



HealthLink Europe
The European Customer Service & Logistics Network

Alveolus Reaps Customer Satisfaction in Europe.

ALVEOLUS is an emerging leader in the development of *non-vascular* interventional stent technology. Non-vascular stenting is the use of devices (stents) to create an artificial pathway, support structure, or opening for hollow-lumen organs that are closed or obstructed due to cancerous lesions or benign disease. The company's advanced stenting technology is designed to enhance the quality of life for patients who suffer from malignant *pulmonary* and *gastrointestinal* obstructive lumen diseases. The company's products are developed *by* physicians *for* physicians—i.e., interventional pulmonologists, gastroenterologists, and interventional radiologists—for use in the lungs, esophagus, and the biliary ducts of the human body.

"HealthLink Europe performs our European customer service function," explains **David R. Hamilton**, Director of Corporate Compliance and Operations for Alveolus, based in Charlotte, N.C. "From our European customers' point of view, HealthLink Europe is the contact point with Alveolus in the EU, with a *local* address, phone and fax number. Utilizing the services of HealthLink Europe, we've eliminated delays due to time zones, as well as reduced any cross-cultural differences, allowing Alveolus to better serve our European-based customers from the U.S."



Non-vascular stenting uses stents to create an artificial pathway, support structure, or opening for hollow-lumen organs that are closed or obstructed due to cancerous lesions or benign disease. The Alveolus **AERO™** stent (above) is designed for the specific anatomical requirements of non-vascular *pulmonary* lumens.



Non-vascular stenting uses stents to create an artificial pathway, support structure, or opening for hollow-lumen organs that are closed or obstructed due to cancerous lesions or benign disease. The Alveolus **ALIMAXX-E™** stent (above) is designed for the specific anatomical requirements of the *esophagus*.

Point of Contact in Europe

"HealthLink Europe is able to field initial calls from either physicians or an account," says Hamilton. "The HealthLink Europe staff have all been thoroughly educated about our products and processes, and have an understanding of the technology to be able to answer basic questions from a customer. If further technical information is required, then the caller's information is immediately referred to someone within our sales or technical teams in the U.S., and we will contact the customer the same day.

"The major benefit to our customer," Hamilton says, "is getting a person on the phone, in their national language, at a time convenient to them, who is knowledgeable about the product and procedures for Alveolus, and can triage any questions or additional queries without delay.

"We had been looking to improve our European customer service function," adds Hamilton. "Originally, we were essentially operating from our manufacturing operation in Germany, which was really not set up to deal with customer service calls or the ordering process. They were simply warehousing the product for us and shipping it on our request. We engaged HealthLink Europe to manage our customer service function in May 2007. This eliminated a number of logistical issues for Alveolus and, more importantly, provided a better customer experience.

"The personnel in the HealthLink Europe offices in the Netherlands are truly outstanding in terms of keeping us informed on a day-to-day basis about our EU business and customers," says Hamilton. "We've been very very impressed with their professionalism in dealing with *our* customers, and also their ability to track, record and report orders, back-orders, and shipments. They have provided us with an efficient and cost-effective extension of our business, providing our customer service function in Europe.

"Having worked with HealthLink Europe for more than a year, it is clear they have proved to be invaluable, and Alveolus would not be able to function as effectively or efficiently in Europe without them," concludes Hamilton.

"We are very pleased to be a part of the critically important business of Alveolus," says **Richard "Rick" Hughes**, President of HealthLink Europe. "And we of course are extremely proud to be a material factor in their European success." ■