

ForLife Road Map



Topics

Ideal ForLife Migration

- What does the ideal ForLife migration look like for a current client?



ForLife

BBCS

ForLife (Hospital) Customer Portal

- ABO Market continues to have a positive ROI, but never took off the way we anticipated it would. What can we do differently in building a hospital portal on the ForLife Platform to see a greater degree of success?



ForLife

BBCS

Off-Line Mobiles Blood Drives

- Last year we said that ForLife was only going to support online connected mobiles. After some careful consideration, we believe we can offer this functionality. It's likely that this is going to require an additional 510(k) that we will have to file and maintain.



ForLife

BBCS

Opportunities in Biologics

- How are blood centers getting involved in biologics?
 - IRBs
 - Research
 - Licensed products



ForLife

BBCS

International Market Place

- Do you have any suggestions on how to open doors to international opportunities?
 - ISBT International Congress
 - European Blood Alliance (EBA)
 - Africa Society for Blood Transfusion (AfsBT)
 - Chinese Society of Blood Transfusion (CSBT)



ForLife

BBCS

Enhanced Implementation Services

- Should we continue to develop enhanced implementation services?
 - To date we have offered to two different customers
 - Service includes:
 - System Configuration
 - Systems Installations
 - SOP Updates
 - Software Test Case Creation
 - Validation
 - Staff Training

ForLife

BBCS

Providing Customer Support for D37 Customers

- Would having BBCS take over control and execution of customer support for Degree 37 increase the desirability of the product for you?



ForLife

BBCS

Go To Market Strategy

- What ideas do you have for bringing ForLife to the market?
- Currently planned for our product launch
 - Launch new website with new branding and products
 - Press release, ABC weekly newsletter
 - Bigger presence at AABB (bigger booth, more advertising)
 - Launch Party at AABB in Nashville
 - Advertising at ABC events
 - Develop an internal sales team to develop a sales pipeline



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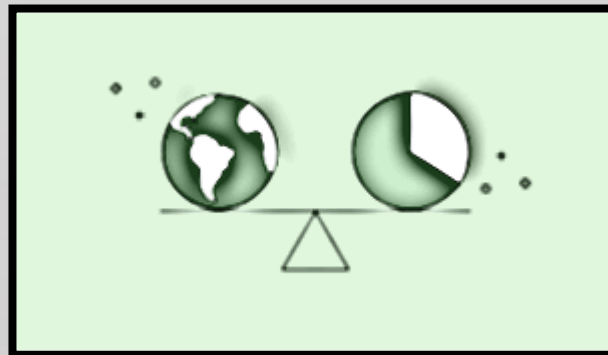
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