

## Corporate Report

a report by

**MarCal Medical**

Heart-warming success stories do not come along every day and this is a story of the American dream. This story is about a young lady named Candace Keaton who has become the owner and Chief Executive Officer (CEO) of MarCal Medical, a successful specialty medical distributor that has a successful niche in nuclear medicine/nuclear cardiology.

MarCal Medical is the exclusive distributor and service center in the US for the Graseby Model 3400 syringe pump. MarCal Medical also has its own line of extension sets used for nuclear medicine and nuclear cardiology infusions. Candace made MarCal Medical successful by promoting the Graseby 3400 pump, the gold standard, with over 4,000 pumps used in nuclear medicine and nuclear cardiology every day.

Recently, Candace partnered MarCal Medical with Biodex, a well known shielding company to provide a shielded pump to safely deliver radioactive drugs such as Bexxar, a GlaxoSmithKline drug for the treatment of non-Hodgkin's lymphoma (NHL). Now, Candace has created a strong niche in the nuclear medicine radioimmunotherapy market along with nuclear cardiology and nuclear medicine.

Candace started her career as a biomedical engineering technician. For many years, she worked in hospitals repairing a wide range of equipment, from defibrillators and infusion pumps, to patient monitors and electrocardiograph machines. Candace helped people to use the equipment, performed regularly scheduled preventive maintenance, conducted functional and safety inspections, and engaged in extensive troubleshooting. As a senior technician, she often worked in the operating room performing many tasks under pressure, such as fixing broken equipment during surgery, or helping surgeons to use the equipment.

Candace became an accomplished professional, supporting and advancing patient care by applying engineering and management skills to the solution of medical problems. She worked well with physicians, nurses, administrators, and

other healthcare personnel, and was logical, methodical, personable, and calm under pressure. Because the health field is changing constantly due to advances in technology, her flexibility, open-mindedness, and constant attention to new medical advances greatly increased her value.

The founder of MarCal Medical, Al Norment, greatly admired Candace's attributes and asked her to come on board to build MarCal Medical's service department. Just as she had been a critical member of her patients' healthcare team, Candace rapidly became a critical member of MarCal Medical's team. Within 18 months, she had managed to support customers' needs so well the department's repair and maintenance business increased 10-fold. She was soon promoted to Vice President of Marketing & Sales, where she once again exceeded all expectations.

When Mr Norment decided to retire, he could not think of a better person to take over the reins of MarCal Medical than Candace. As medicine becomes increasingly dependent on high-tech, complex medical instruments, he knew that she would be the best choice to guide MarCal Medical's future. In January 2005, Mr Norment sold her the company that he had worked so hard to build into a leading choice for superior medical products and value-added services.

It is Candace's practical skills (in electronics engineering, mechanics and equipment testing; analytical and problem-solving talent; organizational skills; ability to communicate with a lot of different people at different levels; plus her limitless energy and passion for quality healthcare) that are providing the solid foundations for enabling her to lead MarCal Medical into the future.

Candace has strengthened MarCal Medical's focus on specialty medical products, making MarCal Medical the ideal partner for busy healthcare providers. Customers appreciate MarCal Medical's expertise and knowledge of healthcare workflow needs and the ability to answer questions immediately. By maintaining a tight focus on nuclear cardiology products, the staff at MarCal Medical have the time, training, and energy to really focus on its partners' needs. It is a difference that all stakeholders truly appreciate. ■