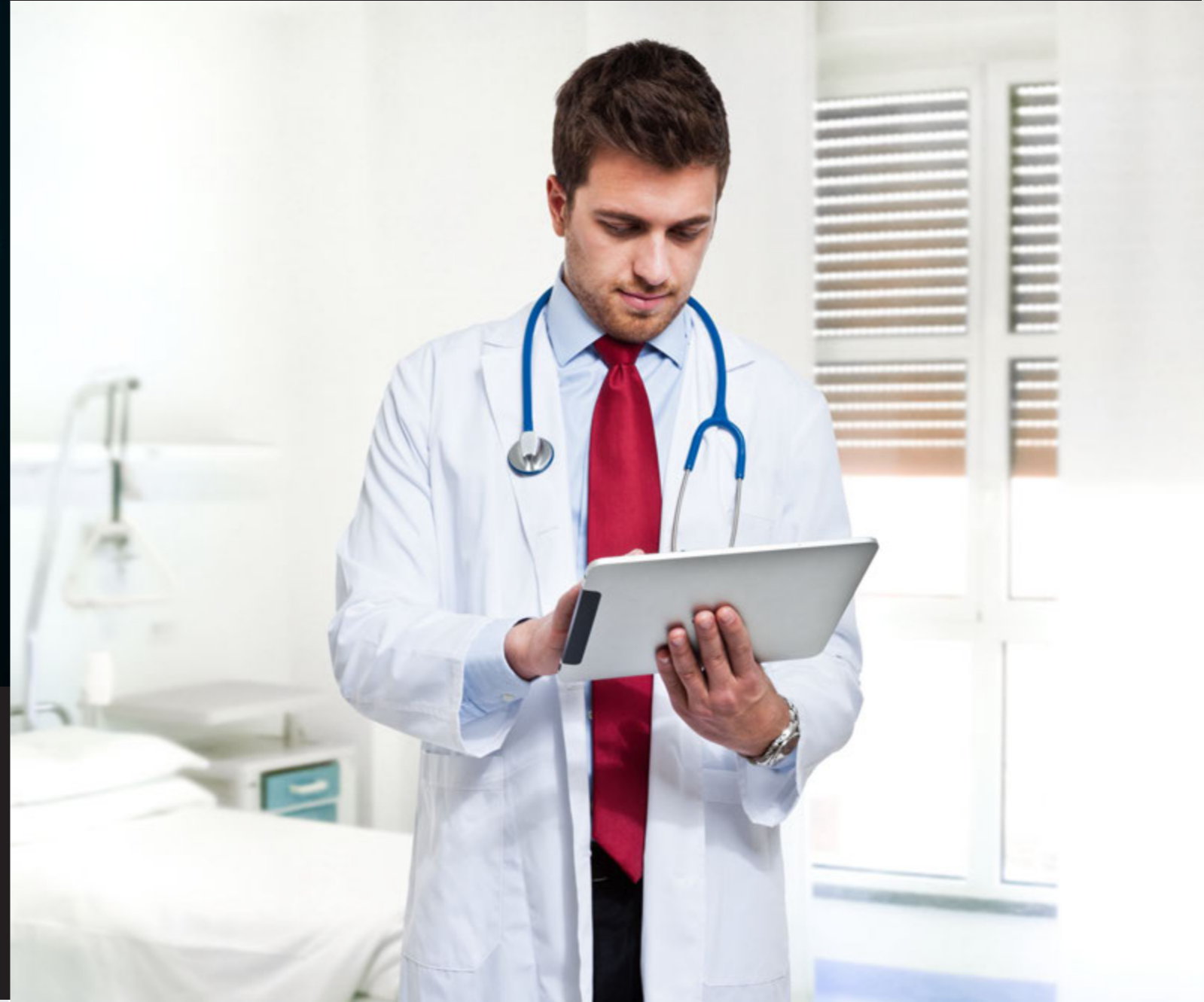




AnzuMedical™

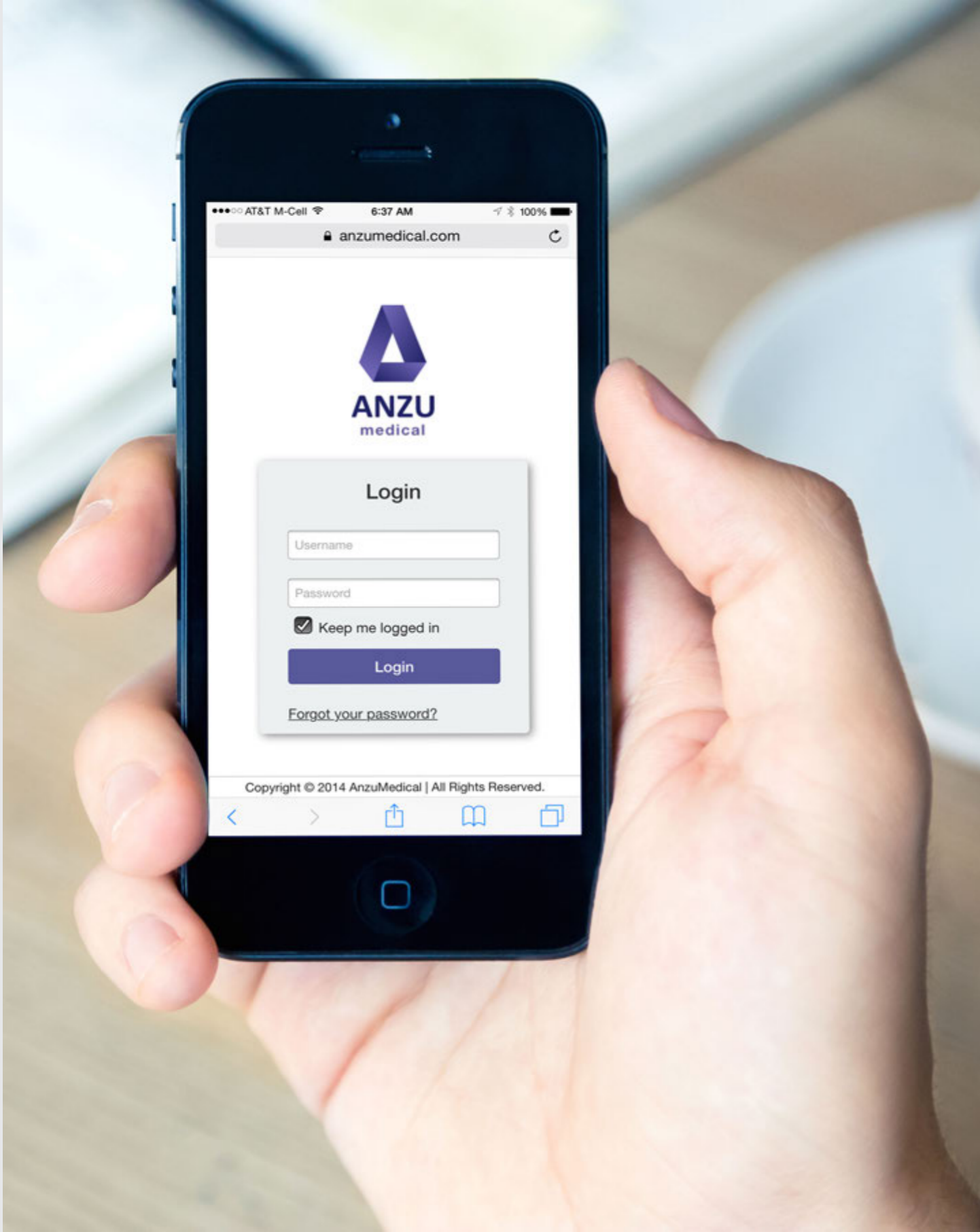
learn • collaborate • share

IMPROVING MEDICAL OUTCOMES  
THROUGH KNOWLEDGE SHARING



#### CONTACT INFORMATION

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AnzuMedical™

Learn • Collaborate • Share

MAINTAINING RELEVANCE IN A  
