

Healthcare Solutions Pricing Program

NORTH AMERICA



The **Healthcare Solutions Pricing Program** (the “Promotion”) helps you deliver the power of Zebra’s devices and mobility software to healthcare organizations looking to improve the delivery of care. Available through December 31, 2017, the Promotion provides you with an additional discount of up to 12.5% on qualified sales of select products and related accessories and a 10% discount on associated services.

Zebra makes it possible to extend mobility to the point of care and beyond. Our healthcare solutions allow your healthcare customers to securely share real-time information anywhere for increased patient safety and more attentive care, while making it possible to automate management systems, track patient progress and improve responsiveness of healthcare providers.

PROMOTION OVERVIEW

PROMOTION PERIOD	April 30 – December 31, 2017													
ELIGIBILITY	All Zebra® PartnerConnect program resellers in good standing (“Participants”)													
PRODUCT DISCOUNTS	<p>An additional recommended upfront 3% discount off list price on qualified sales of the following products when sold to a customer in the healthcare market</p> <p>An additional recommended upfront 5% discount off list price on qualified sales of the following products when sold to a customer in the healthcare market</p> <p>An additional recommended upfront 10% discount off list price on qualified sales of the following products when sold to a customer in the healthcare market</p> <p>An additional recommended upfront 12.5% discount off list price on qualified sales of the following products when sold to a customer in the healthcare market</p>	<table border="1"> <tr> <td data-bbox="850 369 1084 548">Printers <i>(Accessories not included)</i></td> <td data-bbox="1089 369 1442 548">ZD410 ZD420 HC100 ZXP Series 1 ZXP Series 3 ZXP Series 7</td> </tr> <tr> <td data-bbox="850 554 1084 789">Mobile Computers <i>(Accessories included*)</i></td> <td data-bbox="1089 554 1442 789">ET50 ET55 MC40-HC MC32XX MC92XX SB1-HC TC70 TC75</td> </tr> <tr> <td data-bbox="850 795 1084 936">Advanced Data Capture <i>(Accessories Included*)</i></td> <td data-bbox="1089 795 1442 936">DS81XX-HC</td> </tr> <tr> <td data-bbox="850 942 1084 1066">Mobile Computers <i>(Accessories included*)</i></td> <td data-bbox="1089 942 1442 1066">MC67 MC55A0-HC</td> </tr> <tr> <td data-bbox="850 1073 1084 1255">RFID <i>(Accessories Included*)</i></td> <td data-bbox="1089 1073 1442 1255">MC3190-Z RFD5500 RFD8500 FX7500 FX9500 DS9808-R</td> </tr> <tr> <td data-bbox="850 1262 1084 1562">Advanced Data Capture <i>(Accessories Included*)</i></td> <td data-bbox="1089 1262 1442 1562">CS4070-HC - CS4070-HC0000BZMWW - CS4070-HCB00000DRW - CS4070-HCB0000TDRW DS4308-HC - DS4308-HC0000BZZWW - DS4308-HCBU2100AZW DS9208 DS6878-HC DS457</td> </tr> </table>	Printers <i>(Accessories not included)</i>	ZD410 ZD420 HC100 ZXP Series 1 ZXP Series 3 ZXP Series 7	Mobile Computers <i>(Accessories included*)</i>	ET50 ET55 MC40-HC MC32XX MC92XX SB1-HC TC70 TC75	Advanced Data Capture <i>(Accessories Included*)</i>	DS81XX-HC	Mobile Computers <i>(Accessories included*)</i>	MC67 MC55A0-HC	RFID <i>(Accessories Included*)</i>	MC3190-Z RFD5500 RFD8500 FX7500 FX9500 DS9808-R	Advanced Data Capture <i>(Accessories Included*)</i>	CS4070-HC - CS4070-HC0000BZMWW - CS4070-HCB00000DRW - CS4070-HCB0000TDRW DS4308-HC - DS4308-HC0000BZZWW - DS4308-HCBU2100AZW DS9208 DS6878-HC DS457
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SERVICES DISCOUNTS	<p>An additional 10% off list price for all new Zebra OneCare customer services agreements when sold by qualified partners as part of this Promotion. (Please note: this discount does not apply to individual services not sold as a bundle as part of this offer and does not apply to renewals or Advanced Services.)</p>													

* When purchased with the device and when required for a system as defined in Solution Builder

(Discount is recommended; participants should contact their Distributor for all pricing-related information. Final prices to Participants are determined by the Distributors at their sole discretion.)

