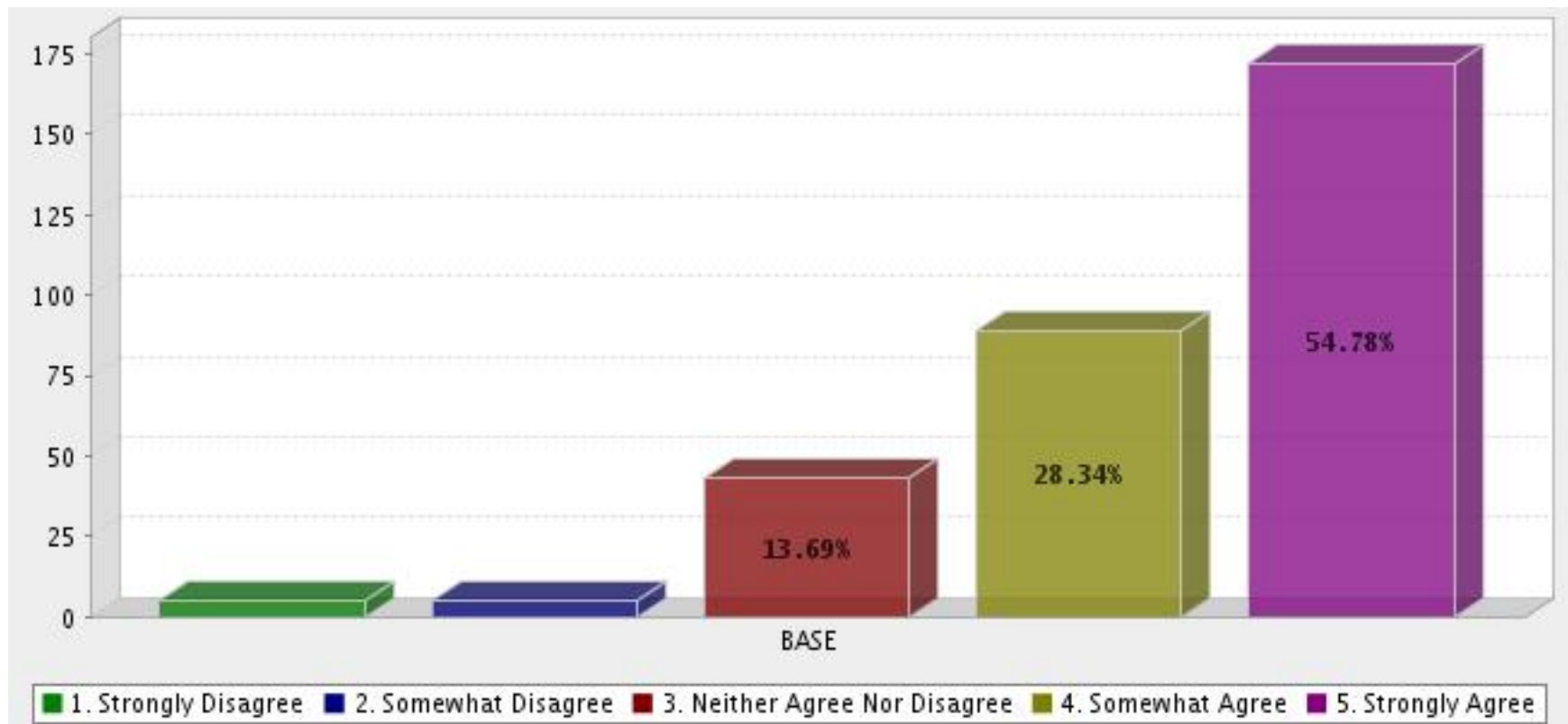
I find that in the early post-op course the patients appear to be less bruised or swollen.



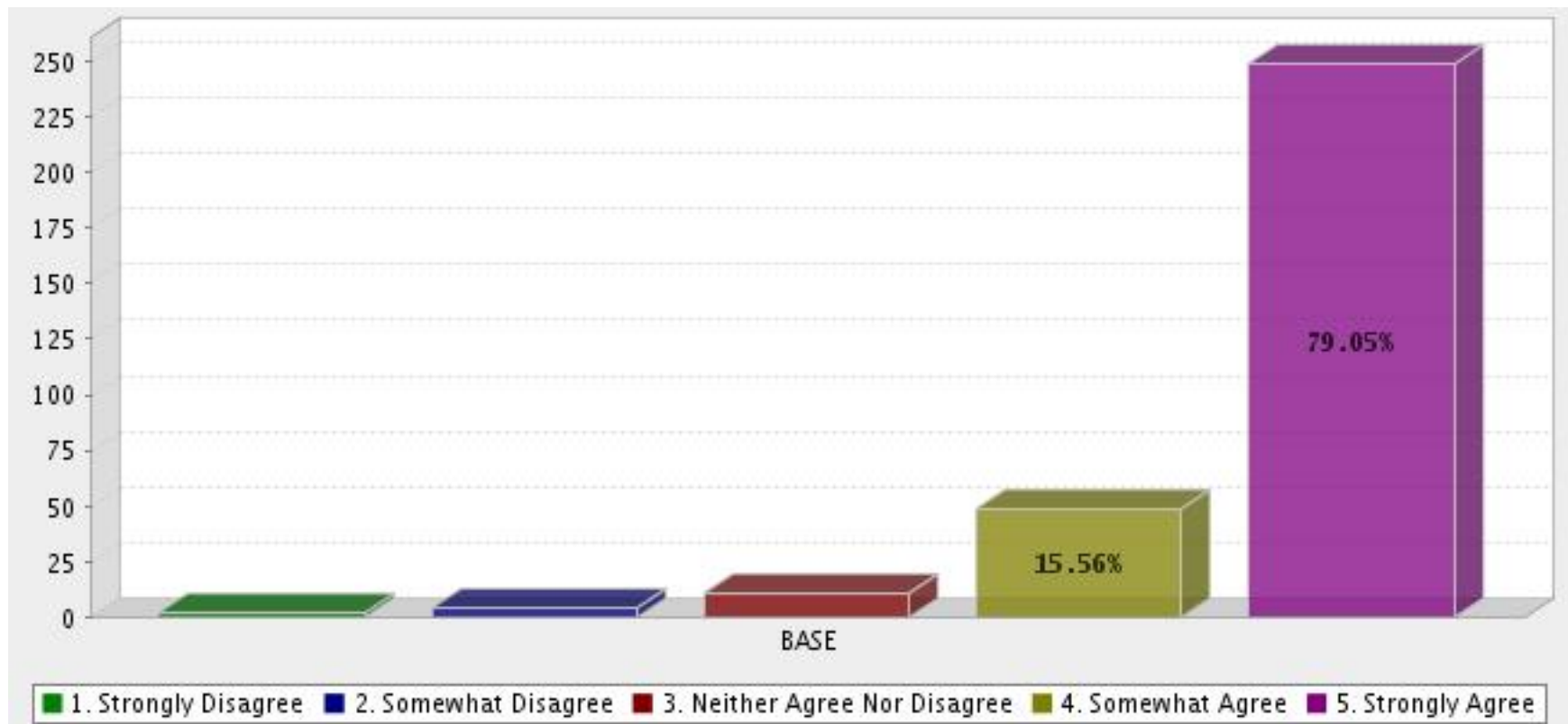
I find that incisions heal better.



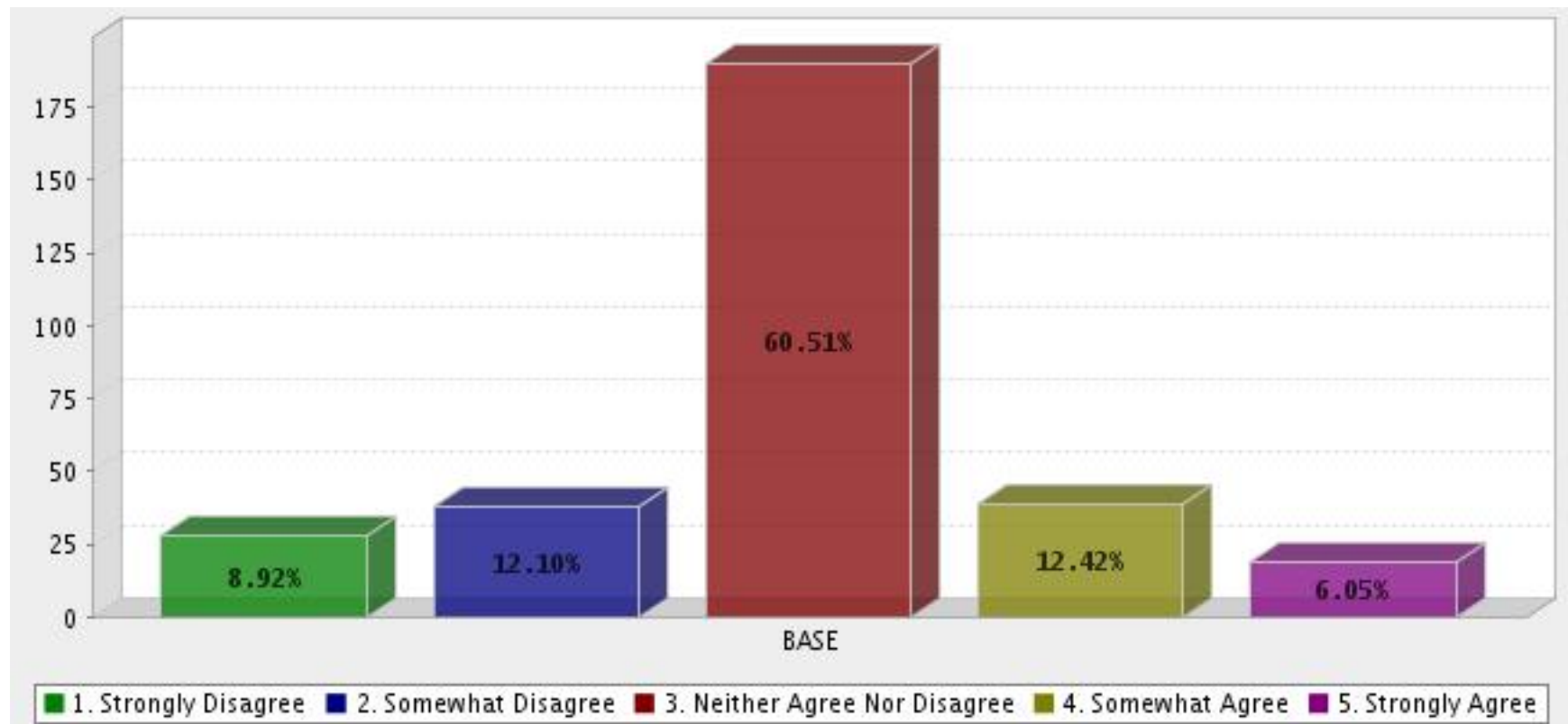
I find that there is less fatigue on the surgeon and staff.