CHANGING ENVIRONMENT



**Relevance** [rel-uh-vuh ns]  
the condition of being relevant, or connected with the matter at hand:

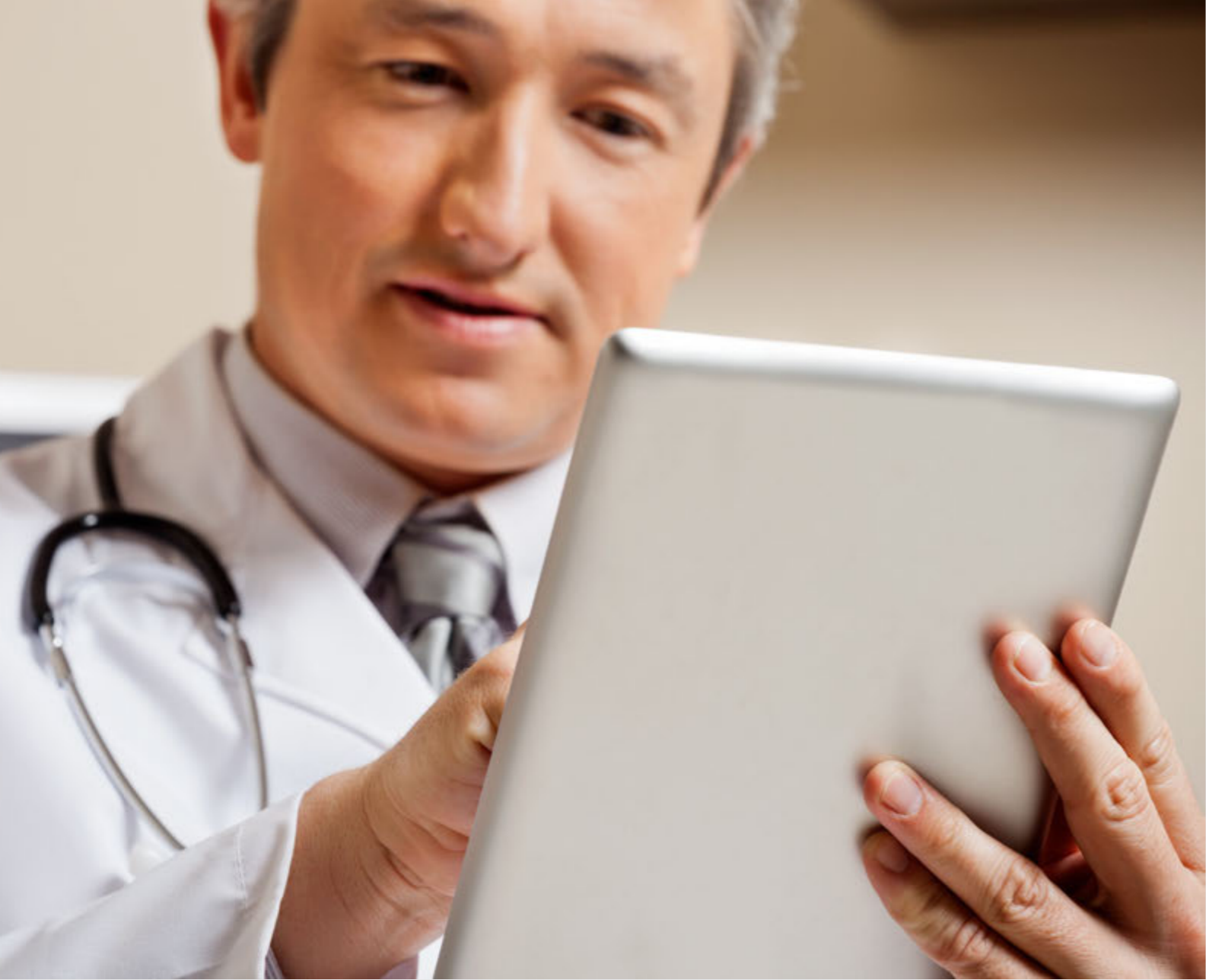
*"Some traditional institutions of the media lack relevance in this digital age."*

Every business, organization, society and community is re-evaluating their structure, means of engagement and mode of information delivery.

**Medicine is no exception.**

Traditional forms of information exchange, collaboration and communication are being challenged by the new generations of physicians.

The AnzuMedical™ platform provides any medical society, organization, community or business the means to accept this challenge head on.



