CORPORATE & COMMERCIAL PRESENTATION FOR GLOBAL MANUFACTURERS

Total Care Laboratories

Strategic Partner for Medical Technology in Argentina

We do not operate as a transactional reseller. Total Care Laboratories builds long-term, regulatory-compliant, clinically anchored market presence for international medical device manufacturers entering Argentina.

30+ Years	ANMAT	Nationwide	Full Lifecycle
Executive MedTech & Pharma Experience	End-to-End Regulatory & Import Capability	KOLs, Hospitals, Clinics & Universities	Clinical Marketing, Training & After-Sales

SECTION 01

Who We Are

Corporate profile, legal standing, and clinical specialization

Total Care Laboratories (the commercial brand of **TOTAL CARE PHARMA S.R.L.**, Tax ID / CUIT **30-71146283-6**) is an Argentine medical technology company based in Buenos Aires. Our leadership brings over 30 years of senior experience in importing, representing, and scaling specialized medical devices and clinical solutions.

Unlike broad-line commodity distributors, we focus on high-value, innovation-driven medical technologies that require scientific credibility, physician education, regulatory precision, and sustained local support—particularly in **neurology, psychiatry, pain management, rehabilitation, neuro-ophthalmology, and clinical research**.

Our Core Philosophy

We act as an extension of the manufacturer's commercial and clinical team in Argentina, investing in brand positioning, Key Opinion Leader (KOL) adoption, and long-term market equity.

Legal & Operational Readiness

Fully registered Argentine legal entity (TOTAL CARE PHARMA S.R.L.) structured for international import operations, banking compliance, local warehousing, and institutional invoicing.

SECTION 02

Our Market & Capabilities

Navigating Argentina's private, institutional, and academic healthcare sectors

Argentina combines a strong medical-scientific tradition, high concentration of specialists in Buenos Aires and major provincial capitals (Córdoba, Rosario, Mendoza), and active private clinic networks alongside university research centers. Succeeding here requires local presence, fluent medical-scientific dialogue, and adaptable commercial models.

Commercial Coverage

Direct commercial reach across Buenos Aires Metropolitan Area (AMBA) and key regional hubs, covering private medical centers, specialty clinics, hospital tenders, and university departments.

KOL & Institutional Access

Established relationships with department heads, clinical investigators, and medical societies—enabling faster pilot evaluations, reference-site creation, and peer-to-peer clinical adoption.

Flexible Commercial Models

Capital equipment sales, recurring consumable & electrode supply chains, and structured operational/telemedicine programs tailored to local clinic economics.

Bilingual Executive Team

Direct English-language reporting, joint business planning, demand forecasting, and transparent pipeline visibility for international export managers.

SECTION 03

Regulatory & Market Access (ANMAT)

Structured pathway from technical dossier to cleared medical import

Argentina's National Administration of Drugs, Food and Medical Technology (**ANMAT**) enforces strict medical device registration standards. We guide manufacturers through every regulatory and customs milestone:

Stage	TCL Responsibility	Manufacturer Input
1. Regulatory Assessment	Risk classification check, local pathway definition, and timeline/cost scoping.	FDA / CE certificates, IFU, and technical summary.
2. ANMAT Dossier & Filing	Technical translation, legalization coordination, and formal submission before ANMAT.	ISO 13485, Free Sale Certificate, electrical safety & EMC reports.
3. Import & Customs Clearance	Importer-of-record management, customs brokerage, and local warehousing.	Commercial invoice, packing list, and shipping coordination.
4. Post-Market Surveillance	Traceability, serial-number tracking, and local regulatory compliance.	Manufacturer field notices & technical updates.

SECTION 04

Commercial & Technical Support

Clinical marketing, onboarding, biomedical service, and recurring consumables

For specialized medical technology, closing the first sale is only the beginning. Adoption depends on physician confidence, workflow integration, and reliable technical uptime. Total Care Laboratories manages the full post-import value chain:

Clinical Marketing & Demand Generation

Spanish-language technical portals, clinical evidence briefs, ROI calculators for clinics, and targeted outreach to physicians and healthcare institutions.

Scientific Workshops & Demos

Hands-on product demonstrations, medical congress participation, and practical training sessions for clinical teams and researchers.

Installation & Staff Onboarding

On-site or guided setup, protocol configuration training, and direct clinical application support during initial patient treatments.

Local Technical Service & Consumables

First-line biomedical diagnostics, preventive maintenance, warranty coordination, and local stock of original consumables and accessories.

ACTIVE REFERENCE CASE — INTERNATIONAL REPRESENTATION

Soterix Medical Inc. (New York, USA) — Official Representative in Argentina

Total Care Laboratories serves as the official representative and commercial partner for Soterix Medical's non-invasive neuromodulation platforms (1×1 tES, mini-CT / MXN-5 Remote, and MxN-PRO HD-tES) in Argentina.

- Built dedicated Spanish-language clinical & B2B positioning across psychiatry, neurology, chronic pain, and sports medicine.
- Developed clinic ROI tools, physician dossiers, and consumable supply logistics (EASYpads™ / EASYstrap™).
- Ongoing engagement with clinical specialists, rehabilitation centers, and university research groups.

SECTION 05

Partnership Opportunities

What we look for in global manufacturers and how we launch together

We selectively expand our portfolio with international medical device manufacturers whose technologies deliver measurable clinical value and complement our core specialties—without diluting focus across unrelated product categories.

Target Manufacturer Profile

FDA-cleared or CE-marked medical devices in neurology, psychiatry, rehabilitation, pain management, neurodiagnostics, or specialized clinical monitoring.

Proposed Representation Framework

Exclusive or semi-exclusive country representation agreements with mutually agreed regulatory milestones, annual market-development plans, and brand protection.

Typical 90-Day Market-Entry Roadmap:

- **Days 1–30 (Evaluation & Alignment):** Product portfolio review, regulatory/ANMAT pre-assessment, pricing & margin architecture, and territory agreement.
- **Days 31–60 (Regulatory & Localization):** Technical dossier compilation, Spanish clinical positioning materials, and KOL pre-validation.
- **Days 61–90 (Launch Readiness):** Regulatory filing execution, initial demo unit planning, targeted hospital/clinic outreach, and commercial launch.

Start a Partnership Conversation

We welcome direct discussions with Export Directors, VP of International Sales, and Founders evaluating Argentina.

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