



Lisa Sasso, President and CEO of Radi Medical Systems, Inc. also serves on Radi Inc's. Board of Directors. Lisa joined Radi in December of 1998 by starting up their US Sales and Marketing organization and took on the role of Director of Sales and Marketing and within a year assumed the title of President/CEO. Radi Medical Systems, Inc. is a wholly owned subsidiary of Radi Medical Systems AB, Sweden.

Lisa came to Radi from USCI (a division of CR Bard) where she served in various marketing positions including Product Management and Market Research Management roles while she pursued and earned her MBA in Management from Bentley College. Lisa entered the Medical Device Industry from the national retail industry where she established a background in accounting, finance, mergers and acquisitions.

For More Information

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with Lisa Sasso, President/CEO, Radi Medical Systems, Inc.

Q: In four short years, in a difficult economic marketplace, how have you been able to make Radi the successful company it is today?

Radi Inc's. success can be attributed to a combination of two things:

1. Having dedicated and driven employees.
2. Having exciting innovative products that clinically make a difference and help "improve patient care."

Radi's products are unique and innovative and the sales, clinical and in-house teams that support these products are very customer focused. These professionals have more than 500 years of cardiology experience to share with our customers. The strategy was to start small and invest in hiring the best people to represent our products. As a result, we have been able to enjoy triple digit growth each year for the past three years.

Q: What is your key growth strategy and what has enabled you to sustain the growth you mention above?

Radi's key growth strategy is one of education. As a company we are committed to training our employees not only on our products, but also on the clinical application and use for these products. Our Sales and Clinical staff are knowledgeable on the entire procedure and allow us to act more as consultants rather than representatives. Our team takes great pride in teaching and training nurses, technicians, physicians, and administrators on our products and how they should be used. We try to separate ourselves from other companies by being associated with education and utilizing educational tools and materials such as interactive CD-ROMs. Radi prides itself on our in-services and on the training, service and follow-up that our sales and clinical team provide.

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Q: What is new with Radi?

Radi has just introduced the FemoStop plus Femoral Compression System. This product incorporates several improvements that simplify product application for the staff while enhancing patient comfort. FemoStop is proven to help improve floor productivity by allowing staff to monitor multiple patients without the physical limitations and drawbacks of manual pressure.

Also, Radi recently introduced our 4th generation

PressureWire Sensor, a state-of-the-art .014" guidewire that helps physicians assess vascular lesions and make more accurate treatment decisions on potential interventions. The improved steerability of PressureWire4 Sensor allows it to perform in a similar fashion to a normal interventional guidewire with pre- and post-assessment modalities.

Q: What are some of Radi's technology "firsts" in the interventional cardiology market?

In 1992 Radi was one of the first companies to develop a specially manufactured product (FemoStop) to stop bleeding after catheter-based interventions and replace labor-intensive manual compression. At the time, Radi did not have a U.S. direct sales team and our products were distributed by BARD/USCI and then by Medtronic AVE. However, as of 2002 Radi has regained full distribution of FemoStop in the U.S.

In 1991, Radi introduced the "world's first guidewire mounted pressure sensor" that was known as the PressureGuide. This product was introduced and used in studies throughout Europe and, after numerous improvements and upgrades, was made commercially available to the first U.S. Hospitals in 1998.

With the introduction of PressureWire4 Sensor, Radi is the only company in the world able to measure pressure, flow and temperature in the vascular system with one sensor.

Q: What is your vision for the future of interventional cardiology and what role will Radi play in achieving that vision?

As the population ages, the role of Interventional Cardiology will become even more important. With the advent of new medical technologies that combine drugs and devices (like drug-eluting stents), patients may achieve optimal outcomes with reduced restenosis rates.

The PressureWire4 Sensor can work in concert with these new technologies by providing physicians information on which lesions/blockages are ischemic and therefore need to be treated with these improved yet expensive stents and which vessels are better left alone and treated medically. The PressureWire4 Sensor as an assessment tool can save both patients and hospital systems thousands of dollars while helping patients avoid unnecessary procedures.

Radi's vision is to continue to bring new, innovative products and technologies to the market which answer unmet clinical needs. These products will continue to improve patient care and reduce time and money spent by physicians, payers and patients.