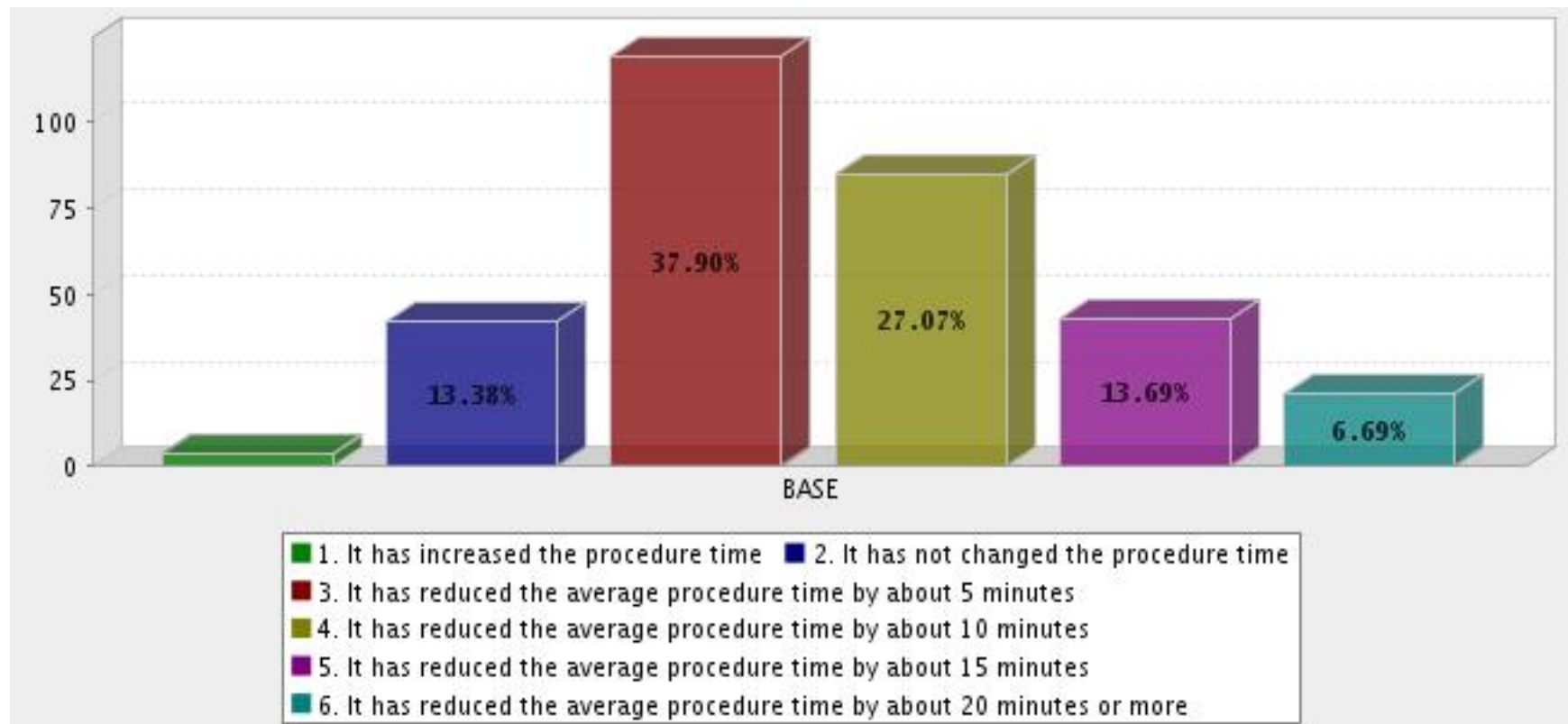
I find that it is easier to place the implant into the pocket.