**AnzuMedical™**  
Leverage Technology

IMPROVING MEDICAL OUTCOMES  
THROUGH KNOWLEDGE SHARING

The Foundation of Medicine is built on the principles of knowledge and information exchange and peer-to-peer collaboration.

AnzuMedical™ provides the technological solution to efficiently incorporate these principles into your community of physicians. This comprehensive, out-of-the-box solution will allow you to create the ultimate “connected” community for your members. Create a rich multi-media education library that is available anywhere, any time and on any device with cloud-based syncing and update notification.

Provide your members with instant access to relevant information through a customized enterprise search feature.

Leverage the creativity and knowledge of your physicians and Industry partners through AnzuMedical’s CaseBuilder™ and Case Based Learning System™.

Facilitate collaboration and sharing through integrated social networking features.



## THE ULTIMATE COLLABORATIVE COMMUNITY

- Case Based Learning
- Social Networking Features
- Cloud Syncing
- Anywhere    Any Time    Any Device



AnzuMedical™  
Multiplatform Access

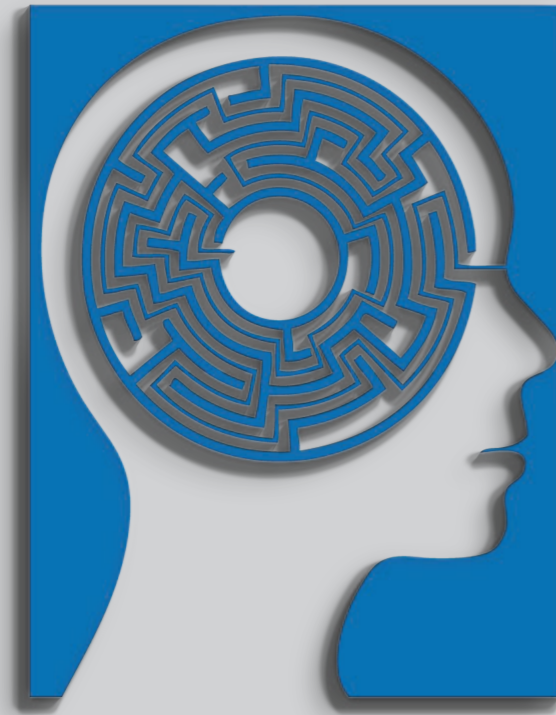
ANYWHERE • ANY TIME • ANY DEVICE



LEARN • COLLABORATE • SHARE

# COMMUNITY KNOWLEDGE SHARING

## Case Based Learning



# INDUSTRY KNOWLEDGE SHARING

## Case Based Learning



### DEEP LEARNING

Physicians are problem solvers.

Solutions can become a more linear thought process with the accumulation of knowledge and experience.

The real way to solve problems is to understand the thought process before arriving at the answer.

The AnzuMedical Case Based Learning System™ (CBLs) allows anyone to share their knowledge and experience by breaking down the linear thought process into sections and allowing the user to explore different options to learn.

The system is tightly integrated with the AnzuMedical platform allowing direct access to search, reference material and the community.

### COMMUNITY COLLABORATION

The AnzuMedical CaseBuilder™ is a simple, easy to use case creator that can build any type of case study - linear or complex. It just requires creativity.

Peer to peer collaboration is the foundation of knowledge exchange in medicine.

The CBLs allows any community to tap the collective knowledge of their members by providing CaseBuilder™ credentials to thought leaders, physicians, educators and Industry partners. The system has a sophisticated back-end review process to ensure delivery of the optimum education product.

Medical Industry is one of the major innovators in any medical community.

### NEW REVENUE STREAMS

Physicians need and want relevant and detailed information on these products, services and devices.

