

Commercial and Innovation Excellence

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Executive Vice President

Strategic Planning and Chief Marketing Officer

BD Analyst Day 2016

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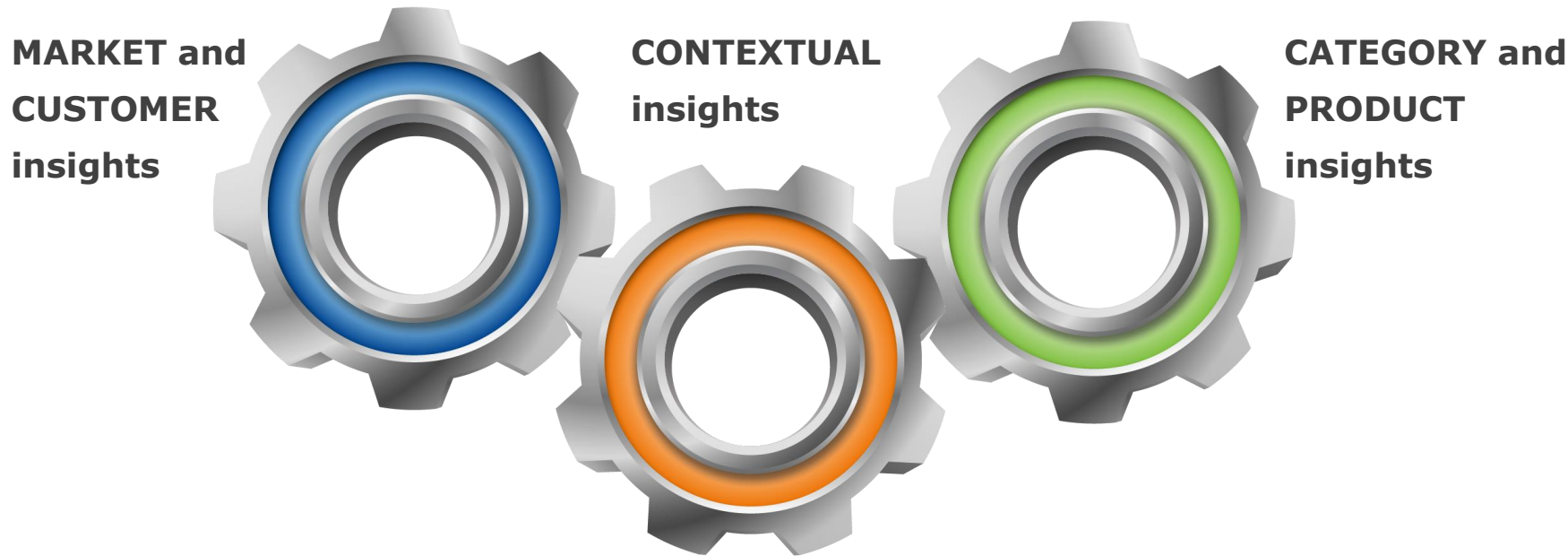


WE BELIEVE

THAT DELIVERING IMPACTFUL **INNOVATIVE
SOLUTIONS** REQUIRES AN **UNSURPASSED**
DEGREE OF **CUSTOMER** AND PATIENT **CENTRICITY**
AND HIGH LEVELS OF **FACT-BASED DISCIPLINE**
AND **RIGOR.**



BD employs a fact-based and highly disciplined approach to guide its commercial efforts

