



ThinkThroughTools Evidence of Effectiveness

Profile of Four Clients Comparing 2004 to 2005 to Date (23 Dec 2005)
 Clients Using Our Software & Services 1-2 Years

	2004	2005	Numeric Change	Potential Revenue Change		
				\$4000 Per Flight	\$3500 Per Flight	\$3000 Per Flight
Client 1						
Documented Unique Customer Contacts *	153	753	600			
Documented Contact Hours With Customers **	554	3377	2823			
Change in Increased Completed Flights ***	437	882	445	\$ 1,780,000	\$ 1,557,500	\$ 1,335,000
Client 2						
Documented Unique Customer Contacts	1	94	93			
Documented Contact Hours With Customers	3	671	668			
Change in Increased Completed Flights	29	976	947	\$ 3,788,000	\$ 3,314,500	\$ 2,841,000
Client 3						
Documented Unique Customer Contacts	58	340	282			
Documented Contact Hours With Customers	800	1870	1070			
Change in Increased Completed Flights	217	382	165	\$ 660,000	\$ 577,500	\$ 495,000
Client 4						
Documented Unique Customer Contacts	1165	923	-242			
Documented Contact Hours With Customers	3630	4342	712			
Change in Increased Completed Flights	2839	4168	1329	\$ 5,316,000	\$ 4,651,500	\$ 3,987,000

\$ 11,168,000	\$ 9,772,000	\$ 8,376,000	TOTALS
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- This data is drawn from the emsCharts.com TargetingMatrix® Outreach Module. The programs vary in size and maturity.
- Documented Unique Customer Contacts * Represents proof of a unique customer contact. Replicated contacts not included in data.
- Documented Contact Hours with Customers ** Represents the time devoted to interactions during unique customer contacts.
- Change in Increased Completed Flights *** Represents a trend analysis comparing 365 days in 2004 to 358 days in 2005.
- The change in revenue is a very simple range and each program will experience different rates – this was used as a benchmark.
- Data was not included for rates of flight requests triggered as this is not readily available unless the client requires crews using emsCharts.com to document completed pt. missions AS WELL AS TURN DOWNS. We do advocate the documentation of turn downs to be able to ascertain and compare triggered flight requests with completed loaded patient missions.
- ThinkThroughTools advocates safety-centric astonishing system performance with our outreach and marketing architecture, services, *energy* and software to increase yields. It is the multiplier-effect that accounts for increasing-sustainable business and profit growth.