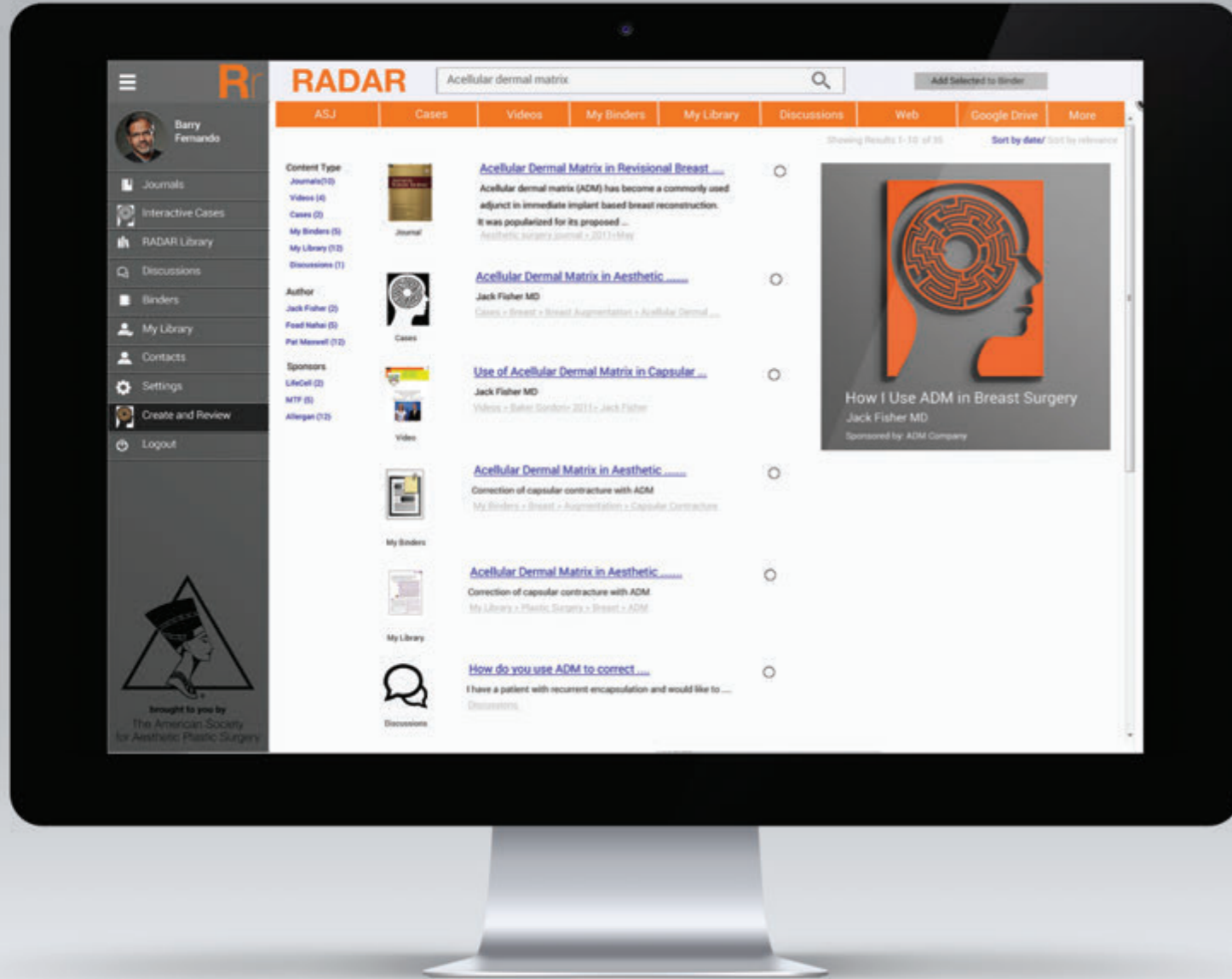
With the AnzuMedical CBLs, Medical Industry can now share deep knowledge of their products with physicians. In addition, publication to physicians can

result in a new form of revenue for the community.

An independent back-end review system allows a case study product to be vetted by multiple reviewers including legal, marketing, sales and KOLs prior to submission for publication.

The AnzuMedical CBLs provides the technological solution for legacy transfer and cataloguing of knowledge and experience within any medical organization.

ASK A QUESTION • GET AN ANSWER



AnzuMedical™  
Enterprise Search

## CUSTOMIZED GOOGLE SEARCH APPLIANCE



Search is a mainstay of everyday life. All of us are used to asking a question and getting an answer. Expectations of a search engine are very specific; it has to be fast, comprehensive and relevant.

Ask any physician about search in the medical environment and you will get the same answer - comprehensive, relevant search of all important information within a medical community does not exist. This is due to the siloed nature of medical knowledge with information distributed in journal publisher portals and society, association, and Industry websites.

