

Conceptus (CPTS) - Essure: Market Assessment

Understanding procedure logistics, liability risks, and reimbursement issues

A survey among 61 Obstetrician/Gynecologists

Study Description

Methodology	Online survey
Data collection period	March 14-18, 2008
Survey audience	<u>OB/GYNs (N = 61)</u> Results segmented by familiarity with operation and effectiveness of the Essure procedure and whether currently offer Essure in clinical practice: <ul style="list-style-type: none">▪ Familiar, but no training (n = 22)▪ Trained, but do not currently use (n = 18)▪ Trained and currently use (n = 21)

Study Objectives

Decision Metrics surveyed OB/GYNs to investigate current level of adoption and forecast future use of Essure by physicians based on product features, benefits, and barriers to adoption. Specifically, we investigated three areas related to the potential level of adoption of Essure among OB/GYNs in the sterilization market.

- Understand procedure logistics:
 - Number of patients who are suitable candidates for Essure
 - Availability of and required investment in specialized equipment/appropriate office facilities
 - Feasibility of having an “operating room” environment in an out-patient office setting
 - Number of Essure procedures performed in out-patient offices
 - Number of Essure procedures performed without general anesthetic
- Gauge liability risks:
 - Perception of risk in determining if physicians will elect/continue to perform Essure procedure
 - Risk/perception of procedure complications
 - Relative difficulty of Essure procedure
- Investigate economics:
 - Assess attractiveness of reimbursement for Essure procedure (time savings, financial incentives)

Companies and Products Mentioned in This Report

Company	Ticker Symbol	Product
Conceptus, Inc.	CPTS	Essure

For additional information on this study or to purchase this report, please contact:

Dan Meichenbaum

Phone: 415.263.6628; Email: dan.meichenbaum@wedbush.com