

SPARK: BIOFIRE® FILMARRAY®/BIOFIRE® SPOTFIRE® (Adoption Program)

Program Owner: Marketing Coordinator | Product Manager(s)

Program Goal: Increase adoption of the BIOFIRE portfolio through a customer-focused evaluation of the BIOFIRE and SPOTFIRE systems and reagents as they evaluate the customer experience, their testing needs, and our unique suite of solutions.

Purpose:

- Allow potential institutions desiring to test our BIOFIRE and SPOTFIRE diagnostic solutions before signing an agreement as part of their acquisition process.
- Educate potential institutions on how our product fits into their workflow, what the key benefits are, limit any roadblocks and objections, and consider the clinical impact and benefit for their patients.
- Enable bioMérieux to learn more about how our products are considered and adopted, what features are important, if the marketing materials are useful, and additional objections prospects may have.

Term: Ongoing program, 45-day evaluation period

- On day 45, the institution will decide if they would like to purchase or return the system.
- Due to Sunshine Act reporting, instruments must be purchased or returned prior to 90 days from the time of time of shipment. If the 90-day period is exceeded, bioMérieux is required by law to report the transfer of value of the instrument to the institution in Open Payments Reporting.

Eligibility: Sites will be determined by Sales and subject to further discussion based off inventory availability. Final approval for the program and sites will be done by your RSD and Sr. Director of Marketing.

Rules of Engagement:

New Customers (System and Reagent Evaluation)

- **When to use:** SPARK should be used when institutions require hands-on experience with the BIOFIRE TORCH or SPOTFIRE system and a pouch to help evaluate the full value of the BIOFIRE or SPOTFIRE solution.
- **Who will run program:** Sales will be responsible for overseeing all aspects of the program and will coordinate with Field Application Specialists (FAS) and Medical Science Liaisons (MSL).
 - » Sales should be on-site for installation, one follow-up visit, and the 45-day closure.
 - » FAS will help at the beginning of the evaluation with the initial installation and training, and at the conclusion if the site will be returning the instrument to assist with the return.
 - » MSL will be available after installation to answer workflow and clinical comparison questions.
- **Product Availability:** Instruments for evaluation will be provided free of charge. A limited number of instruments will be available at launch. Program may expand based on demand and future instrument availability.
 - » Inventory will be maintained by the Product Manager.
 - » 1 instrument and 1 kit should be used per site, preferably at the main site where the key decision makers are located.
 - » Site may choose to purchase reagents to submit for reimbursement or they may be provided free of charge. QC materials will not be provided to site, but they may choose to purchase.

- When to provide sales quote and contract:
- A SPARK contract will be fully executed prior to ordering.
- A sales quote and contract will be provided prior to installation to ensure easy transition to close the sale at the end of the evaluation.

Existing Customers (Reagent Evaluation)

- **When to use:** SPARK should be used when institutions require hands-on experience with a pouch to help evaluate the full value of a new panel on their BIOFIRE or SPOTFIRE solution.
- **Who will run program:** Sales will be responsible for overseeing all aspects of the program and will coordinate with Field Application Specialists (FAS) and Medical Science Liaisons (MSL).
 - » Sales should be on-site for QC, one follow-up visit, and the 30-day closure.
 - » FAS will help at the beginning of the evaluation with the initial QC, and at the conclusion if the site will be returning the instrument to assist with the return (as needed).
 - » MSL will be available throughout QC and the evaluation to answer workflow and clinical comparison questions.
- **Product Availability:** A single 30-pouch kit for 1 panel, per site, will be provided free of charge with additional QC materials required.
 - » Inventory will be maintained by the respective Product Manager(s).
 - » Site may choose to purchase additional reagents to submit for reimbursement or they may be provided free of charge, with approval from respective Product Manager(s).
- **When to provide sales quote and contract:**
 - » A SPARK contract will be fully executed prior to ordering.
 - » A sales quote and contract will be provided prior to installation to ensure easy transition to close the sale at the end of the evaluation.

CRM Tracking:

- To track the program, an opportunity will be created for the evaluation in SFDC.
 - » The opportunity name should reference the evaluation program.
 - » The opportunity should include an accurate listing of products to be used during the evaluation, with quantities.
- Example: "ABC Health System – SF1 R Mini Evaluation"
- The dollar value of each product used during the evaluation should be entered as \$0.
- The opportunity stage should be set to "Closed" at the start of the evaluation (Day 1) to allow for proper calculation of duration.
- An event should be created in CRM against the opportunity as a reminder to the length of the evaluation, and when equipment should be picked up/sent back from account.
- A separate opportunity will be entered for the sale of the system.
- At the same time, the evaluation opportunity is created, a separate opportunity should be created to track the future sale following the evaluation period.
 - » The close date of the opportunity should align with the final day of the evaluation period.
 - » The opportunity should include an accurate list of products, quantity, and amount to populate the pipeline.