I find that patients require less pain medication

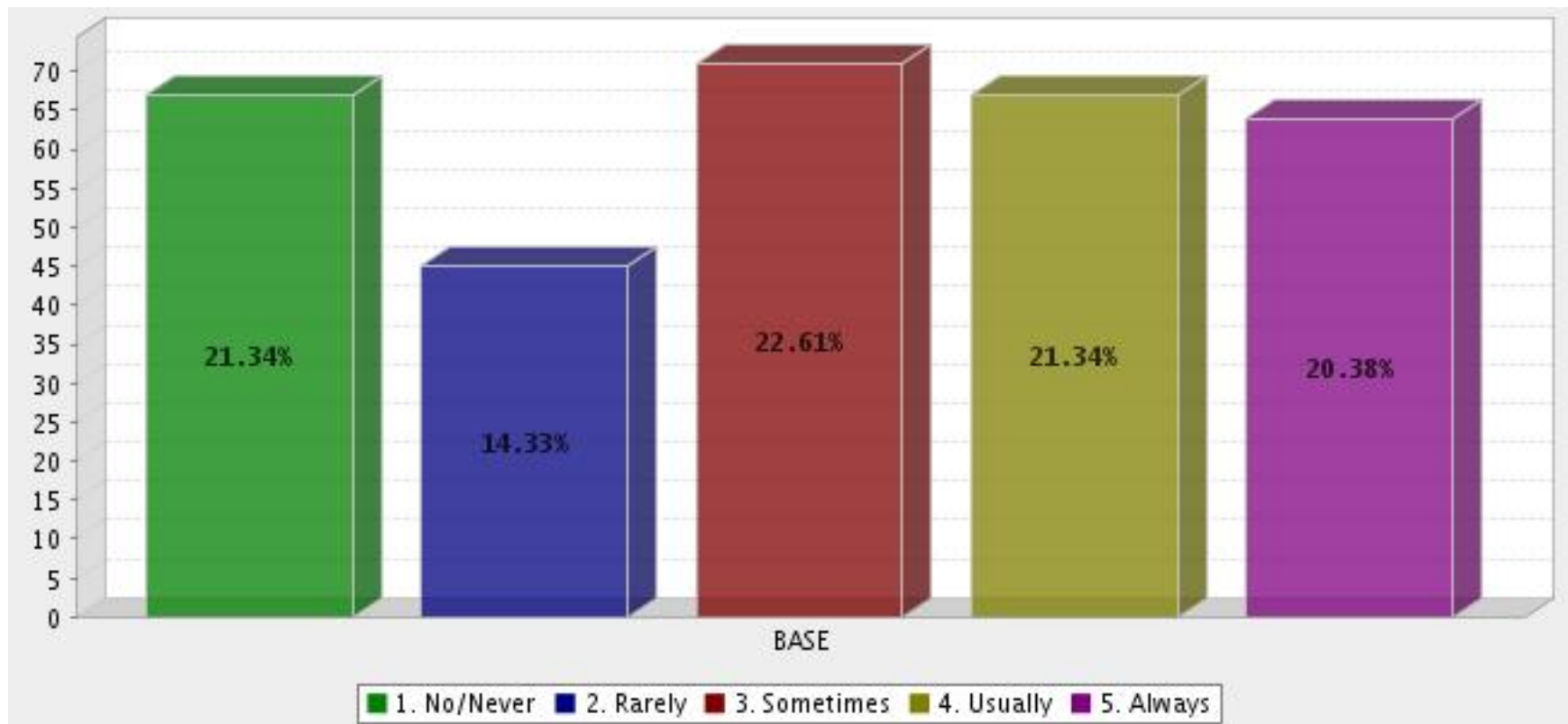


12. Have you found that using the Keller Funnel™ has reduced the average procedure time and, if so, by how much?



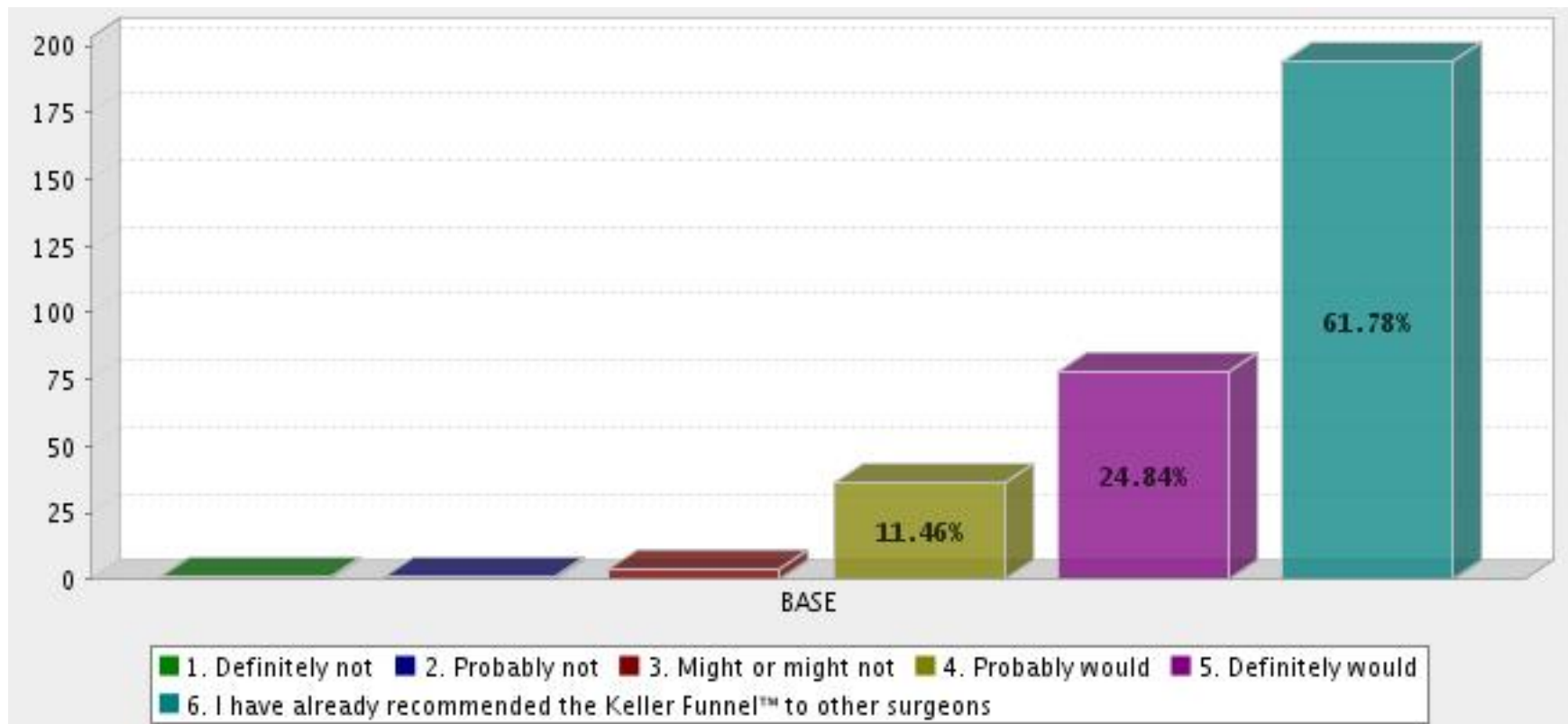


13. Do you or your staff discuss using the Keller Funnel™ with your patients prior to the procedure?

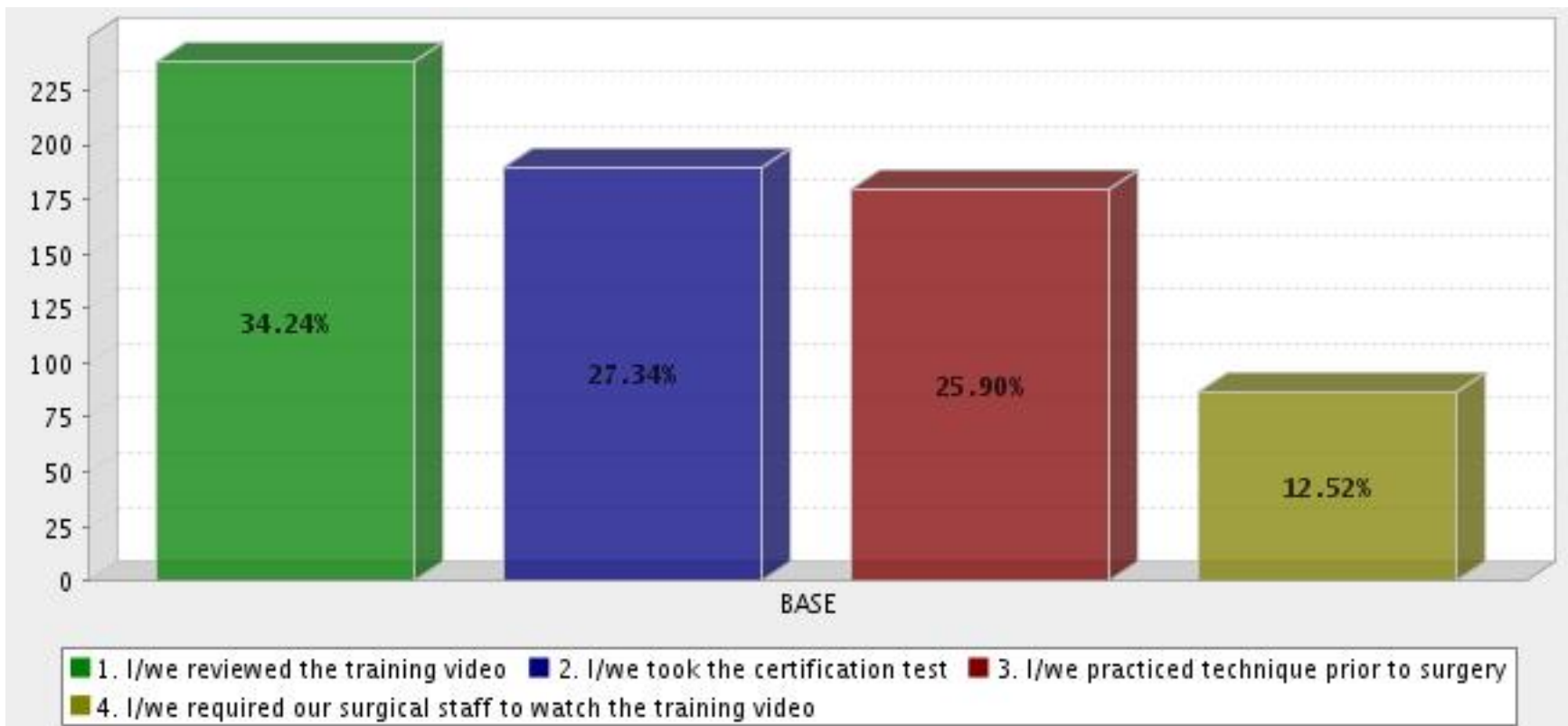




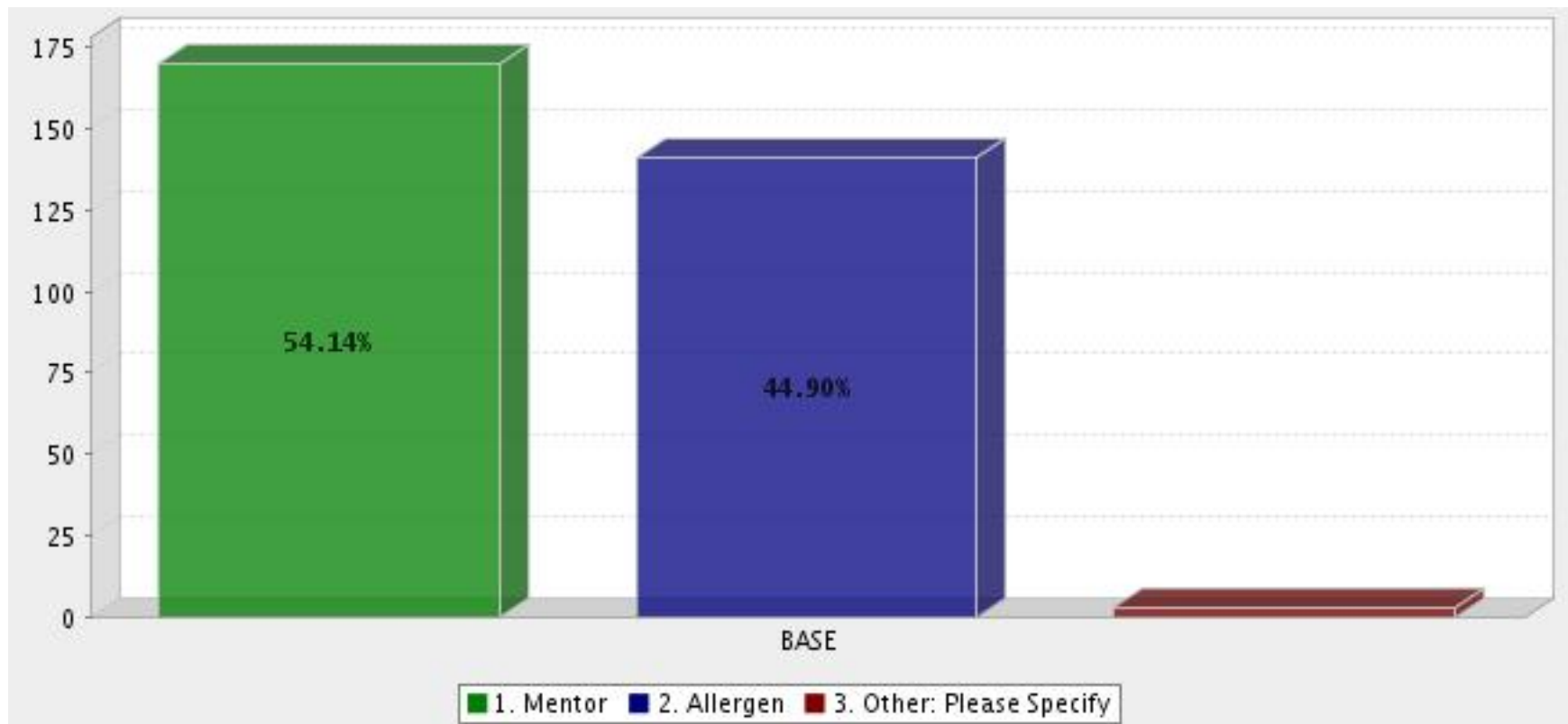
14. Would you recommend the Keller Funnel™ to other surgeons?



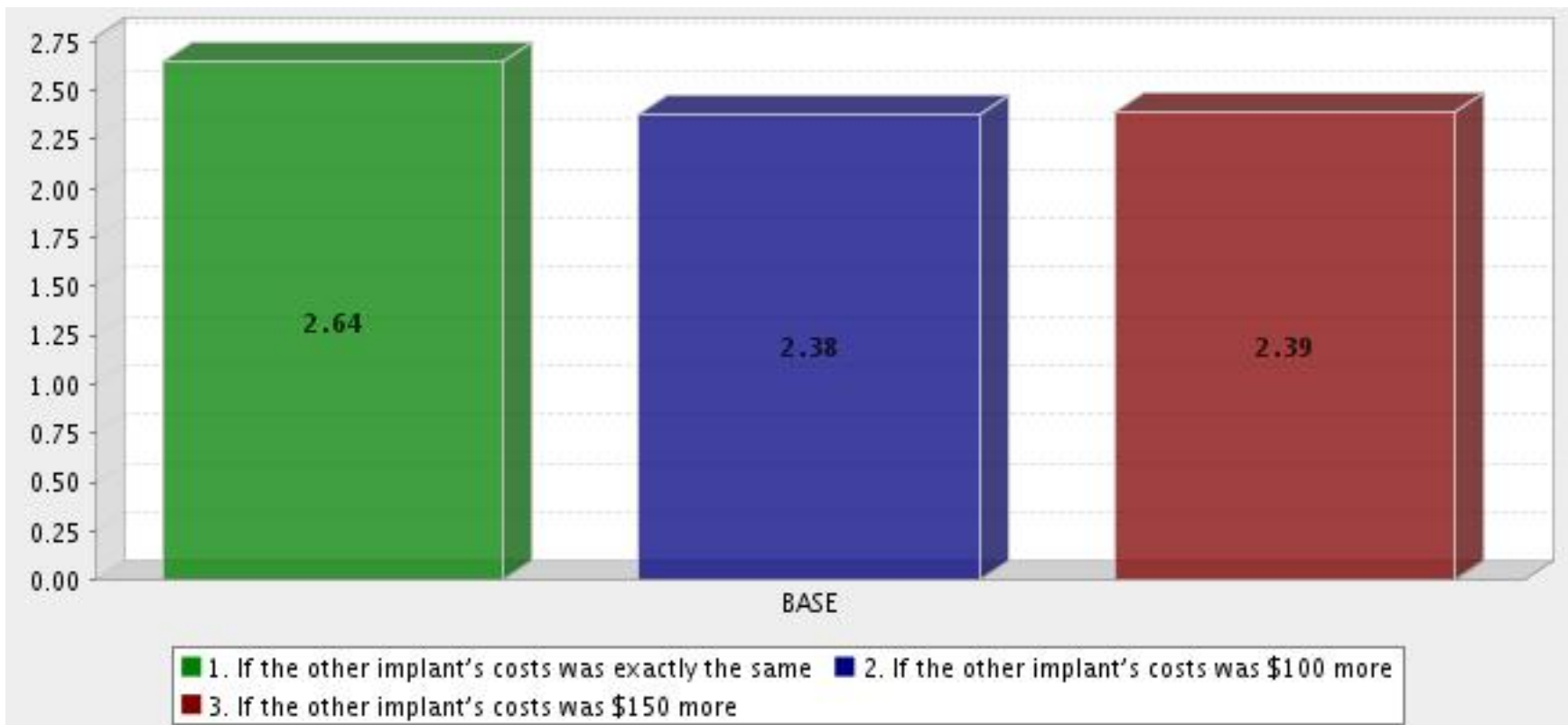
15. Prior to using the Funnel for the first time, which of the following did you do/complete? You may select all that apply.



