

Medisense Blood-Testing: Global Naming

Objective Determine most powerful name for Europe and U.S.

Data Source One-on-one interviews with diabetics in 8 countries including Europe

Question *“Which names (of 20) are your favorites and why?”*

ThoughtSCAN[®]

VERBATIMS

precise

accurate/acy

exact

ThoughtScan Frequency

35

23

11

ThoughtTalk *“Indicates a precise reading.” – U.S.*
“Sounds like pretiosen (jewels)” – Germany
“Precisia is good . I want exact accuracy.” – Holland

Results Precision Q-I-D device successfully launched internationally. Medisense was subsequently purchased by Abbott Labs.
www.wallacewashburn.com