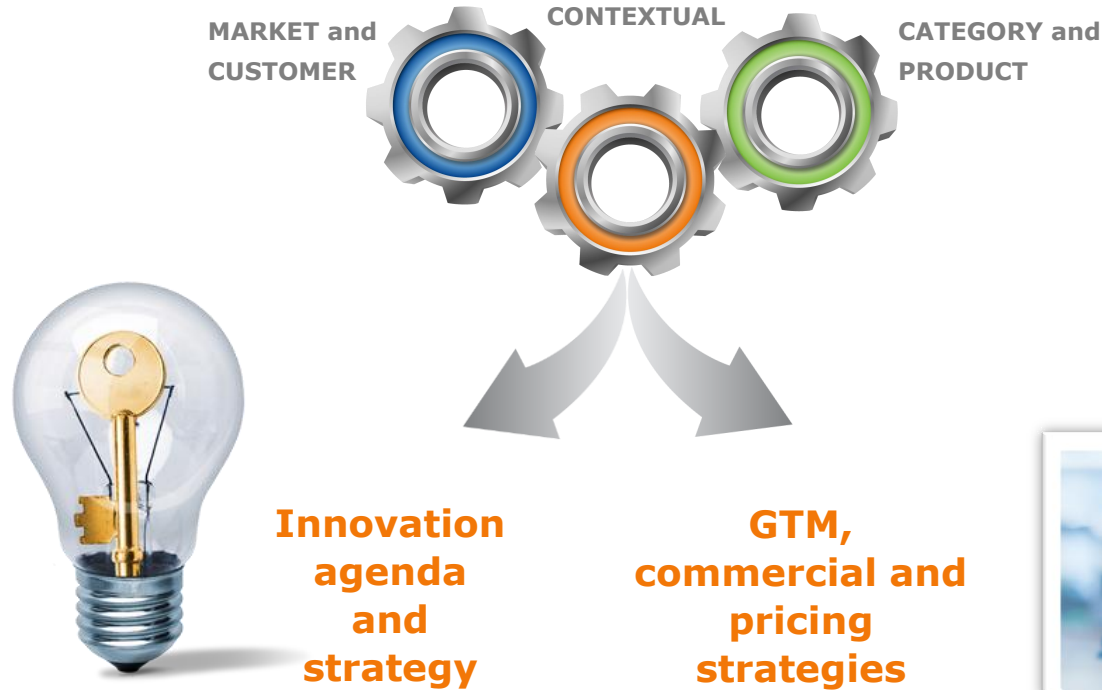


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The holistic approach guides our innovation and go-to-market efforts



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BD has an unprecedented understanding of the healthcare market and customers globally



MARKET and
CUSTOMER
insights



Care
Advancement

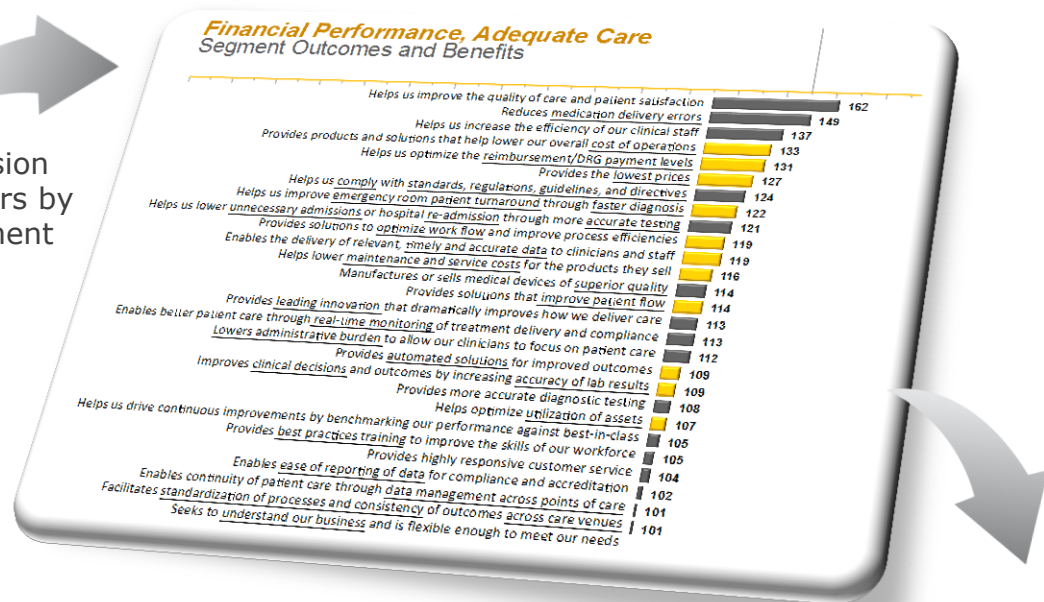
Accuracy and
Clinical
Outcomes

Patient
Experience
and Clinician
Performance

Financial
Performance,
Adequate Care

Status
Quo

Decision
drivers by
segment



Fact-based decisions on where to
play and what challenges to address

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BD augments its understanding with deep immersion into customers' operating realities



