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We very much appreciate your support and continued partnership with Laerdal. At Laerdal we pride ourselves on delivering world-class customer service. As the simulation industry grows and our customers' expectations increase, we have decided that it was time to take our customer support to a new level and I want to inform you of the enhancements that you should experience.

We have implemented a Customer Success model to provide you with direct, persistent and ongoing support. You have been assigned a Customer Support Specialist who will work in partnership with your Client Executive to ensure that your expectations are met when you purchase Laerdal products and services. By now you should have received their contact information via email.

Your Client Executive will still be your primary point of contact for purchasing new equipment, software, and services. They will continue to work with you on achieving your organization's education goals and objectives, answer your product questions, and make recommendations to address your current and future needs. If you had previously worked with your Account Manager for these needs, we ask that you now contact your Client Executive instead.

As you get closer to making your purchase your Client Executive will introduce you to your Customer Success Specialist, who will work to ensure your installation and education goes smoothly. And following that, your Customer Success Specialist will remain your second point of contact, staying in touch with you to ensure that you are getting the most value and experiencing a strong return on your simulation investment. They will also help resolve issues as they arise and connect you with the right Laerdal resource. For strictly technical issues the Laerdal Help Desk is still your primary point of contact.

The bottom line is that we view our relationship with you as a long-term partnership, and we hope that you do as well. We believe that this enhanced support model will allow us to continue serving you as your needs evolve over time.

If you have any comments or concerns, please do not hesitate to reach out to your Client Executive, your Customer Success Specialist or to me. You can reach me at neil.weber@laerdal.com or through our 800 number.

Thank you.

Respectfully,
Neil Weber
President, Laerdal North America