

# CERVI GAUGE

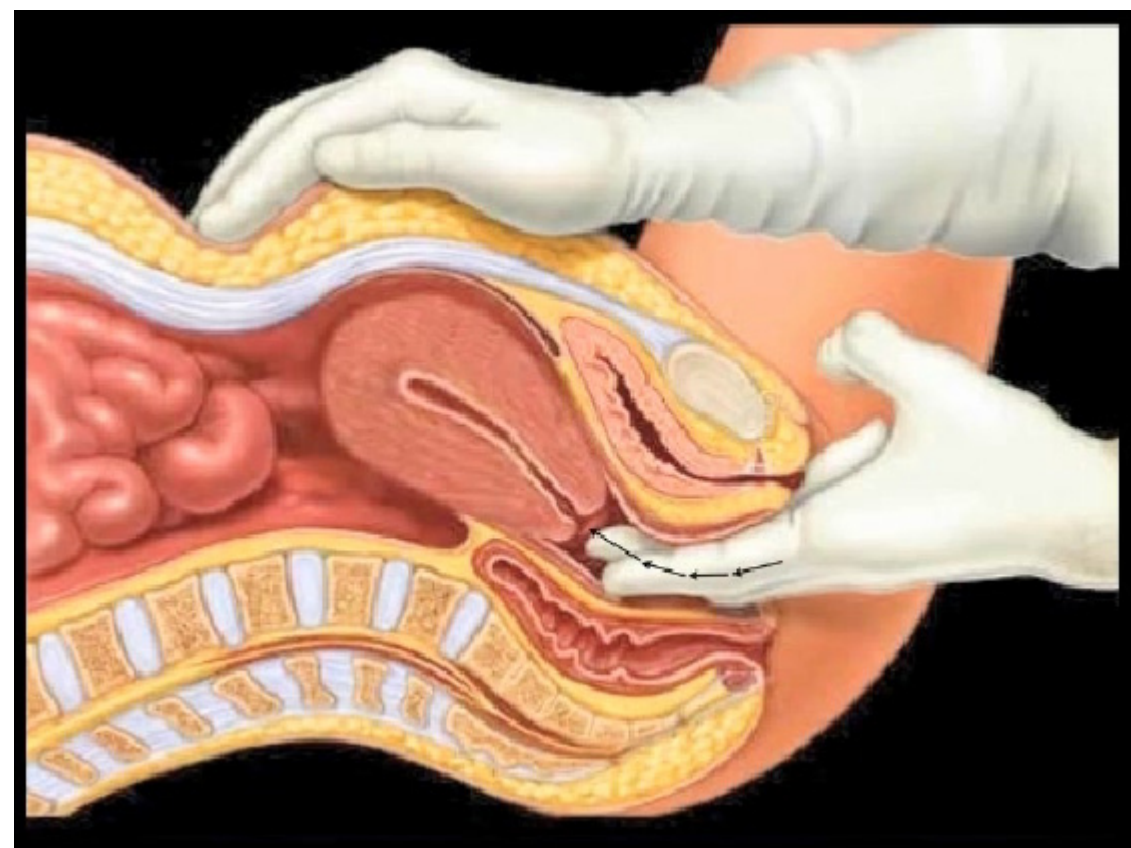
## The Problem

### Intrauterine Infection

The greatest contributor to intrauterine infection is the digital exam used to assess a woman's cervical dilation during labor.

This exam pushes bacteria from the vaginal canal into the uterus, infecting the tissues of the amniotic sac.