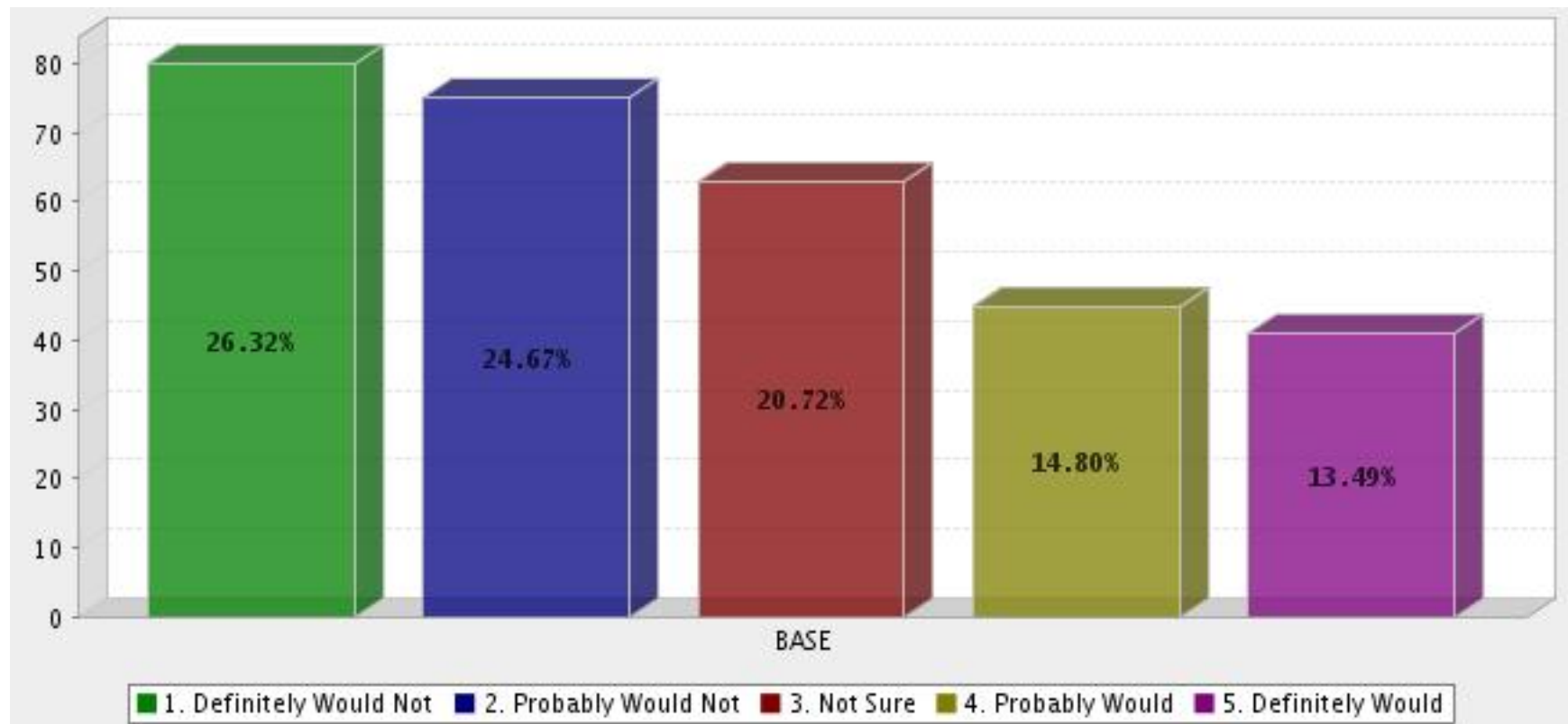
16. What brand of implants do you primarily use?



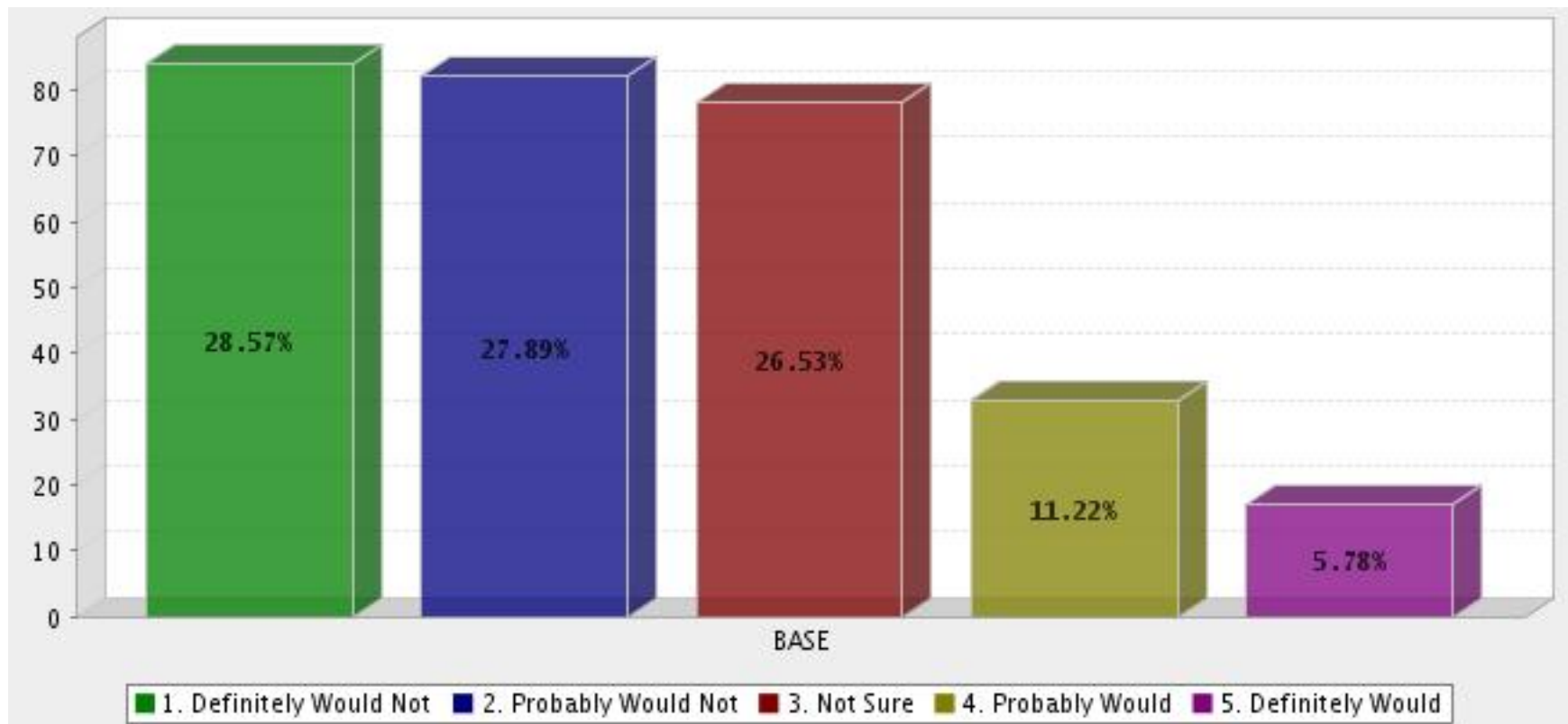
17. If cost was the only variable to consider, would you switch brands of implant to be able to use the funnel?



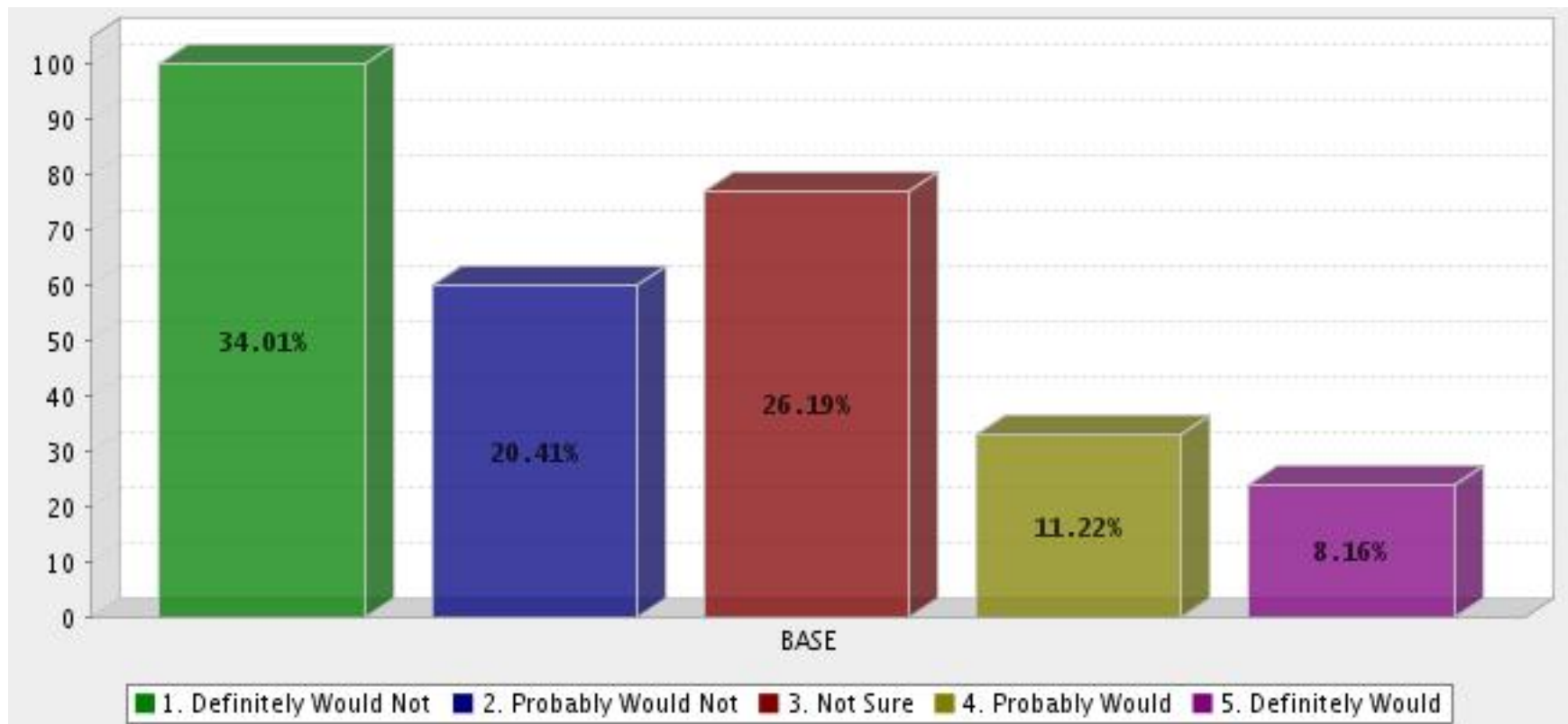
If the other implant's costs was exactly the same



