

BAIRD



*ADVANCING THE DELIVERY
OF HEALTH CARE[®]*

Quality

Welcome

To the WORLD of BARD

Urology Disease Management

- Urological Drainage
- Prostate Disease Management
- Continence
- Endourology

Vascular Disease Management

- Stenting
- Peripheral Angioplasty
- Peripheral Vascular Bypass
- Dialysis Access
- Electrophysiology Procedures
- Vena Cava Filters

Oncology Disease Management

- Cancer Biopsy Assessment Systems
- Venous Access Systems
- Dialysis Treatment
- Feeding
- Brachytherapy

Surgical Specialty Areas

- Soft Tissue Repair
- Laparoscopic Procedures
- Powered Irrigation
- Topical Hemostasis
- Endoscopic Suturing
- Mechanical Fixation

BARD is a worldwide leader in developing, manufacturing, and supplying advanced healthcare products and services for the management of urology, oncology, vascular disease and in surgical specialty areas.

BARD commits its people and resources to life-changing, innovative technology. For more than 100 years, we have pursued new ideas, inventive solutions, and imaginative approaches for improving healthcare system efficiencies, lowering the costs of care, achieving quality outcomes, and delivering value to patients.

Integrity

BARD CORE PRINCIPLES

QUALITY, INTEGRITY, SERVICE, AND INNOVATION

At BARD, our core principles of QUALITY, INTEGRITY, SERVICE, AND INNOVATION drive every aspect of how we operate – helping our company to become a global leader in health care.

Our principles, however, are more than mere words. They represent our commitment, our compassion and caring to make a meaningful, lasting difference for the health and healing of people around the world.

Innovation

QUALITY, INTEGRITY, SERVICE, AND INNOVATION.

We don't just speak these words, we live them, and we focus on them everyday in everything we do. They not only describe who we are and what we stand for but, more importantly, they represent what you can count on from BARD.

These core principles are the foundation of our commitment to improving the quality of patients' lives. Through QUALITY, INTEGRITY, SERVICE, AND INNOVATION there are no limits to the impact we can have on peoples' lives.

Thank you for your confidence and trust in BARD.

Service



BARD *Quality*

C. R. Bard, Inc. is a leading multinational developer, manufacturer, and marketer of innovative, life-enhancing medical technologies focusing in urology, oncology, and vascular disease management as well as surgical specialty areas.

At BARD, we are committed to advancing health care by delivering the kind of products, services, and programs that help achieve quality, effective clinical and economic outcomes for healthcare providers and their patients.

Founded in 1907, BARD is one of the oldest healthcare companies in the world and is one of the top ten medical device manufacturers in the United States.

In our pursuit to continuously improve quality, we always challenge ourselves to deliver greater value – whether it is developing more cost-effective manufacturing techniques, finding new improved materials, reducing packaging sizes, or creating and acquiring new, emerging and innovative technologies.

We are passionate about our work; it shows in the quality of our products and services in making a real difference in people's lives.



THE QUALITY, INTEGRITY, SERVICE, AND INNOVATION OF BARD

1907 Founder, Charles R. Bard Imports GOMENOL for Urinary Tract Discomfort

1934 FIRST Foley Catheter

1940 FIRST American Woven Catheter

1954 FIRST Arterial Prosthesis with Dr. DeBakey

*We believe medical technology should be a source of quality and savings,
not a driver of healthcare costs.*



We take quality seriously. For us, BARD QUALITY is about meeting and exceeding the needs and expectations of healthcare professionals and patients throughout the world – anticipating our customer's wants and needs, fulfilling and satisfying them.



EXPERIENCE

The QUALITY of BARD

- BARD offers more than 10,000 innovative, quality products
- Over 11,000 employees are dedicated to quality principles
- BARD products are available in over 100 countries
- Over \$2.5 billion in annual global sales
- More than 100 BARD locations throughout the world

Quality

BARD *Integrity*

BARD is responsible to doctors, nurses, and other healthcare professionals who touch patients' lives everyday... contributing to the health and healing of people around the world. We are also responsible to our customers, our employees and associates, and all the communities in which we live and work.