PARTICIPATION CRITERIA	<p>Participant must be enrolled in and in good standing with the PartnerConnect Program.</p> <p>Participant must demonstrate experience in the healthcare market by providing the information requested in the application, including information on healthcare solutions offered and three current healthcare customers.</p> <p>The Participant's products must be used by the customer in tandem with a healthcare mobility application focused on one of more of the following areas:</p> <ul style="list-style-type: none"> • Anesthesia Information Management System • Bedside Medical Device Administration • Cardiology & PACS • Clinical Systems • Computerized Physician Order Entry • Document/Forms Management • Electronic Medical Administration Record • Electronic Medical/Health Record • Laboratory • Nurse Call System • Operating Room • Patient Charge Capture and Billing • Radiology & PACS • RTLS (Real-Time Locations Solution) • Supply Chain Management <p>The healthcare mobility application must currently run on a Zebra handheld device. Any software vendor can provide the application, not only PartnerConnect ISVs.</p> <p>Zebra will review the solution (a qualified application running on one of the Promotion's products) to verify eligibility for the promotion. Approval for participation will be provided by the Zebra Channel Operations group. Please contact Joe Gallo at joe.gallo@zebra.com to confirm approval.</p>
COMBINATION WITH OTHER DISCOUNTS	<p>This discount can be combined with a Deal Registration Program discount (subject to the Deal Registration Program eligibility guidelines) for sales opportunities that are worth at least \$50,000 and that are registered after the Promotion start date. Please note that the Deal Registration Program Discount is not applied to the services portion of a sale.</p> <p>The Promotion cannot be combined with any other product promotions, solution promotions or other promotions during the Promotion Period. The Promotion cannot be combined with Price Concessions.</p>
PARTICIPATION PROCESS	<p>Companies previously accepted into the Healthcare Solutions Pricing Program do not have to reapply for participation during the revised Promotion period.</p> <p>Companies that want to participate in the Promotion for the first time must complete the Promotion application form within this document.</p>
PARTICIPATION REQUIREMENTS	<p>In addition to complying with the Promotion terms and conditions outlined on the following pages, participants should note the following Promotion requirements:</p> <p><i>Marketing Plan:</i> All new Participants must submit a marketing plan as part of their Promotion application.</p> <p><i>Certification Reminder:</i> All participants must maintain compliance with the certification requirements of the PartnerConnect program.</p> <p><i>Pipeline Reminder:</i> Participants must provide a monthly forecast pipeline to their CAM or distributor. This pipeline comprises a comprehensive initial list and updates on opportunities that arise during the term of the Promotion. The CAM will work with the Account Manager to qualify the opportunities and ensure that the opportunities get into the Zebra forecasting tool.</p> <p>If for any reason Zebra in its sole discretion determines that a particular opportunity does not meet the Promotion requirements, the CAM will inform the Participant that it must withdraw the opportunity from the Promotion (i.e., not quote Promotion pricing for the applicable opportunity).</p>
MINIMUM ORDER QUANTITIES	<p>There is no minimum order quantity.</p>
DISCOUNT APPROVAL PROCESS	<p>Approval from a Zebra territory account manager (TAM) or high-touch account manager (HTAM) is NOT required in order to receive the discount for each individual deal.</p>

MARKET OVERVIEW

VALUE PROPOSITION

Healthcare mobility solutions are designed to improve the performance of patient care at the bedside and allow care providers to diagnose patients more rapidly than traditional paper or workstation based solutions. These solutions also provide real-time access to patient information and results that can enable better patient management decisions, improved patient outcomes, and a reduction in the overall cost of care.

