

DOTmed Full-Service Online Equipment Auctions

*Recover The True Value
of Your Capital Assets*



Featuring

CLEAN SWEEPSM

Off-Site Storage &
Auction Solution



RENEW

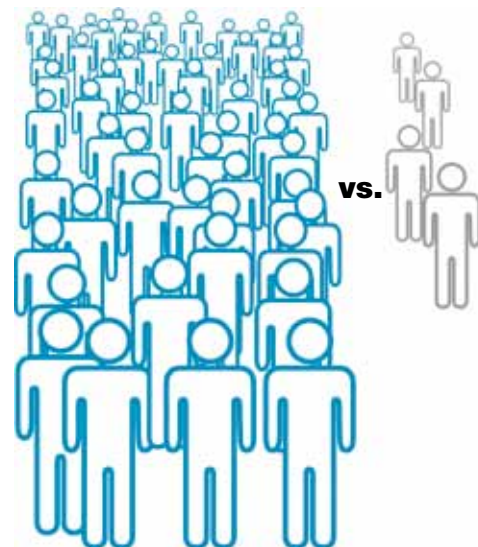


RECYCLE



Managed Online Auctions: The Gold Standard for Selling Capital Assets.

- Hospitals, imaging centers, health systems, and other medical facilities have discovered today's benefits of auctioning their surplus medical equipment online.
- DOTmed makes the process easy because we take the burdensome details off your hands – from auction set-up, to collecting payment, to deinstallation and shipping.
- The competitive nature of the bidding process helps ensure that your equipment sells for its true, fair market value.
- Since DOTmed began operations more than 10 years ago, over million items have been sold on our website.
- DOTmed's goal is to "repurpose" equipment, not liquidate it, thus giving it a new lease on life.



Online auctions enable tens of thousands of buyers to bid on your equipment – using a broker or “brick & mortar” resale option has limitations.



Why Do So Many Healthcare Facilities Auction?

... Because auctioning uncovers the true value of an asset.

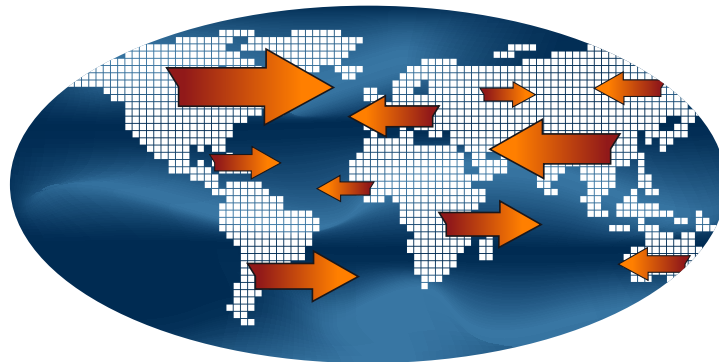
Determining what used medical equipment is worth can seem difficult. But in one sense it's very easy: it's simply the price people are willing to pay for it.

That's why so many healthcare facilities auction. The competitive nature of the bidding process establishes the true, fair market value for your equipment.

With a DOTmed Auction, you never sell yourself short.

The Top 10 Reasons to Auction with DOTmed

- 1** DOTmed is the world's leading public online medical equipment marketplace.
- 2** DOTmed has more than 10 years of auction experience.
- 3** DOTmed can auction hundreds or thousands of items at one time.
- 4** DOTmed's goal is to "repurpose" equipment and get the best sale price. Liquidators are looking to sell fast, regardless of price.
- 5** All bids are public and transparent.
- 6** With more than 20,000 unique visitors every weekday, DOTmed has the traffic that makes auctions work.
- 7** DOTmed uses its media horsepower online and in-print to promote auctions.
- 8** DOTmed Auctions reach a worldwide audience of potential buyers — far more than any "brick & mortar" auction house.
- 9** The buyer pays for deinstallation and shipping.
- 10** ***We collect from the buyer and pay the seller promptly — a service that is greatly appreciated.***



DOTmed Online Auctions present your equipment to a global marketplace of buyers.

