

Three Dimensional Anatomical Models Rank #1 as Promotional Educational Tool

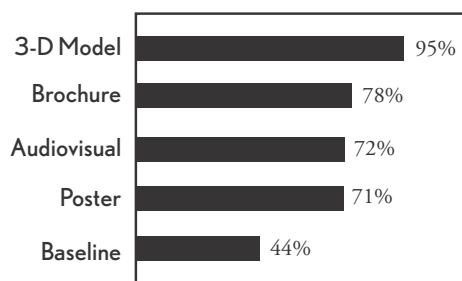
3-D Anatomical Models Are Most Effective for Educating

In a recent study¹, retention of information about cataracts was compared, using four different educational tools: a three-dimensional anatomical model, a poster, a brochure and an audiovisual presentation. The same information was included with each method. Retention was significantly higher with a three dimensional model. The portion of respondents who answered twelve questions correctly was 95% for the anatomical model, 78% for the brochure, 72% for the audiovisual presentation and 71% for the poster. The percentage of correct responses is 22% to 34% higher with the three-dimensional anatomical model than with the other three learning tools.

Without receiving any information prior to answering questions about cataracts, 44% of respondents, on average, answer each question correctly. The percentage of correct responses is 2.2 times greater after receiving information on cataracts with a three-dimensional anatomical model, 1.8 times greater with a brochure, and 1.6 times greater with an audiovisual presentation or a poster.

"Anatomical models are the most valuable means to explain, in a short period of time, what is relevant to the surgery or the disease for each patient."
-Ophthalmologist James A. Katz, MD

Average percentage of correct responses for all questions about cataracts

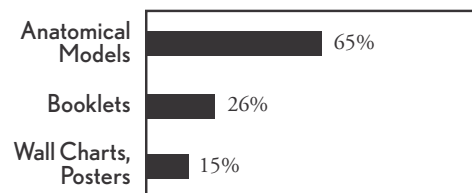


Physicians Prefer 3-D Anatomical Models

Physicians who see high volumes of patients prefer using three dimensional anatomical models 2:1 over brochures and 4:1 over posters to educate their patients. In a group of 220 physicians surveyed², 62% of the physicians seeing more than 150 patients per week rate three dimensional anatomical models as their first choice in patient education aids. In addition, 52% of all physicians surveyed indicated that anatomical models work best in educating patients about their condition.

"With a three-dimensional structure, there is the ability to point to something, to hold something, which is not available in two dimensions."
-Ophthalmologist James A. Katz, MD

Physician preferences for patient educational tools

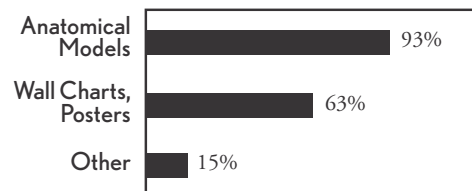


Physicians Are Likely to Keep 3-D Anatomical Models Indefinitely

In a survey of 220 physicians³, 93% say they are likely to keep anatomical models indefinitely. A much lower percentage, 63%, are likely to keep wall charts and posters indefinitely, and only 30% are likely to keep other patient education aids indefinitely. The return on investment for a 3-D model is much higher than any other educational tool because it can be used for many years, again and again.

"I've had the GPI anatomical model of an eye for about three years, and it's like new. There isn't any printing to rub off. It's an educational device, and I'll continue using it as long as I have all the parts or as long as it's still relevant."
-Ophthalmologist James A. Katz, MD

Percentage of physicians who are likely to keep each tool



¹Winsby, Inc., "Effectiveness of Educational Tools to Convey Information about Cataracts", September, 2003: 2.

²Analytical Research Service Inc., "Use and Evaluation of Patient Education Aides", April 1994: 12.