CUSTOMER SOLUTIONS

Below are a number of applications where healthcare mobility solutions can add value to healthcare environments and processes:

Electronic Medication Administration

Healthcare mobility solutions provide critical back-up for nurses when working from a work list of patient medication. Nurses can access info on patient medication requirements, status and doses given through barcode tracking, helping reduce the possibility of human error. Armed with a mobile computer with bar code scanning capability, nurses can scan the patient wristband, the medication and their own ID card in seconds—helping to ensure that the right patient receives the right medication, the right dose, by the right route, at the right time.

In addition, since the patient's record is updated in real time, the next shift can see medication that was administered by the prior shift. The danger of a patient receiving a duplicate dose of medication at shift change due to a lag time in manual data entry is greatly reduced. And with mobility, nurses can administer medication in record time with automated double and triple checks that not only protect patient health, but also help avoid costly errors.

Nursing Documentation/Patient Monitoring

Healthcare mobility solutions electronically capture blood pressure, vitals and checks done by nurses every few hours and provides appropriate follow-up prompts. Also, with a wireless mobile computer, nursing staff has the ability to check patient vital signs and even make needed adjustments to medical equipment, all while moving through the hospital as needed. With mobility, this task can be performed literally on the run, enabling nurses to deliver higher quality patient care, regardless of where they are—and without having to be physically present to troubleshoot.

Specimen Collection

Healthcare mobility solutions provide a three-way check for accuracy by allowing the hospital staff to carry mobile devices capable of scanning bar codes, a quick scan of the bar code on the specimen order, the patient wristband and the specimen label container. Through mobility, patient safety in the specimen collection process is more protected and accurate.

Hospital Rounds

Healthcare mobility solutions allow the physician on call to know status on all patients and review latest test results and issues as well as creates the opportunity to enter and order appropriate medications, therapy, tests, etc. in real-time. Medical staff has greater access to information they need, when they need it, providing increased confidence in assessing the patient during rounds. Mobility delivers even more value through the ability to order tests and medication in real-time, scan items as they are used at bedside, and dynamically re-order rounds to enable more urgent situations to be addressed with expedience. In addition, the time-saved procedures, historically performed manually, increase the productivity of medical personnel.

Asset Management

Healthcare mobility solutions replace the traditional manual processes previously used to track equipment. In contrast to this very time-consuming, expensive and frequently life-threatening practice, hospitals can place RFID tags on all equipment. RFID readers located throughout the hospital automatically note the location of equipment as it moves, providing real-time information on the location of each and every piece of tagged hospital equipment. The ability to track the exact location of medical equipment also improves the productivity and quality of the asset maintenance function as well as productivity of healthcare personnel.

Transfusion Verification

Healthcare mobility solutions enable tracking of blood products through either a bar code label or RFID tag, from the moment the blood is drawn to the moment it is administered to a patient in need. Stocking can be more accurate, helping to ensure the right blood is always available for patients when they need it. Inventory management becomes easier; disastrous errors of administering the incorrect blood to the incorrect patient are practically eliminated.

Breast MilkTracking

As with transfusion verification and specimen collection, this three-way identity check of mother, baby, and milk can be performed in seconds—reducing paperwork and time on the part of the healthcare provider or nurse and providing peace of mind for both parents and hospital staff that babies are getting the right milk.

TARGET TITLES AND DECISION MAKERS

The decision makers can be Director of Nursing, CIO, Director of Labs and Director of Pharmacy. Nursing is always involved.

PROMOTION PARTICIPATION APPLICATION

Please complete the form below, review the Terms and Conditions, sign where indicated and send to Joe Gallo at joe.gallo@zebra.com.

Channel Partner Membership #			
Channel Partner Name			
Channel Partner Contact Name		Phone	
Channel Partner Contact Email			
Submitted By (CAM)			
Date		Current Partner Level	
Zebra Revenue from Healthcare End Users Over Last Four Quarters			