DOTmed Online Auctions — Your Best Resale Option

- **We do the work, you get the money.**
Your facility is not set up to sell used medical equipment. DOTmed is. Our Auction professionals handle every aspect of launching, managing, and successfully closing your auction.
- **We get the best price.**
DOTmed Full-Service Auctions are pure commission-based transactions, so we work hard to help your assets sell for more. And, even less our commission, you're virtually certain to net more than with any other resale option.
- **There is no set-up fee.**
There's no cost if your equipment does not sell. And we'll re-run your auction until it does sell. Because we don't get paid until you get paid.

“

DOTmed did a great job of getting our equipment out there for potential customers to view, with excellent results for our hospital. This has been the easiest sale of surplus equipment for me with, by far, the highest return to the hospital. I would highly recommend DOTmed to anyone looking to sell surplus equipment.

”

— Lawrence Delahoussaye, Opelousas General Health System



DOTmed acts on your behalf to negotiate with bidders and answer their technical, financial, and logistical questions.

The Services DOTmed Provides to Help Make Your Auction a Success

■ **We describe your equipment in terms that attract buyers.**

Our auction specialists know which features of a system are important to buyers, and we focus on those features when we post the equipment online.

■ **We can arrange a pre-auction equipment inspection.**

We can call on engineers across the country who will inspect your equipment and document its operational condition. Certifying the status of a system can help it sell faster — and sell for more.

■ **We recommend a Starting Bid, Reserve Price, and “Purchase It!” price.**

DOTmed’s experienced professionals are experts at accurately estimating the value of used medical equipment.

■ **We create all online auctions for you.**

Time is money, and this is another way DOTmed saves you both — especially with a Clean Sweep Auction project.

■ **We actively promote auctions on our website and in DOTmed Business News magazine.**

Auctions are prominently featured:

- On our homepage
- At the top of every “Equipment For Sale” category
- To 45,000 users every week in our emailed Online News
- In the 20,000 User Alerts we send out every week
- In *DOTmed Business News* magazine, which is mailed monthly to 37,500 industry professionals

■ **We handle all negotiations with your bidders.**

We insulate you from bidders and the time-consuming need to answer their often complicated technical, financial, and logistical questions.

■ **We make the sale price transparent.**

All DOTmed auctions are public and all bids can be seen as they are posted. You can also view all your current and past auctions at My DOTmed any time.

MANUFACTURER	ORIGINAL PRICE	SOLD FOR	% OF ORIGINAL PRICE
Nuvo 750 O/R Table	\$43,248	\$30,100	69.06%
Leica Multistainer	\$28,333	\$27,100	95.06%
GE - Datex Ohmeda Aespire	\$35,534	\$25,823	72.07%
Tissue-Tek VIP 5	\$41,658	\$25,100	60.03%
Nuvo 1000 O/R Table	\$28,500	\$10,100	35.04%
Abbott I-Stat1	\$6,379	\$5,200	81.05%
Leica RM2125 Microtome	\$6,982	\$2,700	38.07%
Arizant Healthcare Bair Hugger	\$1,500	\$1,000	66.07%

These typical DOTmed equipment auction results show how most items sell for a high percentage of their original price.

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REPURPOSE

Specialized Auction Services



Closing a Facility?
Have a Storage Room Full of Idle Equipment?
DOTmed's Clean Sweep Team Will Pick It Up, Store It, and Auction It.

Off-Site Storage & Auction Solution Every hospital has plenty of equipment it no longer uses, but just can't throw away. DOTmed can help you clean it all out, free-up space, and make money as well.

Call in the DOTmed Clean Sweep Team.

We'll come to your facility and inventory, photograph, itemize, and remove all of your old equipment that still has value and store it off-site. Items with no value will be disposed of responsibly.

Then we'll auction all the items with value on DOTmed.com. You can watch the auctions any time online.

We'll deduct the cost of removal, crating, shipping, storage*, and our Auction Management fee from the total Auction results and write you a check for the balance.

