

Company History



Biocare Health Resources, Inc. established October 5, 1983, is a major and reliable supplier for Immunology, Hematology, Blood Banking, Blood Chemistry, Point of Care, and Immuno-Serological testing for medical laboratories.

Meanwhile, it is continuously searching for more reputable suppliers to compliment and improve its product mix for automated *Blood Chemistry, Hematology, Blood Gas/Electrolyte, Microbiology and Allergy Testing.*

Chemiluminescence, Molecular Biology, Histopathology, Blood Bank Refrigeration and Supplies, Blood Collection System, Liquid Handling Devices, Plastic Labware, TB Testing, Drugs of Abuse, Malaria, Dengue and other rapid test kits, chemicals and glass wares are areas of concern.

It strives to provide customers a one-stop-shop concept for its diagnostic requirements anchored on the basic philosophy of providing quality products at the most affordable prices.

Resulting from dedicated efforts of its team, BIOCARE is considered as one of the trusted companies in our local diagnostic industry. It is noteworthy to point out that it is the only Filipino Company enjoying leadership in some market niches.



To sustain and reinforce the position in the health care industry, BIOCARE embarks in an ambitious project to expand its product lines to be attuned to an increasingly sophisticated and discerning clientele. It plans to reach out to the industries requiring research and quality assurance products.

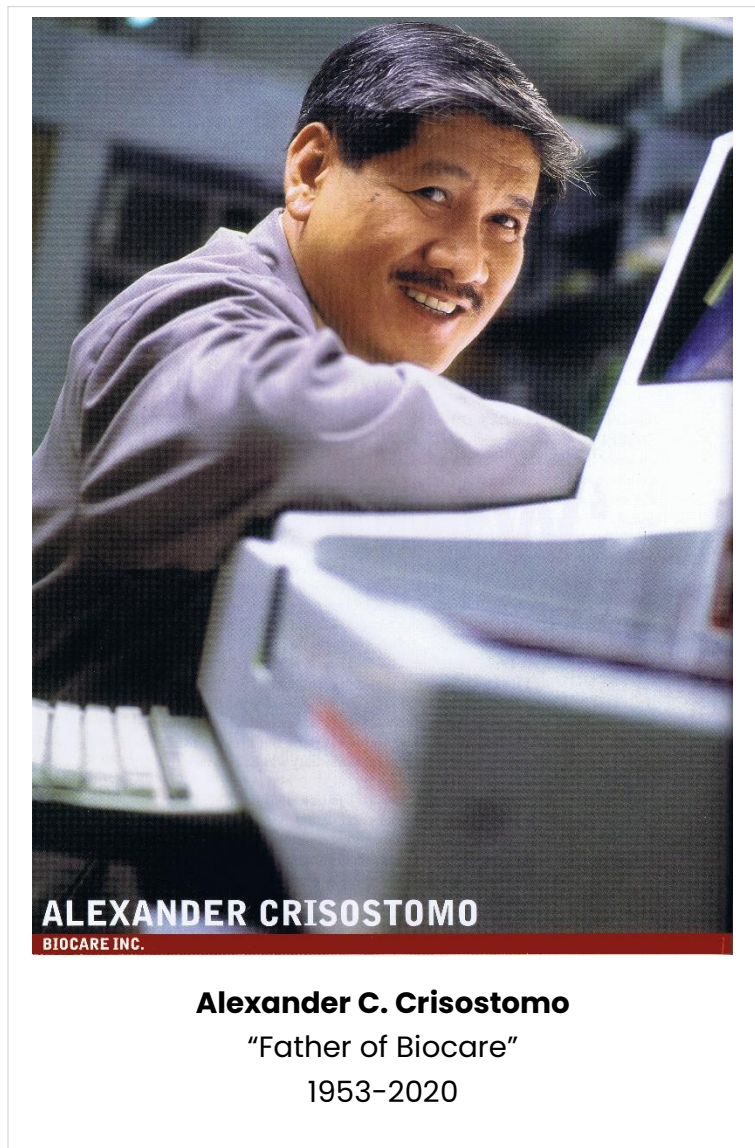
Biocare is prominently active in Clinical Chemistry, Hematology, Transfusion Diagnostics, Immunology, Point of Care Testing, Bacteriology and Diabetes Screening System.

Instrumentation and reagent system is the core of the business while it continues to search for proprietary products for industries and research institution, Molecular is most welcome for us.

Alexander Crisostomo belonged in a not well-off family. He wanted to be a lawyer or a doctor, but they could not afford it so instead he took up Economics in UP Diliman. When he graduated, he applied as a medical representative because it was the highest paying job back then. His first assignment was in Davao, with just three pairs of clothes, slacks and barong he manages to pull it off. Later promoted as a supervisor, then to sales manager to marketing manager.

After 10 years he resigned and start his own business of selling dried fish. But unfortunately, the business closed a year after because of warehousing lapses

He went back to being a medical representative, but his desire to have his own business never stopped. Then one day his former boss, a manager of one of the biggest health-care companies in the U.S. offered him to supply one of their product lines, and that is how **Biocare** started.





He tried to borrow money from friends, but they turned him down because they couldn't see any future on the said business. He ran the business in a minimal overhead and a staff that only consist of his brother, a secretary, and himself.

He was supplying health care equipment to the hospitals that he worked on before. In less

than a year he achieved the forecasted profit and eventually got more bigger deals.

The next four years was tough due to the fall of economy. They were very much affected since they are dealing with foreign suppliers. To the point that they were selling their products at a very low price.

Then a German supplier announced that they were looking for an exclusive distributor of their products here in the Philippines. He immediately called them and send a proposal. Other big companies also bid for it, but he was the one who able to clinch the deal. They became the exclusive distributors of German's Human Diagnostika in the country. It was the biggest break and from then on, the business went on well.



"Faith combined with hard work is a good formula for success. Being well financed is not a guarantee of success. You may have all the money in the world, but no one will want to do business with you if you have the reputation of a hustler. What's important is that you take care of your relationship with the people around you. Business does not only mean making money, but also establishing good relationships with your suppliers, employees and clients."

- Alexander Crisostomo

Under the new leadership of **MR. ALEXANDER HORACIO V. CRISOSTOMO**, BIOCARE continues to pursue a standard of excellence by consistently providing reliable service and quality products at affordable cost while maintaining a good level of profitability for the company in general and optimum benefits for its employees.

The management team are of varied backgrounds mostly coming from the medical and biological sciences with previous stints in hospital, laboratories, and research institutions and professional in the actual application and mastery of the products we sell.



CURRENT BUSINESS PARTNERS

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| • Abbott, Norway | Diabetes Monitoring System |
| • Analyticon Biotechnologies AG, Germany | Coagulation |
| • ARKRAY Co. Ltd., Inc., Japan | Urine Diagnostics |
| • Cobio Smart Healthcare Technology Co., Ltd., China | Urine Diagnostics |
| • Dutch Diagnostics B.V., Germany | Coagulation |
| • ELITech Group, The Netherlands, France | Clinical Chemistry, Molecular Diagnostics |
| • Kapitool Group International Ltd., Taiwan | Electrolytes, Diabetes Care, Hematology |
| • Zivak Technologies, Turkey | Diabetes Care |
| • Boule Medical AB, Sweden | Hematology |
| • IMMUCOR, U.S.A, Canada, Germany | Transfusion Diagnostics |