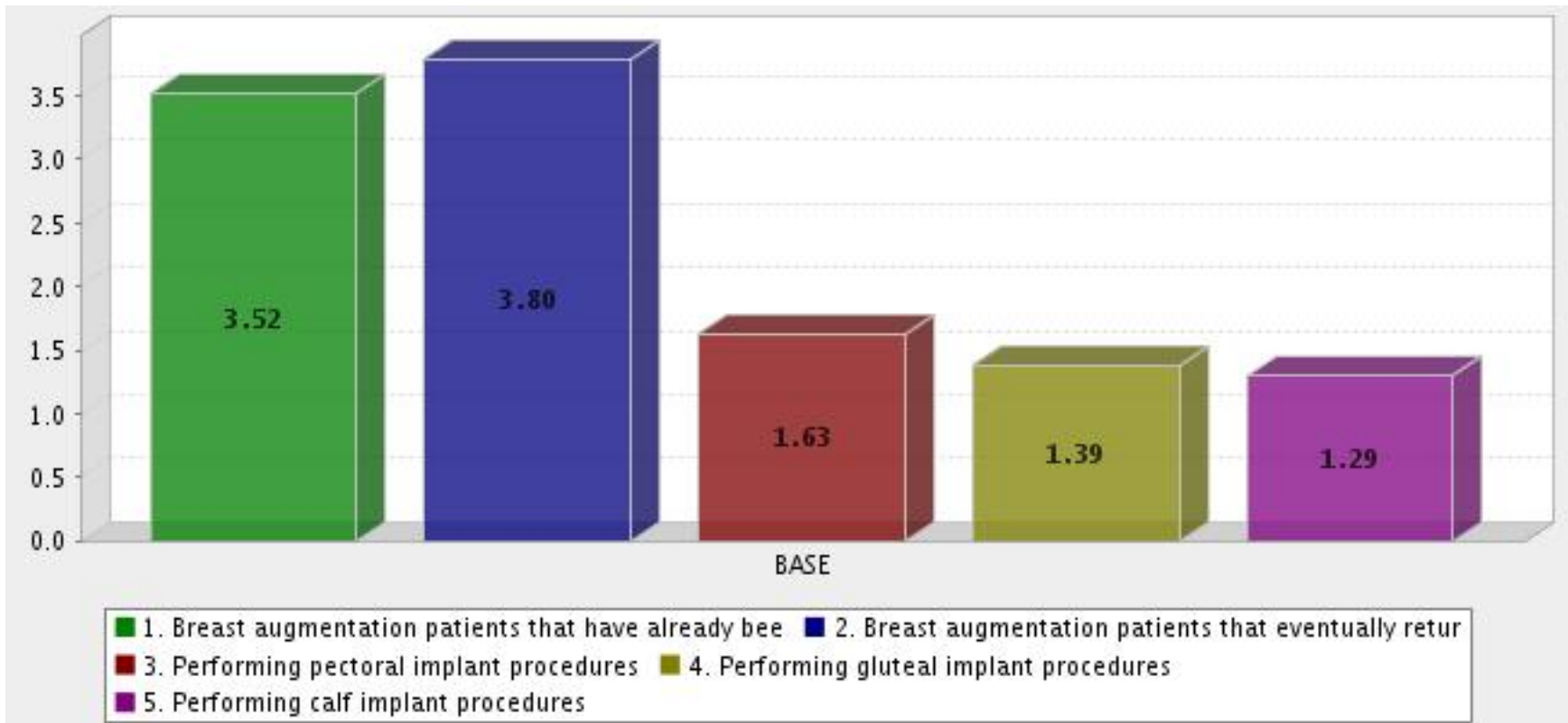
If the other implant's costs was \$100 more



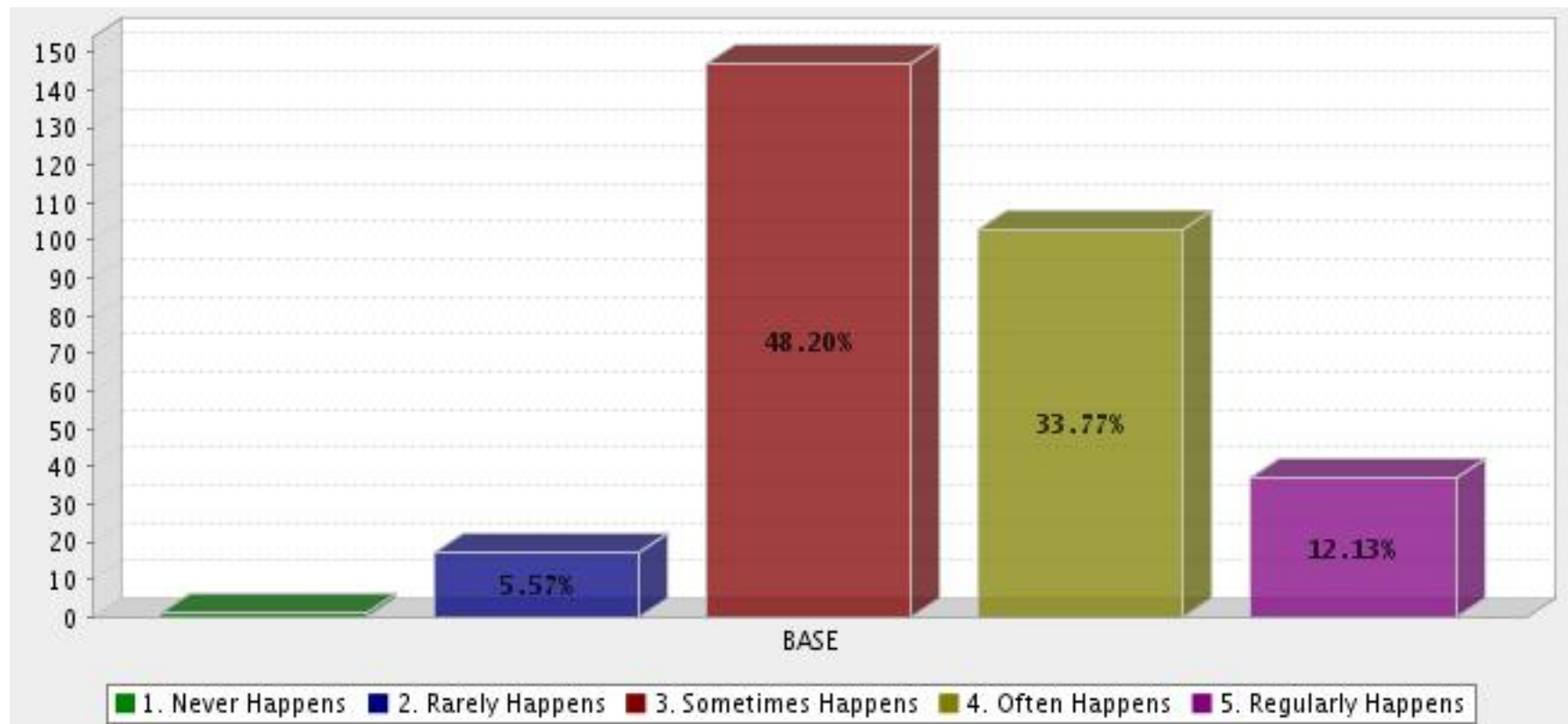
If the other implant's costs was \$150 more