All the old equipment you have in storage can be worth thousands of dollars. We'll come pick-up the equipment you want cleaned out, we'll sell it — and you'll pick-up additional revenue.

**Pick-up fees, pending your approval, may be required for rural hospitals, or hospitals with less than 10 re-sellable items.*



Want To Sell Your Used Capital Assets on a Continuing Basis?

Open a DOTmed Virtual Auction House.

If your healthcare facility regularly turns over its capital equipment by upgrading to new, then you should consider a DOTmed Virtual Auction House.

There's no set-up fee or annual service charge. DOTmed manages your Virtual Auctions for you. DOTmed only gets paid when your equipment sells.

You can stock your Virtual Auction House with as many items as you want — in fact, the more inventory you show, the more you will sell.

With our high traffic averaging over 20,000 unique visitors every weekday, your equipment will sell faster on DOTmed than anywhere else.

DOTmed's Virtual Auction House: the auction house is virtual, but the money is real.

“

I have used the services of DOTmed for Full-Service Auctions. I am very pleased with their services and I will continue to use DOTmed in the future.

”

— Yusupha Kah, Capital Assets Coordinator, Jackson Memorial Hospital

RENEW



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What Happens After an Auction Successfully Closes?

- **We collect from the Successful Bidder.**

We collect the money due from the Successful Bidder and pay you before your equipment leaves your site. Nothing could be easier or more financially rewarding.

- **We coordinate deinstallation and shipping with the Seller and Successful Bidder.**

The Successful Bidder is responsible for the cost of deinstallation and shipping. DOTmed, however, helps with all logistics to make sure the deinstallation goes smoothly.

We've supervised the removal of hundreds of systems and know what is needed for any modality. Virtually every professional deinstaller, rigger, and crater in the U.S. is a registered DOTmed user. We'll help the Successful Bidder find a company that knows how to do the job correctly, regardless of where the equipment is located within your facility.

We also communicate with the Seller's facility manager, shipping and receiving department, security, and all other personnel involved with the removal of the machine to ensure seamless coordination.

- **We handle all the paperwork.**

The documentation required to complete any auction transaction can be complex, and we take that off your plate as well. We help with all the paperwork, insurance, and shipping logistics – including the export documentation for equipment going overseas.



Start Generating a New Revenue Stream Today

Once you see the monetary rewards of DOTmed Online Auctions, you'll understand why so many healthcare facilities use DOTmed regularly. DOTmed auctions will improve the health of your bottom line.



Talk to a DOTmed Auction Manager now.

Call us today. We will answer your questions and design a program to fit your exact needs.

212-742-1200 Ext. 296
auctions@dotmed.com



“ I have used the Auction services of DOTmed for over 3 years now. I am always satisfied with the price I receive for my equipment and with the level of service they provide. ”

– Marcus Vogel, Radiology Administration, Hospital for Joint Diseases



About DOTmed.com

DOTmed was established in 1999 as a public marketplace to help medical professionals, hospitals, healthcare facilities, and equipment dealers and brokers buy and sell used medical equipment and parts online. Today, DOTmed is the world's leading public medical equipment marketplace.

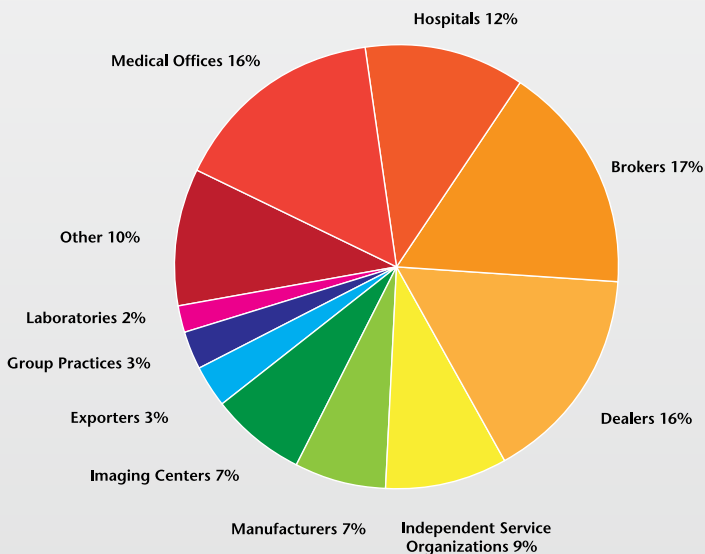
DOTmed Stats-at-a-Glance:

