Doctor-Patient communication tools
A2 Anatomical Posters Encapsulated

Posters containing anatomical images and educational information on a specific disease which can be tailor made to address the patient or as a tool for the doctor to use to explain a certain disease to a patient.
A2 Folded to A4 Detail aid poster

This item is a dual purpose item. It is an A2 poster folded to A4 which on the one side will have product information for the sales rep to detail product to the doctor and then it opens up and the other side is an anatomical poster which you can leave behind with the doctor to put on his wall. It can come with double sided tape on all 4 corners upon request. This item is designed to cater for a smaller budget where you are able to use your detail aid budget and promo budget to do one item.
Anatomical Chart Book

This book is designed to put approximately 20 A3 posters of all the diseases related to your products into the book. On the one side you will have an anatomical chart and on the opposite page you will have the ad of your brand that has that indication. This product is great to share costs between various product managers if you are going to the same target audience. You can also create a cardiology chart book and choose posters relative across cardiology portfolio for instance.
Poster Maker App for Reps iPads

This app is developed for the reps ipads or Android devices so that when they call on doctors, they can create personalised posters with the doctors and then once a month we print and deliver to your offices so your rep can go to the doctor for a second call with the poster. One year License fee - Topic Exclusivity
Poster Maker for Congress

This is an activity that you can book on your congress stand. We will develop an app whereby the doctors can create their own personalised posters. The posters will be printed on the stand for the doctors to collect later on in the day. We will develop all the content and there will be an Infodoc representative on the stand who will be in charge of printing the posters.
Mobile Wheels

This is an excellent interactive tool which is for showing stages and severities of a disease.
Mini Atlas Print Version

This collection has been developed as a practical and essential support for doctors daily activities. Its pocket size has been developed in order to make it easily transportable and to serve as a visual aid to explain to your patients diverse issues referring to the anatomy, physiology and pathology of the different components of the human body. Illustrations are clear and precise and include all necessary references.
Mini Atlas App

This app is designed to give the doctor a comprehensive tool to explain procedures or diseases to a patient as well as create presentations and keep all the relevant info on a disease in a comprehensive app on his phone or ipad/android device. The app has an image bank with all the relevant images to a disease with the text explaining it and tools to edit the image. The images are then either emailed, printed or saved to use in presentations or demonstrations. We also include a product chapter that will include any of your product material like package inserts, dosages and directions for use, clinical trials and any other info you usually print for a doctor. This app is available in IOS for Ipad, Android and web.
You are able to have the link through a portal on your website or send it directly to your doctors and we are able to put all your product info in a product chapter. You are also able to password protect the access so that only the doctors can access it. Your reps can hand out user manuals with username and passwords to assist the doctors.
Each booklet in the Key-Cards® Series focuses on a specific branch of medicine, with the scope to provide a rapid consultation guide for GPs on the most frequent pathologies encountered in their everyday practice. This has key cards that help the GP to explain to the patient in layman terms and illustration about a certain disease they might have. TITLES PRESENTLY PUBLISHED: (all in original English language)
- Cardiology
- Echocardiography
- Respiratory medicine (out first trimester 2017)
- Paediatrics
- Diabetes (out second trimester 2017)
- Management of Hypertension (out first trimester 2017)