Healthcare Solution Information

Describe Your Healthcare Offerings (including branded software packages)	Overall description (if your offering is a branded solution, please provide the name):	
	Healthcare software installed on Zebra devices	
	Integration information:	
	Configuration information:	
	Training:	
	Support services:	
Zebra Device(s) in Your Solution Offerings		
Application Category (check all that apply)	Anesthesia Information Management System <input type="checkbox"/>	Laboratory <input type="checkbox"/>
	Bedside Medical Device Administration <input type="checkbox"/>	Nurse Call System <input type="checkbox"/>
	Cardiology & PACS <input type="checkbox"/>	Operating Room <input type="checkbox"/>
	Clinical Systems <input type="checkbox"/>	Patient Charge Capture and Billing <input type="checkbox"/>
	Computerized Physician Order Entry <input type="checkbox"/>	Radiology & PACS <input type="checkbox"/>
	Document/Forms Management <input type="checkbox"/>	RTLS (Real-Time Locations Solution) <input type="checkbox"/>
	Electronic Medical Administration Record <input type="checkbox"/>	Supply Chain Management <input type="checkbox"/>
	Electronic Medical/Health Record <input type="checkbox"/>	

Customer Information		
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Customer Example #1	Customer Name	
	Name of Branded Solution Used	
	Model Number of Zebra Products Used	
	Quantity of Zebra Products Used	
	Install Date	

Customer Example #2	Customer Name	
	Name of Branded Solution Used	
	Model Number of Zebra Products Used	
	Quantity of Zebra Products Used	
	Install Date	

Customer Example #3	Customer Name	
	Name of Branded Solution Used	
	Model Number of Zebra Products Used	
	Quantity of Zebra Products Used	
	Install Date	

Marketing Plan		
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What are your overall healthcare revenue goals over the next four quarters?	Quarter 1	\$
	Quarter 2	\$
	Quarter 3	\$
	Quarter 4	\$

What are your Zebra product sales goals in healthcare over the next four quarters?	Quarter 1	\$
	Quarter 2	\$
	Quarter 3	\$
	Quarter 4	\$

What agency types are you targeting? What size? <i>(check all that apply)</i>	<input type="checkbox"/> Hospital	Size: \$
	<input type="checkbox"/> Sub-Acute	Size: \$
	<input type="checkbox"/> Ambulatory	Size: \$
	<input type="checkbox"/> Home Health	Size: \$
	<input type="checkbox"/> Long-Term Care	Size: \$

What investments have you made in the healthcare market?	Engineering	Number of staff assigned by solution listed above:
	Marketing	Number of staff assigned:
		Relevant healthcare URL on corporate website:
		Healthcare-focused programs (campaigns, conferences):
		<i>In addition, please attach relevant collateral.</i>
	Sales	Number of staff assigned:
Territory reps:		
Field Tech Design and Support Resources	Number of staff assigned:	
	Territory reps:	
Other Supporting Evidence to Indicate Focus on Healthcare		
Sales and SE Training	<i>Do you plan to offer training to your sales and SEs on the solution?</i>	
Planned Marketing Activities	<i>Please describe what your marketing activities will be to drive new business to new prospects and current customers. Some ideas are listed below.</i>	
Awareness Interest		
	<input type="checkbox"/> <i>Email letter to current accounts?</i> <input type="checkbox"/> <i>Have you posted a notice on your website?</i> <input type="checkbox"/> <i>Have you created a letter to prospect lists?</i> <input type="checkbox"/> <i>Have you talked to the local Zebra Sales Associate regarding your solution and experience?</i> <input type="checkbox"/> <i>Do you have a plan to call current customers and inform them of the program?</i> <input type="checkbox"/> <i>Do you have a plan to call prospects and drive them to a webinar or seminar?</i>	
	<i>Describe Your Plan:</i>	

Interest Activities

- Do you have a case study?
- Do you have a ROI template?
- Have you created a white paper?
- Have you posted these on your website?
- Have you advertised and planned a webinar?
- Are there are local associations or trade shows that you plan to demonstrate or present the solution?
- Have you communicated to the local Zebra sales team regarding any opportunities?

Describe Your Plan:

Close

- Have you created a special offer like a free site survey or mobility study?
- Have you created proposal templates?
- Have you created a standard Statement of Work?

Describe Your Plan:

Follow-up

How will you continue to move prospects and opportunities through the sales cycle?