Infusion therapy and medication management

24

hospitals visits

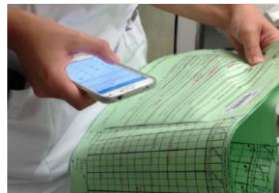
Centre Hospitalier de Versailles



University College Hospital London

100+

hours of observation



146

interviews

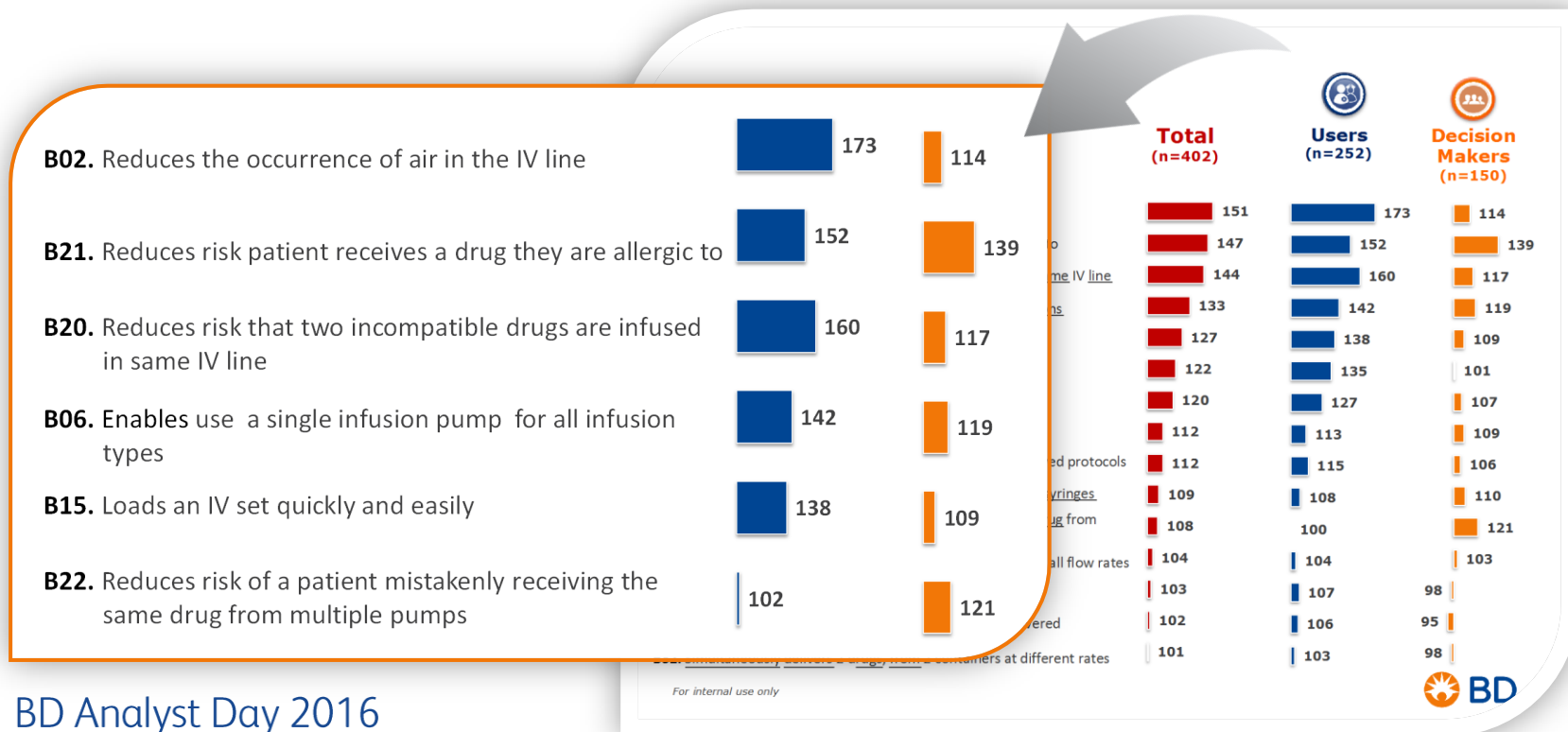


Ethnography map edited.mp4 video

BD complements its customer understanding with deep, fact-based, product-level insights globally



CATEGORY and
PRODUCT
insights



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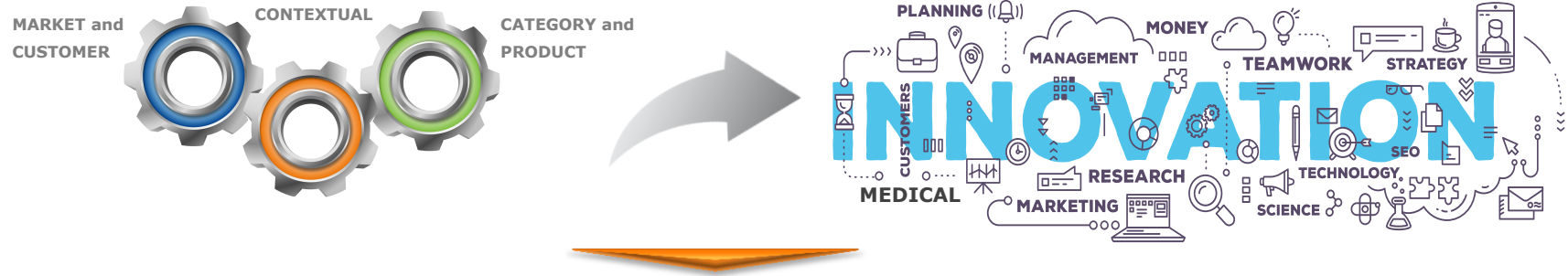
Our fact-based approach spans developed and developing markets



> 30,000 customers and patients over 5 years

Infusion therapy v5.mp4 video

Our unique, fact-based, disciplined and repeatable approach to innovation delivers commercial success



ChloraShield™
catheter dressings



Next-gen ChloraPrep™



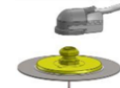
BD Intelliport™



Pyxis™ ES
enhancements



Pyxis™ Mini



BD FlowSmart™



Smart pen needles



BD Kiestra™ TLA



BD Phoenix™ M50



Automated ID / AST



BD FACSymphony™



BD Barricor™



BD Intima X™

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