- More than 135,000 registered users from around the world, with over 1,200 added per month
- More than 20,000 unique weekday visitors
- More than 250,000 listings on any given day
- More than 10,000 companies listed in our Services Directory
- More than a million items sold



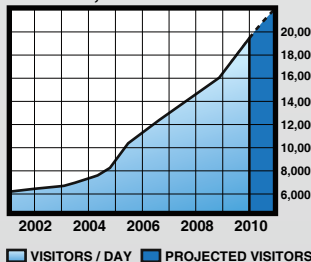
DOTmed Business News magazine creates an exceptional level of awareness for DOTmed.com and keeps DOTmed top-of-mind among the more than 37,500 healthcare professionals who receive it every month.

DOTmed.com Demographics

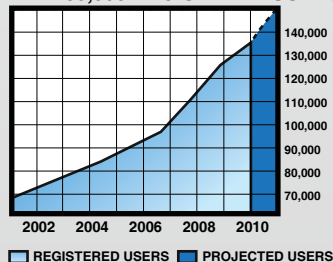


DOTmed Online Auctions are promoted in each month in a special section called "Old into Gold." It's another factor that helps make DOTmed Full-Service Auctions so successful.

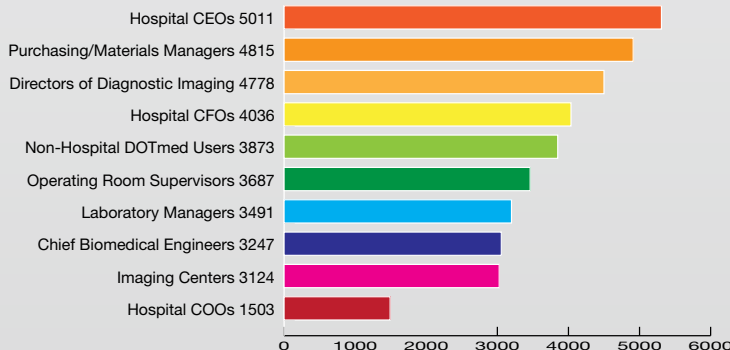
OVER 20,000 VISITORS / DAY



OVER 135,000 REGISTERED USERS



DOTmed Business News Circulation by Title:





DOTmed.com

Full-Service Auctions.
And a great deal more...

Our Full-Service Auctions are just one reason DOTmed is the world's leading public medical equipment marketplace. Our popularity and high daily traffic are the result of all the user-driven services we offer healthcare industry professionals.

DOTmed Features & Services At-A-Glance

What free services does DOTmed offer?

1. Basic Classified Ad Listings
2. Basic Services Directory Listings
3. Basic Job Listings
4. DOTmed Parts HunterSM
5. DOTmed Rental CentralSM
6. DOTmed Certification
7. New Equipment Alerts
8. Emailing Users
9. Honest/Dishonest Forum
10. Service Technicians' Forum

What paid services does DOTmed offer?

1. DOTmed Full-Service Managed Auctions
2. "Clean Sweep" ServiceSM
3. Self-Managed Auctions
4. Targeted Text Ads
5. New Product Classifieds
6. Upgraded Classified Ad Listings
7. Upgraded Services Directory Listings
8. DOTmed RFP ServiceSM
9. DOTmed WebStores
10. *DOTmed Business News Magazine Advertising*

For more information on DOTmed Full-Service Auctions, or any of our services:

866-999-DOTmed (3686) Ext. 296
212-742-1200 Ext. 296
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info@dotmed.com



The World's Leading Public Medical Equipment Marketplace

DOTmed.com

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