### Doctors Cause Intrauterine Infection



### Intrauterine infection causes morbidity and mortality in laboring women and neonates

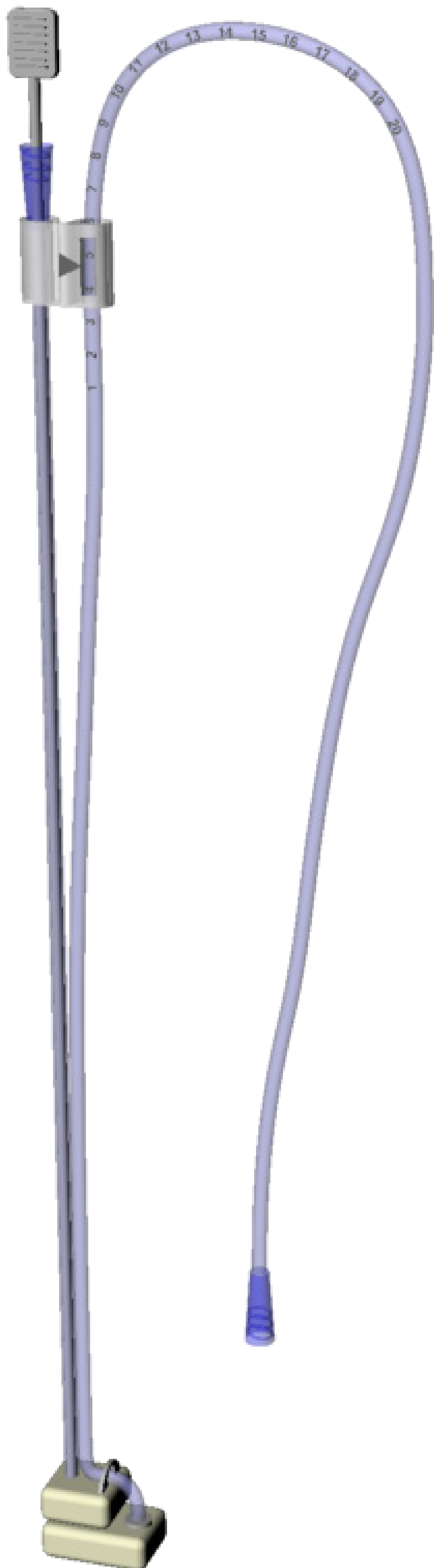
Neonatal Pneumonia  
Neonatal Sepsis  
Neonatal Brain Injury  
Cerebral Palsy  
Death

### Intrauterine infection costs the health care system hundreds of millions of dollars a year in avoidable costs

**Cost of Damages**  
7000 cases of Neonatal Infection x \$3900 = \$27.3 M  
1700 cases of Neonatal Sepsis x \$187,000 = \$317.9 M  
430 deaths x \$250,000 = \$107.5 M  
Total annual savings possible = \$452.7 Million dollars

## The Solution

**CERVI GAUGE** replaces manual exams during labor, decreasing intrauterine infection



## The Business

### Reducing Intrauterine Infection

75% decrease = **\$339.5 Million Saved**

### Saving Provider Time

(4,130,665 - 38,568) American births/year  
x 6 exams/birth  
x 3 mins/exam

**1,227,629 Provider hours saved**

x \$98.31/Provider hour

**\$120,688,200 Saved**

### Manufacturing Costs

<b>CERVI GAUGE Component</b>	<b>Initial Cost</b>	<b>Cost after Scaling</b>
Tube Housing Clip	\$0.70	\$0.45
Adhesive Pads (2)	\$1.00	\$0.60
Tubing	\$2.50	\$1.90
Placement Stylet	\$0.55	\$0.40
Luer-lock Syringes	\$0.16	\$0.16
Water Vial	\$0.40	\$0.40
Batch Testing	\$1.50	\$1.50
<b>Total</b>	<b>\$7.81</b>	<b>\$6.01</b>

### Regulatory Pathway

**CERVI GAUGE** qualifies as a Class I Obstetric-gynecologic specialized manual instrument (section 884.4530) eliminating the requirement for pre-market approval clinical trials.

### Market Segmentation

<b>Practice Setting</b>	<b>%</b>
Hospital Employee	24%
Single Specialty Group	22%
Solo Practice	18%
Multispecialty Group	11%
Academic/Research Economy	10%
Partner, Private Practice	9%
Private Practice Employee	5%
Independent Contractor	2%
Outpatient Clinic	0%