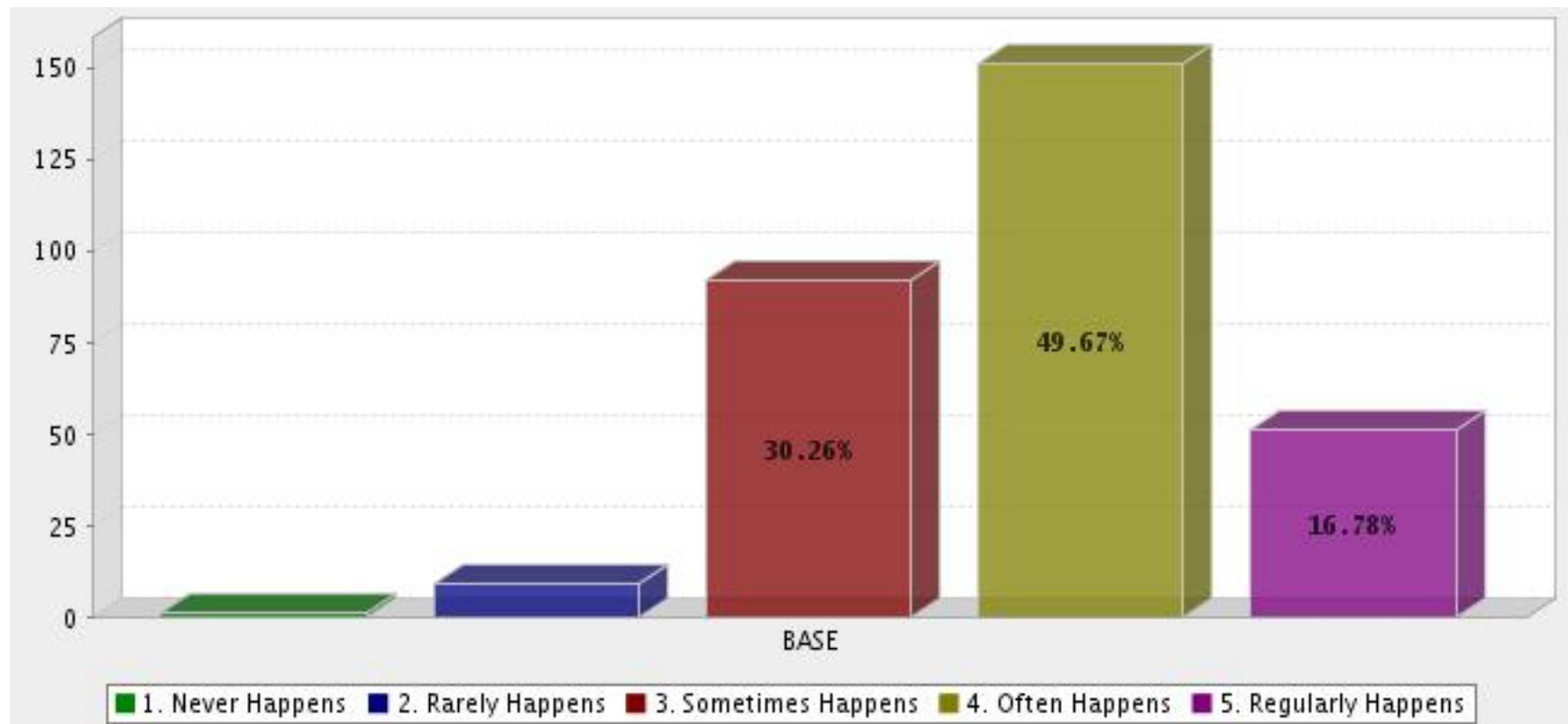
18. Please review the statements below and indicate the approximate frequency of each at your practice.



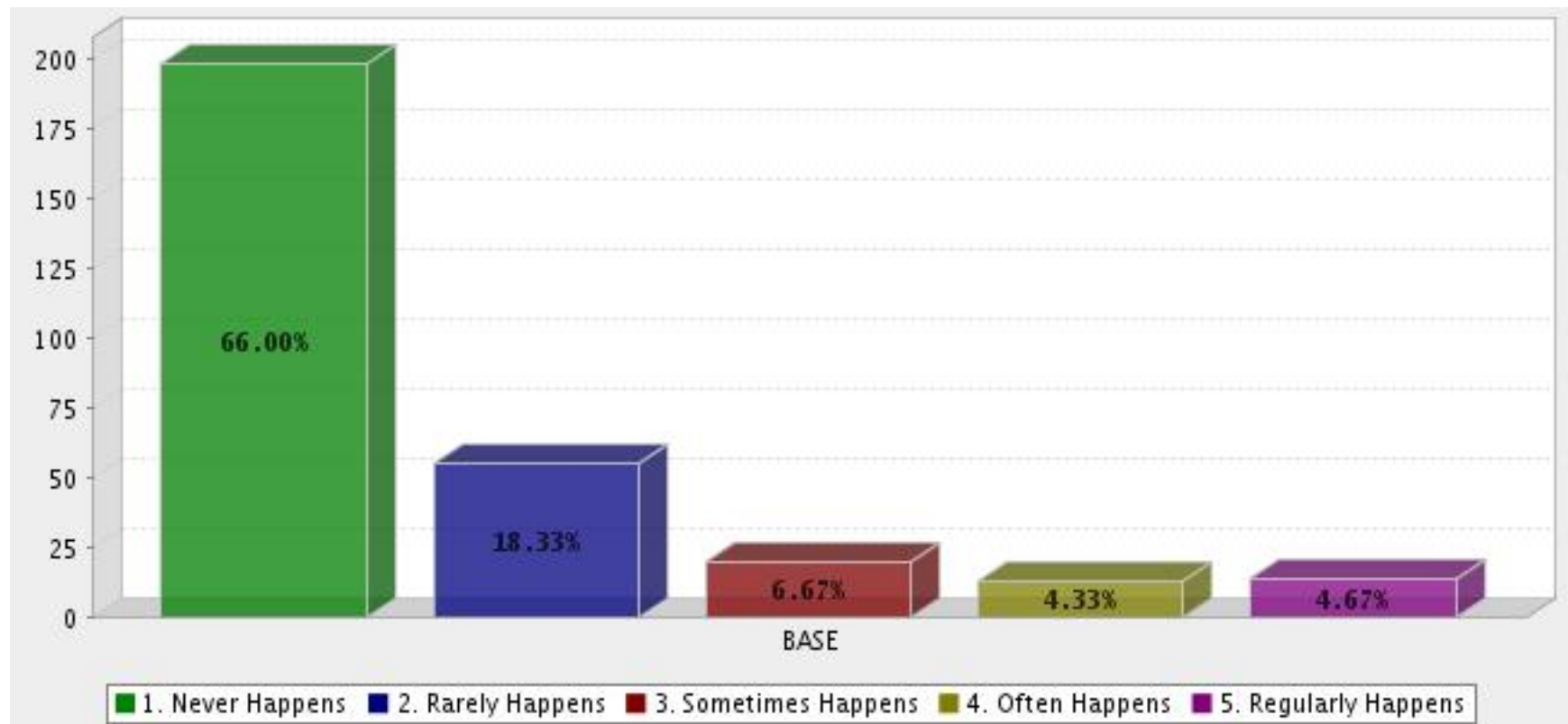
Breast augmentation patients that have already been to my/our practice for a different procedure and are now back for breast augmentation



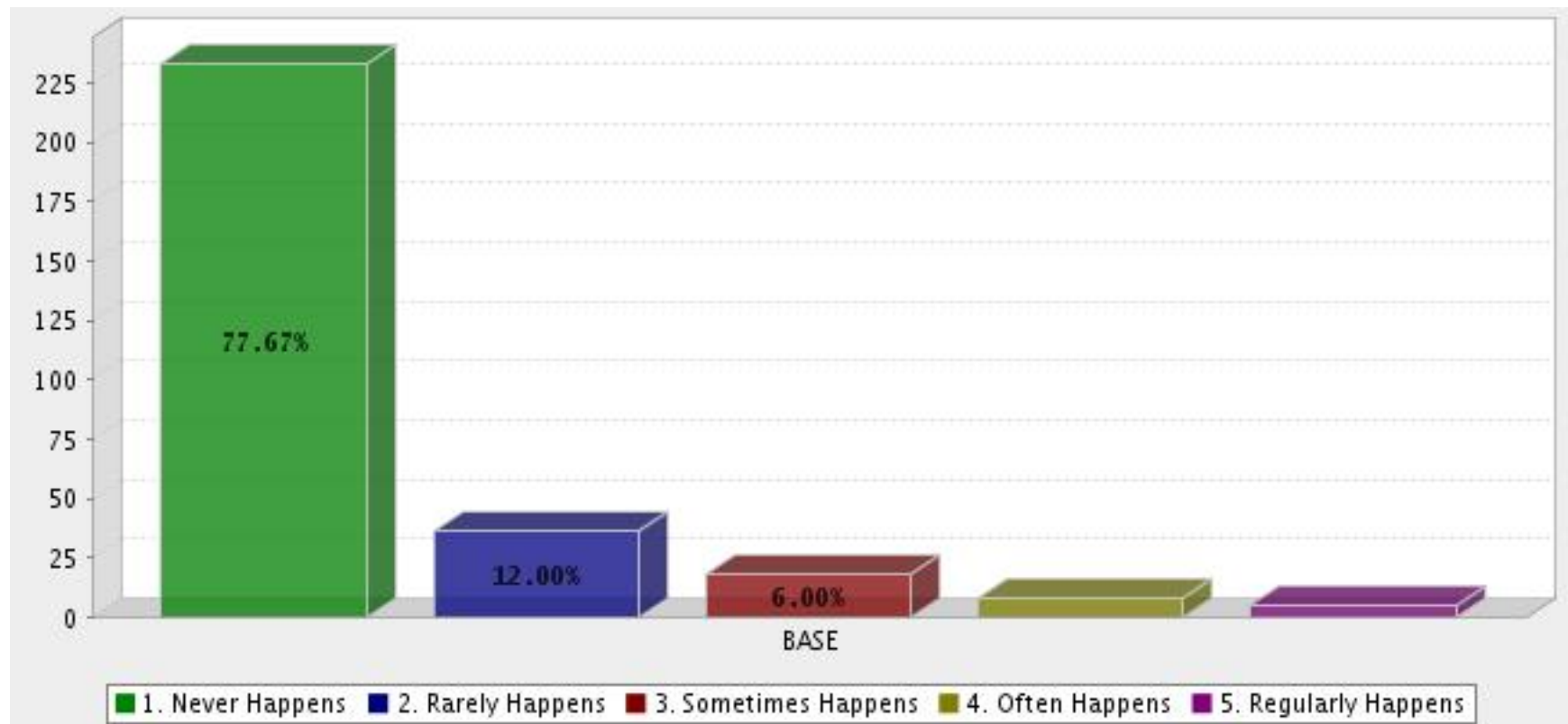
Breast augmentation patients that eventually return to my/our practice afterward for a different procedure



