

As I began working on the preparations for the launch of Exalgo well over a year ago, I could not help but think about a man whom I had known for more than 30 years. His name was Edward Pohl. Ed had been riddled with osteoarthritis since the day I met him.

At the time he was in his 60s, but still a strapping man. He loved to garden and enjoyed virtually any outdoor activity. As time passed, he eventually succumbed to the arthritis and he became very depressed as he recalled the life he used to lead. He tried any remedy from over-the-counter ointments to the eventual progression to long acting opioids. He chased pain relief the entire time I knew him until his death at 90 years old. I

I still think about him and if Exalgo would have made a difference.

Ed Pohl was my grandfather and the reason I am so passionate about this product and this therapeutic space. I am sure many of you have an Ed Pohl in your life. It is the reason why we should aspire for something more.

After Mike is done the room will go dark and the patients will be back on stage.

Spotlight will go to the laundry scene with the patient folding laundry.

Mike will say: The goal is to relieve pain.

Spotlight will go to movie scene with couple enjoying the movie.

Mike will say: To give patients more time.

Spotlight will go to grocery store scene with patient.

Mike will say: To help make living with chronic pain truly living.