The AnzuMedical™ platform with its integrated Google Search Appliance (GSA) is the solution to this problem. The platform allows communities and their physicians to access and organize every type of relevant information in one location. The GSA with its advanced search algorithms is then configured to search everything and provide the most relevant answer to a search query.

Problem solved.

# A VALUE PROPOSITION

Build a comprehensive reference library and create the ultimate education for your physician community. Include your medical Journals, white papers, newsletters, videos, and interactive case studies. Role-based access allows control of content and discussion group visibility based on end-user privileges.

Partition your resident-in-training community from your member community, allowing residents, educators, and thought leaders to access your valuable educational content and also create their own. AnzuMedical's platform allows cross-publishing and collaboration between these independent communities.

Create and share community knowledge. Leverage the knowledge and experience of your community thought leaders, physician members, educators and Industry partners through AnzuMedical's Cased Based Learning System™ (CBLS). Create highly engaging interactive case studies on any topic with branching logic, direct access to library reference material, multi-media attachments and community discussion. Facilitate knowledge exchange through AnzuMedical's innovative, simple-to-use CaseBuilder™ with it's integrated editing, reviewing and publishing capabilities.

Facilitate peer to peer collaboration 24 hours a day, 365 days a year. AnzuMedical's core social networking features include a discussions board, a sharing platform, a contacts feature and messaging (coming soon). These features provide frictionless peer-to-peer exchange of ideas, techniques and opinions.

Deliver highly relevant search. AnzuMedical's integrated Google Search Appliance (GSA) provides accurate and relevant search of all content within your community including publications ,discussion threads, interactive case

studies, and even inside bookmarked videos. A branded search screen with customized search filters can also be created.

Organize content in multimedia binders. Advanced annotation and organization features allow your physician members to create complex media-rich binders on topics of interest and share them with other community members.

Design and upload a personal library of documents. Each of your physician members can build their own personal document library with access to AnzuMedical's annotation, sharing and binder capabilities.

Cloud based data syncing allows notification and instant access to new publications, and notifications of discussion posts, and sharing of binders. All user created binders, annotations and uploaded personal content is encrypted, and password accessible.

Drive engagement using game mechanics. Motivate, influence and engage your community using AnzuMedical's integrated Bunchball platform. Promote education through rewards, achievement, competition, self-expression and status.

Custom Branding . Unsurpassed Features  
State of the Art Mobile Technology





# TESTIMONIALS

*"Everyone is always looking for the 'wow factor'. Anzu has achieved the 'wow' by responding quickly and efficiently to the needs of professional organization clients, innovating, and developing the most cutting edge, user friendly products for education and communication. There is nothing else like it and Anzu's products keep continuing to get even better"*

**Robert Singer MD FACS**

Prior President American Society for Aesthetic Plastic Surgery

Prior Chairmen of the Board of Trustees:

American Society of Plastic Surgeons

*"AnzuMedical has created a cutting edge knowledge platform for our members that offers clinical information, procedural technique videos, digital access to our scientific journal and the opportunity for members to participate in a closed community discussion environment. This technology platform has proven to be our future for member education and engagement."*

**Michael C. Edwards MD**

President, American Society for Aesthetic Plastic Surgery

*"This is an outstanding learning platform! Better than anything I have seen anywhere."*

**James C. Grotting MD FACS**

President-Elect, American Society for Aesthetic Plastic Surgery

Clinical Professor of Plastic Surgery:

University of Alabama Birmingham

*"AnzuMedical has created an incredible educational tool, bringing people and the knowledge they seek together in an app that's one click away, on a device that is in everyone's pocket. Anzu's innovative app far exceeds the competition, in fact, there is nothing else like it."*

**Stephen P. Beals MD**

Former President and Founding Member:

American Society of Craniofacial Surgery

Associate Professor Plastic Surgery Mayo Clinic

*"Leveraging technology to provide plastic surgery education to our members is a key strategic initiative for our organization. AnzuMedical's creativity, innovation, and technical expertise has resulted in a platform that exceeds all expectations for delivery of clinical education including the development of a "community" for sharing of knowledge and expertise."*

**Sue Dykema**

Executive Director:

American Society for Aesthetic Plastic Surgery

