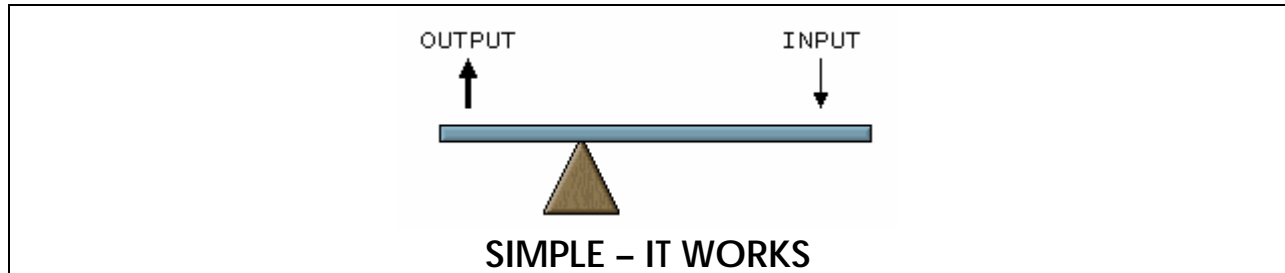




## OUTREACH & MARKETING OPERATING SYSTEM



There is very little new in the universe. What is most important is to know and understand what is simple – what works. ThinkThroughTools has developed an Outreach & Marketing Operating System. Simple – It Works. If – there is a relentless commitment to its execution and continued adaptation. Herein resides the competitive lever. The organization that can leverage the **INPUT** (principles, system, technology and human interface execution [relentless coaching/mentoring]) will achieve the **OUTPUT**; more safely triggered, captured and grown flight requests → completed high-yield patient missions.

<b>Air Medical Transport Specific PRINCIPLES - RULES</b>	<b>PROGRESSIVE SYSTEM: INTEGRATED WITH PERFORMANCE REQUIREMENTS / METRICS</b>	<b>TECHNOLOGY</b>	<b>HUMAN INTERFACE &amp; EXECUTION TEMPLATE – DRIVEN BY COACHING / MENTORING</b>
<ul style="list-style-type: none"> <li>• All must share common principles / rules</li> <li>• Must validate proficiency</li> <li>• Must have recurrency and innovation</li> <li>• Share common nomenclature</li> </ul>	<ul style="list-style-type: none"> <li>• All must utilize a common systems approach</li> <li>• Process-Centric</li> <li>• Must be integrated with performance metrics / rewards (REQUIRED!)</li> </ul>	<ul style="list-style-type: none"> <li>• All must utilize BI (Business Intelligence)</li> <li>• CRM (Customer Relationship Management) Technology</li> <li>• Universal Transparency for leadership: command &amp; control</li> </ul>	<ul style="list-style-type: none"> <li>• Must utilize experts to coach and mentor</li> <li>• Must utilize a consistent execution template</li> <li>• Business Format Franchise</li> </ul>

## SIMPLE – IT WORKS!