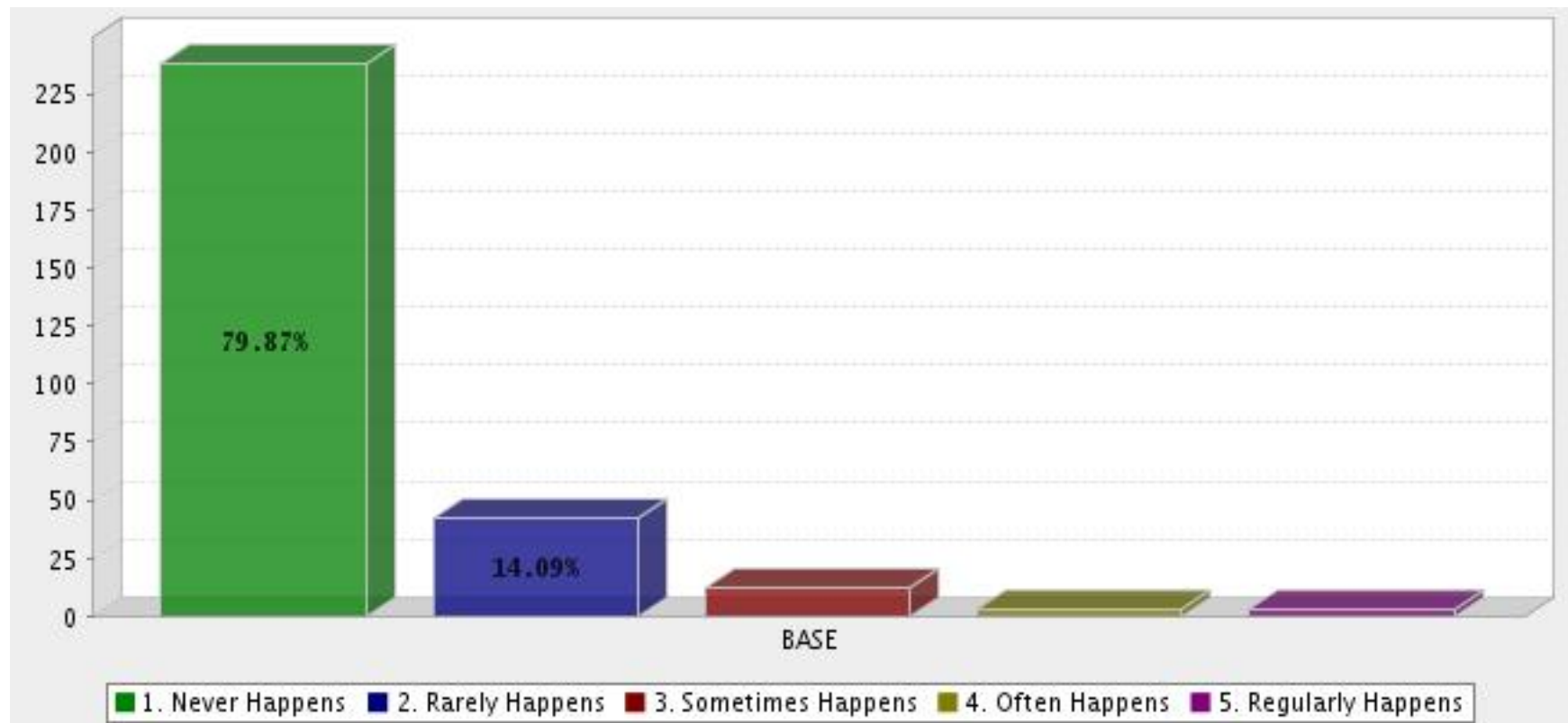
Performing pectoral implant procedures



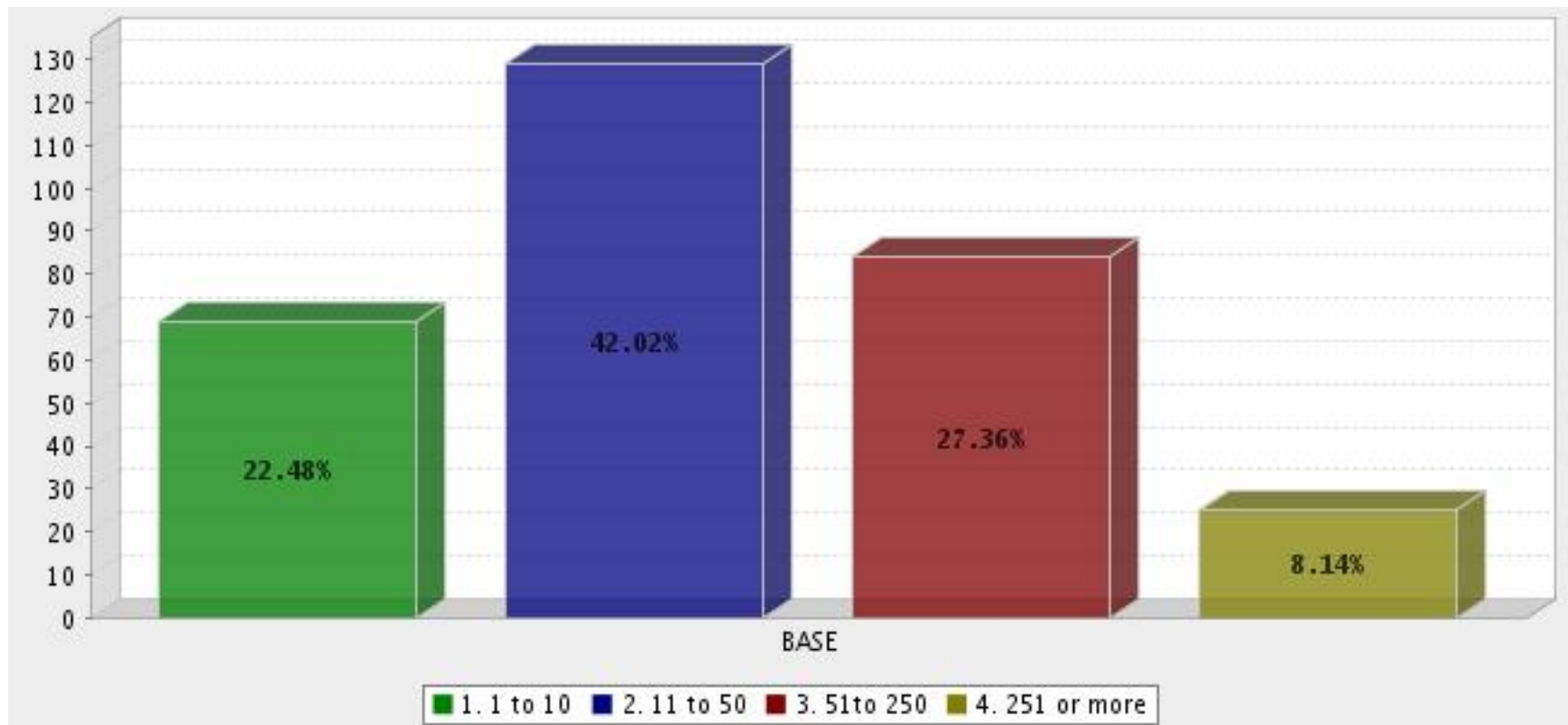
Performing gluteal implant procedures



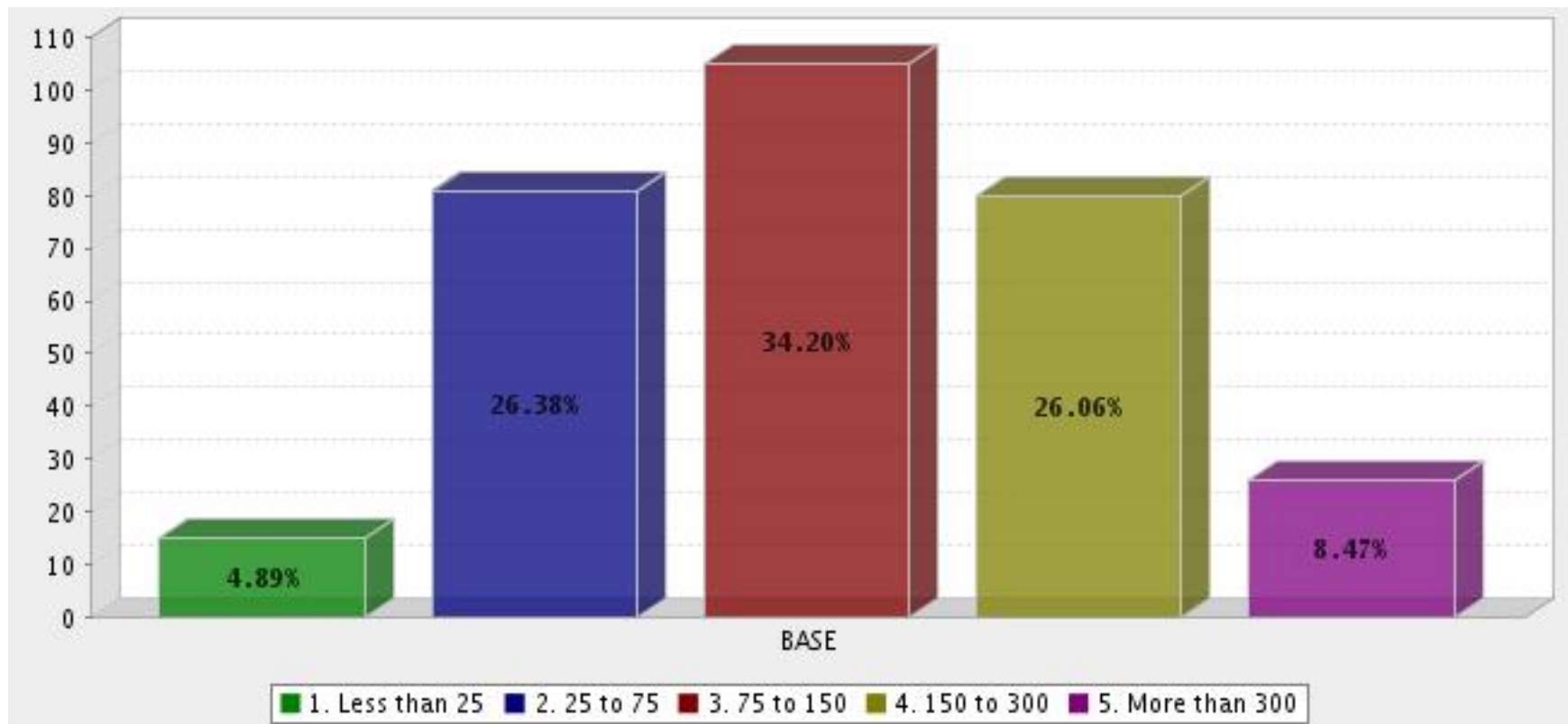
Performing calf implant procedures



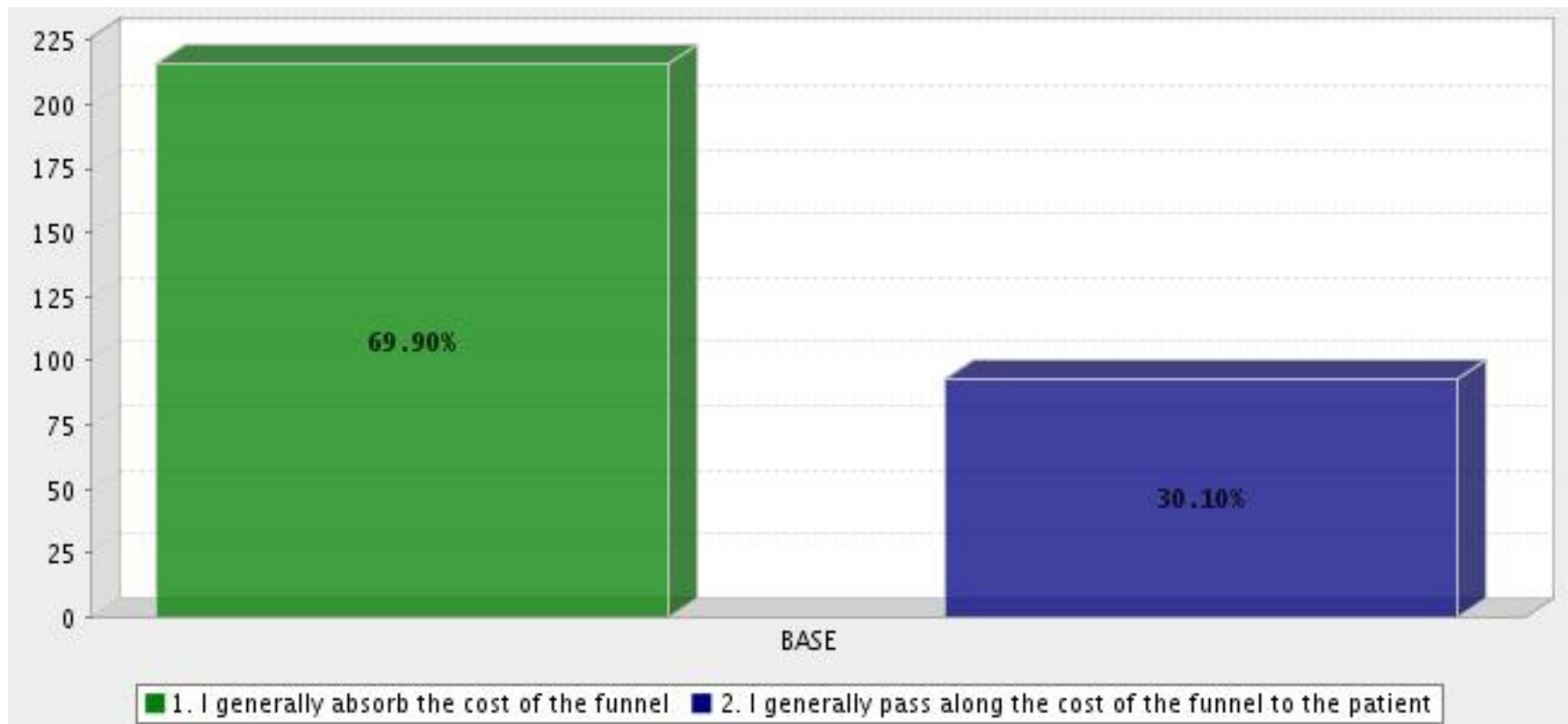
19. Approximately how many procedures in total have you completed using the Keller Funnel™?



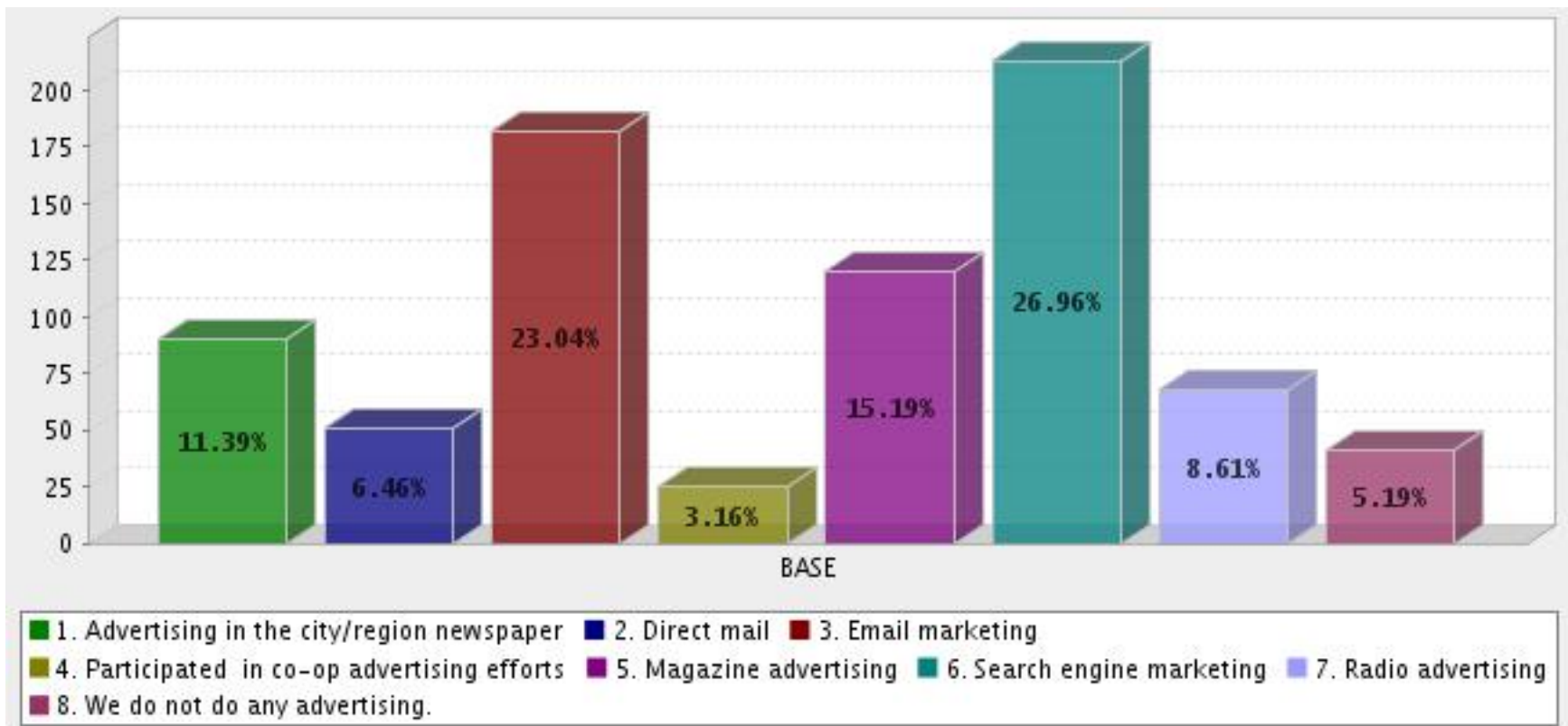
20. How many cosmetic breast augmentation procedures does your practice do annually (saline & silicone combined)?



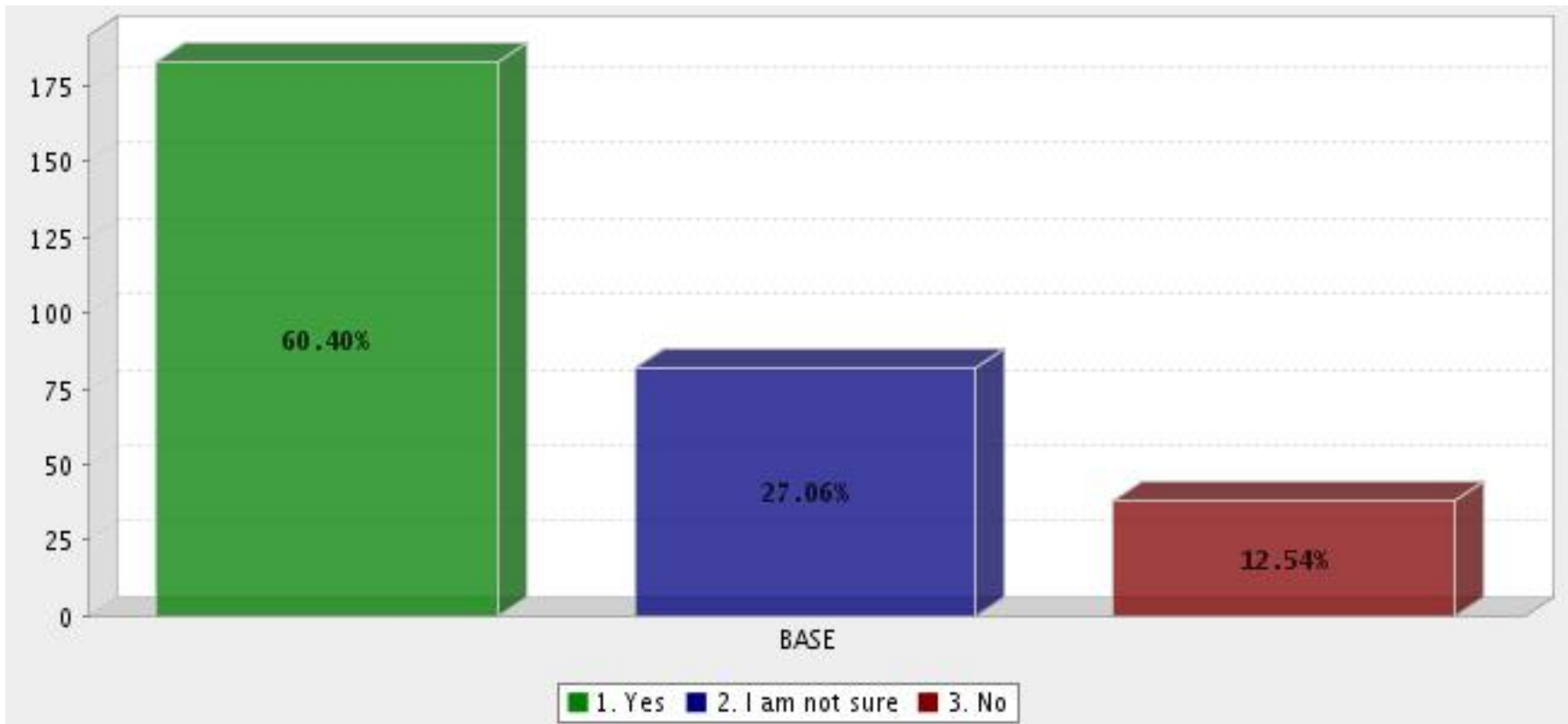
21. Do you typically absorb the cost of the funnel or pass it along to the patient?



22. Which of the following marketing/advertising activities have you done in the past 2 years? You may select all that apply.



23. Would you consider participating in a retrospective chart review pertaining to changes in patient outcomes in conjunction with use of the Keller Funnel™, assuming you were appropriately compensated for the cost of your time and effort?





24. If/when Keller Medical needs to contact you, in which format do you prefer? You may select more than one if needed.

