



**What the Leading Medtech Experts Are Saying about Medtech Insight's In<sup>3</sup> Events:**



*"The plenary sessions at Medtech Insight conferences permit attendees to reap priceless know-how from device industry captains who share 'in the trenches' experiences in building, funding and selling their companies."*

Anthony Coia, MD  
Associate  
BioVentures Investors  
Cambridge, MA



*"The format of Medtech Insight's conferences is certainly well organized, helping me to identify potentially breakthrough technologies that are consistent with our firm's investing objectives and criteria."*

Bob Curley  
Managing Director  
Pinnacle Ventures  
Palo Alto, CA



*"I expect Medtech Insight's In<sup>3</sup> meetings to present me with ample opportunities to see good companies up close, within a well-structured program, and I am never disappointed."*

Michael D. Kaswan  
Managing Director  
KBL Healthcare Ventures  
New York, NY

**Ronald C. Trahan is President/CEO of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small medtech companies, both public and private.**

**Deca-Medics to showcase complementary product for Automatic External Defibrillators in Las Vegas**

by Ronald C. Trahan

**Deca-Medics** (www.deca-medics.com) will be presenting at a Medtech Insight 'In<sup>3</sup>' conference for the first time when its **Co-Founder, Chairman, President and CEO Thomas Lach** takes the podium on February 28th. His company has developed **LifeBelt®-CPR**, an easy-to-use, inexpensive device for performing CPR (cardiopulmonary resuscitation) that may be positioned as a complementary product for Automatic External Defibrillators (AEDs) to thwart **Sudden Cardiac Arrest (SCA)**, the leading killer of Americans, accounting for some 350,000 lives each year. Due to the unexpected onset of SCA, a majority of its victims die before reaching a hospital. Indeed, the survival rate for pre-hospital SCA



**Thomas E. Lach**  
Co-Founder, Chairman,  
President and CEO  
Deca-Medics, Inc.

is less than 5%. A victim's chance of surviving SCA decreases by 10-15% for every minute of heart arrest, with a dismal chance of resuscitation by 10 minutes. Unfortunately, average response time for EMS ambulances in the U.S. is 10 minutes. In an attempt to improve survival rates, some cities have outfitted its first-responder vehicles with AEDs. However, the percentage of patients who can be treated with AEDs is falling and is less than 30%. Therefore, the need to develop a better means of administering CPR is increasing. But **the physical demands of CPR are increasing** as the first-responder protocols are moving to **compression only CPR; fatigue** from having to compress a chest 1.5 or two inches requires 125 pounds of force at a rate of 100 beats per minute and significantly reduces the effectiveness of CPR to just **20% after the first minute**. Deca-Medics' patented **LifeBelt®-enhanced CPR** is designed as a standalone product for administering CPR, giving a **mechanical advantage** to allow rescuers, regardless of size or physical strength, the ability to perform **adequate compressions over an extended period of time**. "We estimate the U.S. market potential for CPR products like LifeBelt is in excess of \$1 billion," insists Lach. "To date, we've received two NIH grants totalling \$1.1 million. We are looking forward to telling our story for the first time at In<sup>3</sup> West, because we have heard from CEOs of other emerging companies that these Medtech Insight events are the premier medtech-focused investor meetings in the U.S.," says Lach. ■

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**Investment In Innovation (In<sup>3</sup>) West:  
A Preview of Early-Stage Medical Technology Companies  
Medtech Insight's 29th Investment & Partnering Event!  
The Venetian Resort, Las Vegas, February 27-29, 2008**

Medtech Insight's conferences have drawn over **7,000** attendees and more than **1,300** innovative, early-stage presenting companies during the past **seven** years—making them the premier investment, partnering, and networking event in the medical technology industry. *In<sup>3</sup> West* will feature a new group of over 50 early-stage medical technology companies seeking partnering and/or investment.

To register for this conference, please call **Kristy Grimes** at **480-985-9512** or **888-202-5939** (toll-free in the U.S.), email **in3@windhover.com**, or visit **www.windhover.com/in3west08**.