Describe Your Plan:

Budget

Q1 Spend	\$
Q2 Spend	\$
Q3 Spend	\$
Q4 Spend	\$
Revenue Goals	\$
Total Channel Partner Marketing Investment	\$
Request for MDF	\$

PARTICIPANT TERMS

Promotion Period: April 30 – December 31, 2017

1. Customers must use eligible products in conjunction with healthcare solution software.
2. Participation in the Promotion must be approved in writing by Zebra Technologies (referred to throughout this document as “Zebra”) prior to quoting to prospective customers program pricing and at all times during the Promotion period.
3. Zebra will maintain a list of the channel partner program membership numbers of all Promotion Participants. This list will be provided to Distributors as authorization for qualified Promotion transactions.
4. Participant will be provided with a special Promotion code. Participant must notify the Distributor, at the time of order, of Promotion eligibility by providing the Promotion code for each particular transaction.
5. Participants must provide end-user name, country, and zip code information as well as any other sale-out information at the time of order with either Distributor or with Zebra to be eligible to receive the promotional pricing.
6. The Promotion CAN be combined with Deal Registration.
7. The promotion CANNOT be combined with any other product promotions, solution promotions or other promotions for the same device otherwise available to Participants during the Promotion Period. The Promotion CANNOT be combined with Price Concessions.
8. Promotional pricing applies only on sales to the healthcare market as described in the criteria above.
9. Promotional discount structure and the incremental discount structure from Distributors to Participants represent recommended discounts only. Distributors are always free to sell at the prices they choose.
10. The Promotion is available for orders placed during the Promotion Period and shipped no later than 30 days after the conclusion of such period. Product supply during the Promotion Period is subject to availability.
11. Zebra and its agents have the right to audit, validate, or verify any purchases/sales claimed and serial numbers submitted.
12. Zebra reserves the right to modify, withdraw, or cancel the Promotion (in whole or in part) at any time and/or in any geography for any reason or for no reason, without prior notice.
13. Any requests that do not comply with the terms of the Promotion will be rejected. The Promotion is subject to all local laws and regulations.
14. Zebra and its affiliates and agents are not responsible for any ISV’s or solution provider’s software solution or for the operation and functionality thereof, whether on a stand-alone basis or in conjunction with the Zebra products sold under the Promotion, nor are Zebra and its affiliates responsible for the operation of any end user’s hardware, software, or system, or the failures, thereof, or for the loss of data and unavailability of systems, which may result from a participation in the Promotion and complying with its rules.
15. Based on a report that is validated by the participant and Zebra, if a Participant violates the conditions of the Promotion, Zebra or the Distributor (as the case may be) have the right to bill back the difference. Additionally, Zebra may terminate Participant from this Promotion and/or from the PartnerConnect program.

DISPUTES

THIS PROMOTION IS GOVERNED BY THE LAWS OF THE STATE OF ILLINOIS, WITHOUT RESPECT TO CONFLICT OF LAW PRINCIPLES THEREOF.

As a condition of participating in the Promotion, Participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with the Promotion, shall be resolved individually and Participant hereby irrevocably submits for itself and its property in any legal proceedings relating to the Promotion and enforcement of any judgments with respect and in connection thereto, to the exclusive general jurisdiction of the courts of competent jurisdiction located in Lake County Illinois, U.S., and to the respective appellate courts thereof in connection with any appeal therefrom. Further, in any such dispute, under no circumstances will Participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, consequential or other damages, including attorneys' fees, other than the fair market value of the units purchased by Participant, and Participant further waives all rights to have damages multiplied or increased and to trial by jury. Under no circumstance will Zebra be liable for any Participant's incidental, consequential, special, punitive, or exemplary damages of any kind, including lost profits, loss of business, or other economic damage arising out of or resulting from Zebra's offering, conducting and/or terminating the Promotion or for any amount in excess of the market value of the Zebra product(s) purchased by the applicable Participant hereunder.

Please have an authorized representative of Participant sign below to indicate Participant understands and is in agreement with the Promotion rules and terms & conditions described above.

Terms and conditions reviewed and accepted by:

_____ Name)

_____ (Title)

on behalf of _____ (company name)

PartnerConnect program Designation:

Signed _____

Date _____

DISTRIBUTOR INFORMATION

Distributors should visit **Partner Gateway** and download the Promotion's Distributor Terms and Processes to view distributor participation requirements.

FOR MORE INFORMATION

Participants should contact their distributor for any questions about this Promotion.

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