Heiden Associates Product Analysis & Review (PAR) Reports

A leading product safety and economic consulting firm since 1981, Heiden Associates has an in-depth knowledge of product safety data and analytic techniques. Our new Product Analysis & Review (PAR) reporting service gives you the power to understand and regularly monitor all publicly reported incidents involving your firm's current or prospective products.

PAR reports meet a wide variety of needs in the areas of litigation, quality assurance, risk assessment, product recalls, and strategic risk management. PAR reports are ideally suited for use in:

Litigation

- Identify/assess similar incidents
- Evaluate potential litigation
- Develop support for positions
- Map strategy

Quality Assurance

- Help develop safety performance benchmarks
- Identify manufacturing and design defects
- Detect consumer misuse
- Identify hazard patterns

Strategic Risk Management

- Manage and respond to regulators early and knowledgeably
- Know potential liabilities before they appear in court
- Negotiate liability insurance rates with better information
- Evaluate the risk impact of market entry and exit decisions
- Structure marketing strategy to manage product risks
- Evaluate potential exposures from mergers and acquisitions

Product Safety and Economic Consultants

PAR (Product Analysis & Review) Reports

Our new Product Analysis & Review (PAR) reporting service will keep you up-to-date on all the products that you care about most. Already in use by Fortune 200 companies, PAR alerts you to past incident histories, as well as current trends, and puts a detailed picture of incidents in your product space at your fingertips. Once our initial scan is completed, we will keep you current for a relatively modest cost as new data become available.

Emergency Room Injuries Involving Candles, 1996-2000

Date	Age	Sex	Disposition	Body Part & Diagnosis	Comment
7/21/96	4	M	Treated & released	Hand thermal burns	When water was applied to candle, it flared up
10/2/96	25	F	Treated & released	Finger thermal burns	Had votive cups lit with candles, burst into flame
4/1/98	20	M	Treated & released	Face thermal burns	Blew out candle and it fireballed in his face
12/5/98	28	F	Treated & released	Face scald burns	Candle out of control and splashed him
3/5/99	19	M	Treated & released	Face thermal burns	Blew out candle and it flashed back into face

In the past, this type of service required either a large in-house staff or engagement of expensive boutique consulting talent. But now, drawing on Heiden Associates' extensive experience and comprehensive in-house data systems, we have created a package that delivers the reports and analyses you need most — at far less than you would expect to pay for either in-house staff or outside consultants.

PAR Database Report Summary

Product:	Power Saws
Year(s):	1998
TYPE OF REPORT	NUMBER
Consumer/Residential:	
Incident Reports	18
Investigations	none rptd
ER Visits	14,065
Fatalities	6
Recalls	none rptd
Occupational:	
Injuries	2,330
Fatalities	none rptd

PAR Analytics

Drawing on more than 20 years experience in product safety and risk analysis, Heiden Associates has designed PAR reports to include the benchmarks, tables and charts that you need to have, such as:

- Trends in accidents, injuries and fatalities
- Age profiles of involved parties
- Incident hazard patterns
- Nature and severity of injuries
- Location of incidents
- Product make and model (selected products/ hazards only)

When combined with customized analytic services from Heiden Associates, PAR reports can also be used to:

- Compare agency data to internally reported product claims and complaints
- Create exposure-adjusted risk estimates using our proprietary exposure estimation methodologies
- Compare product experience to extrinsic safety benchmarks
- Develop risk comparisons with other products and activities
- Estimate costs associated with product-related or workplace injuries

PAR Report Coverage

Heiden Associates PAR service offers the most comprehensive coverage of consumer and workplace safety data available anywhere. We can provide incident reports and estimates from any of 15 major U.S. incident reporting sources, some going back as far as two decades. PAR reports can include information from:

- Six Consumer Product Safety Commission (CPSC) databases
- Two Bureau of Labor Statistics (BLS) databases
- Two National Fire Incident Reporting System (NFIRS) databases
- Additional databases from:
  - American Association of Poison Control Centers (AAPCC)
  - National Center for Health Statistics (NCHS)
  - National Highway Traffic Safety Administration (NHTSA)
  - United States Coast Guard (USCG)

For a FREE initial PAR consultation, call Heiden Associates, Inc. at (202) 463-8171.

Experience and Insight From Heiden Associates, Inc.

Heiden Associates has produced outstanding work in the areas of product safety and economic consulting since 1981. Its economists and analysts have developed expert testimony, reports and presentations for litigation, regulatory proceedings, trade association programs, and internal corporate planning and evaluation activities. Heiden Associates' president, Dr. Edward J. Heiden, and senior staff have presented analysis and testimony in hundreds of federal and state court cases, regulatory proceedings, and product recall negotiations.

Core Areas of Expertise

- Product Safety, Recall and Liability Analysis
- Health and Environmental Regulation
- Economic Valuation and Damages
- Antitrust and Trade Regulation

Heiden Associates' client base includes over 250 law firms, corporations, trade associations, and government agencies.

Free Initial Consultation

For a free PAR consultation, call Heiden Associates, Inc. at (202) 463-8171 or e-mail us at **PAR@heideninc.com**. Our experienced analysts will be happy to discuss your needs and the right PAR reports and other analyses for you.

Find out more by visiting our web site at **www.heideninc.com** today.

Product Safety and Economic Consultants

HEIDEN ASSOCIATES

Heiden Associates, Inc. • 2101 L Street, NW • Suite 200 • Washington, DC 20037

Tel: (202) 463-8171 Fax: (202) 785-1678