As a member of the Advanced Medical Technology Association (AdvaMed), BARD has adopted its policies and procedures and complies with its *Code of Ethics on Interactions with Health Care Professionals*.

This code is designed to help standardize conduct and practices for interactions between healthcare professionals and AdvaMed members.

Everything we do is guided by our commitment to integrity. At BARD, integrity is critical in how we conduct ourselves and how we serve others.

BARD INTEGRITY is about ethical principles and virtues, having moral excellence in all we do. It is about being authentic, truthful, and open with ourselves and others for developing relationships in mutual confidence, understanding, and trust. At BARD, we lead by example; we cultivate all our healthcare and business relationships with integrity.

BARD is dedicated to the advancement of medical science, improved patient care, adherence to ethical standards, and compliance to the law in its active association with AdvaMed. We encourage all our partners and distributors to comply with the AdvaMed code.

Certified through the Small Business Administration (SBA), BARD creates subcontracting opportunities with small businesses owned by women, minorities, veterans, and service-disabled veterans.

BARD is also responsible to the environment and the world. We are dedicated to protecting human health and our natural resources by recycling and focusing on energy and water usage and conservation. BARD maintains an *Environmental, Health, and Safety Policy*.



For us, BARD INTEGRITY is about being fully responsible and dependable. Integrity is about giving our word and honoring it, doing complete work the way it was meant to be done. We believe integrity is vital to medical practices in how we serve healthcare professionals and patients around the world.

EXPERIENCE

The INTEGRITY of BARD

- BARD holds to high moral principles and ethical standards
- BARD is responsible and dependable; we do what we say we will do
- BARD is a member of AdvaMed; we adhere to its *Code of Ethics*
- Responsible to communities and the economy, BARD works with small businesses
- BARD is “green;” we protect our environment and natural resources

Integrity

BARD *Service*

BARD maintains an ongoing global commitment to serving and supporting healthcare professionals. In addition to our quality and innovative products, we offer quality clinical and business services, educational programs, and a host of other services and support to help address the challenges as well as the opportunities of delivering quality, cost-effective care.

In helping customers meet their specific needs and achieve their goals, we combine clinical solutions, product and service innovations, and integrated business solutions. BARD not only helps healthcare professionals achieve optimal clinical and economic outcomes but we also help them achieve quality, effective business outcomes as well.

Compassion and care are fundamental to health care. We honor people when we serve them, care for them, and heal them. Serving others is why we dedicate our lives to health care.



At BARD, we are committed to delivering quality service. We are passionate about patients and care providers. We are passionate about serving and supporting healthcare professionals in managing treatments, in controlling costs, in meeting clinical challenges, in reducing risks, and in delivering quality, effective care. And, we are passionate in building positive, productive relationships with healthcare professionals for advancing the art and science of medicine.

1989

BARD Introduces the Grossikov® Catheter and Biopsy® Biopsy Products

1990

BARD Introduces Interventional, Peripheral, and Specialty Access Products

1991

BARD Electrophysiology Division Formed

1993

BARD Introduces Autotransfusion, Angioplasty, Diagnostic, and Urinary Incontinence Products

1994

BARD Introduces Self-Expanding Stent and Vascular Catheters

SERVICE

We believe serving others is a gift – especially when we give people the gift of health and healing. For us, BARD SERVICE is about caring for others, making a meaningful, significant difference in people's lives.

BARD also serves the communities in which we live and work with giving programs, community outreach, product donations, and other charitable support. We encourage employees through BARD *Commitment to Service* to volunteer their time and energy, individually or through BARD, for projects in their communities.



