



## Real Time Feedback from the Investment Community

- Management Team
- Company Strategy
- Financial Performance

## Conducting the Audit

- Who to target?
  - Spread the net wide asking buy and sell-side as well as stockholders and non-stockholders
- Questions to ask?
  - Gain insight into science, regulatory and clinical areas
- Who should conduct the audit?
  - Use an independent, third party familiar with the industry
- How often should an audit be conducted?
  - Every 1-2 years to see how investor perceptions change over time