EXPERIENCE

The SERVICE of BARD

- BARD provides quality, innovative services, programs, and support
- BARD contributes to our customers' clinical, economic, and business needs
- We work to understand and meet customer needs, helping them achieve their goals
- BARD serves healthcare professionals globally – From hospitals and private practices to alternate-site and extended-care facilities
- BARD is committed to serving communities and charitable organizations around the world

1995 Bard Introduces Topical Hemostasis, Laparoscopic Irrigation, PICC and Midline Access Products

1996 Bard Introduces Topical Peripheral, AV Access, and Thoracic Graft Products and Cardiac-Assist Products

1999 Bard Introduces Ventral Hernia Repair

Bard Acquires Dymax, Inc. An Ultrasound Technology for Placing Catheters

2000 Bard Introduces BX Stent, Esophageal Sphincter Repair, and Brachytherapy Seeds

BARD *Innovation*

BARD offers a broad range of innovative products and services for diagnosis and treatment in urology, oncology, and vascular disease as well as surgical specialty areas.

In response to the needs of clinicians and patients, BARD is dedicated to maintaining a steady stream of new, innovative products. BARD invests hundreds of millions of dollars annually in the creation and acquisition of new technologies that meet the evolving needs of the clinicians and patients we serve. Every year, a significant portion of BARD sales comes from new and improved products.

BARD actively seeks to expand and complement our technological base through company acquisitions and joint ventures as well as equity investments in companies with emerging technologies. We also expand our base of technology through highly-focused associations with medical specialists and clinicians.

Caring for patients means focusing our resources and energies in areas of our expertise. We innovate and create valuable, effective solutions for prevention, diagnosis, treatment, aftercare, and extended care.

We believe innovation is all about delivering measurable, sustainable clinical and economic value.



2002 Bard Introduces Removable Vena Cava Filter

2003 Bard Introduces Vacuum-Assisted Biopsy Device and Split-Tip Dialysis Catheter

2004 Bard Introduces Brachytherapy Seed Delivery System
FIRST Power Injectable PICC

2006 Bard Introduces Tip Location System
Bard Introduces Catheter Securement Products
FIRST Power Injectable Port

2007 FIRST Anti-Infective Endotracheal Tube
FIRST Proximal Valve for the Power Injectable Catheter

Innovation is essential to health care. BARD INNOVATION is about searching for new opportunities and creating inventive solutions to meet the challenges of delivering quality care. To that end, we believe innovation must, first, contribute to superior clinical benefits and, second, innovation must help reduce the overall costs of care.



EXPERIENCE

The INNOVATION of BARD

- BARD focuses on four key disease management areas
 - Urology, Oncology, Vascular Disease, and Surgical Specialty Areas
- BARD invests hundreds of millions of dollars annually in the creation and acquisition of new technologies
- We expand our base of technology through
 - Joint ventures and company acquisitions
 - Equity investments and associations with specialists
- A full listing of the BARD U.S. products is available on www.crbard.com

2008 Bard Introduces Vascular Access Products and Winged Infusion Sets

2009 Bard Introduces Resorbable Hernia Mesh Fixation Product
FIRST Adjustable Single Incision Sling

FIRST FDA Approved Superficial Femoral Artery (SFA) Stent
FIRST Entertethered Single Insertion, Multiple Sample (SIMS) Vacuum-Assisted Biopsy (VAB) Device

2010 Bard Introduces Chronic Dialysis Product
FIRST Tip Location and Confirmation System

Bard Acquires SenoRx, Inc. Breast Biopsy, Marker and Care Products



C. R. Bard, Inc.
730 Central Avenue
Murray Hill, New Jersey 07974
908-277-8000
www.crbard.com

ADVANCING THE DELIVERY OF HEALTH CARE®

WITH QUALITY, INTEGRITY, SERVICE, AND INNOVATION

A publication of Bard Corporate Healthcare Services.
© 2011 C. R. Bard, Inc. All Rights Reserved.

Bard, Advancing the Delivery of Health Care, Biopty, and Groshong
are trademarks and/or registered trademarks of C. R. Bard, Inc.

101.OClB 03.11 IMSM