

infodoc HEALTH

“Your partner in Healthcare Marketing”



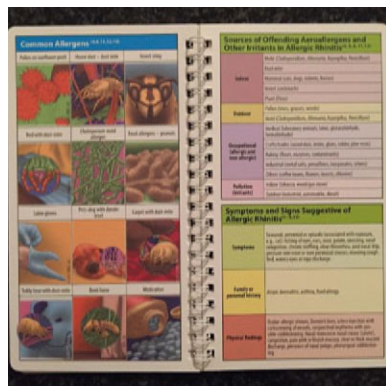
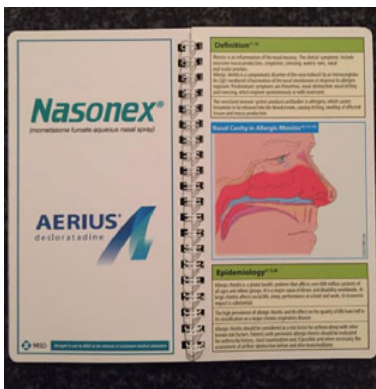
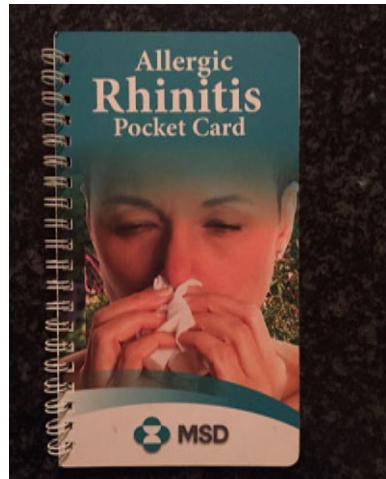
Diagnostic Tools

Quick Reference Guides

These are clinical pocket size booklets used as a quick reference guide for either a doctor, specialist or pharmacists depending on the content. They are developed specifically for its target audience. We do content such as guidelines, clinical blood values, algorithms etc. These can be developed according to a brief or we can adjust an existing one.

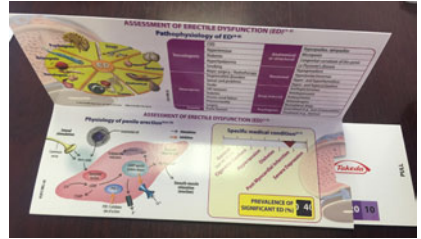
Content includes:

- Guidelines
- Science of treatment
- Latest treatment
- Assessments on the patient



Medical and Diagnostic Rulers

Medical rulers are a convenient way of working out different values or information. We have medical rulers, diagnostic rulers, risk assessment rulers, calculator rulers, dosage rulers and algorithm rulers.

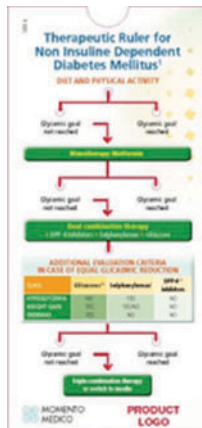
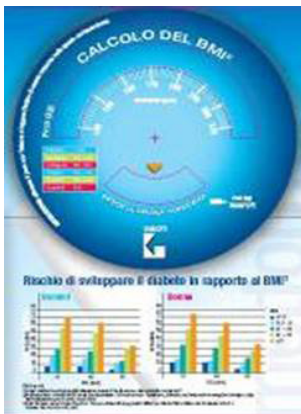


1) For the Pharma sponsor:

- rulers are inexpensive
- they can be easily customized
- they are a continuous reminder of the brand (being small and not cumbersome, they are kept on physician's desk during everyday practice)

2) For doctors:

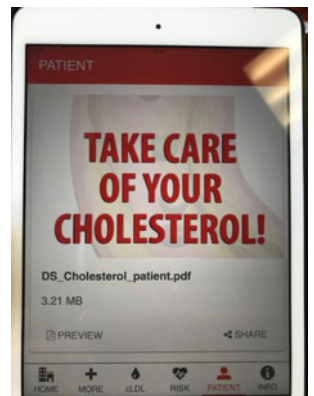
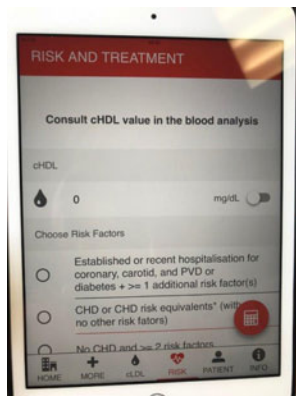
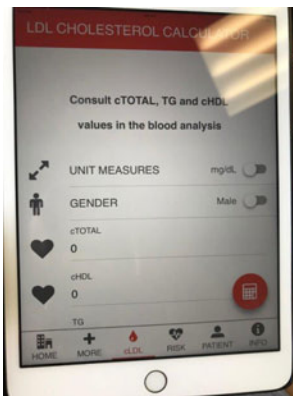
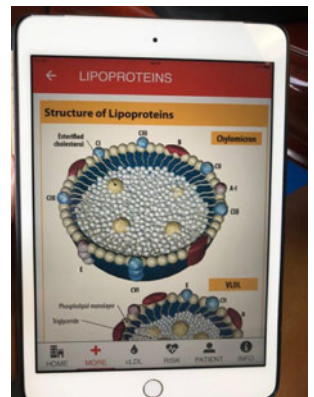
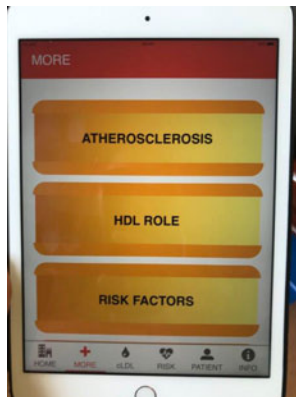
- rulers are useful tools
- self-explanatory and of immediate understandings when in the hands of the skilled user
- It gives the doctors access to immediate guidelines to drug dosages
- could help the doctor to make an appropriate diagnosis. At a glance. Without the need to have a computer and an internet connection!



The image shows a ruler titled 'REVISED VENOUS CLINICAL SEVERITY SCORE (VCSS)'. It includes a diagram of a vein and a table for 'GRAVITÀ' (Severity) with categories: 'ASSENTI = 0', 'DEVI = 1', 'MODERATA = 2', and 'SEVERA = 3'. To the right is a table for 'ITEM' with columns for 'DUREZZA', 'MIGLIA', 'EDIMA', and 'PUNTEGGIO ESTERNA'. The ruler is branded with 'MILANO' and 'PRIMA' logos.

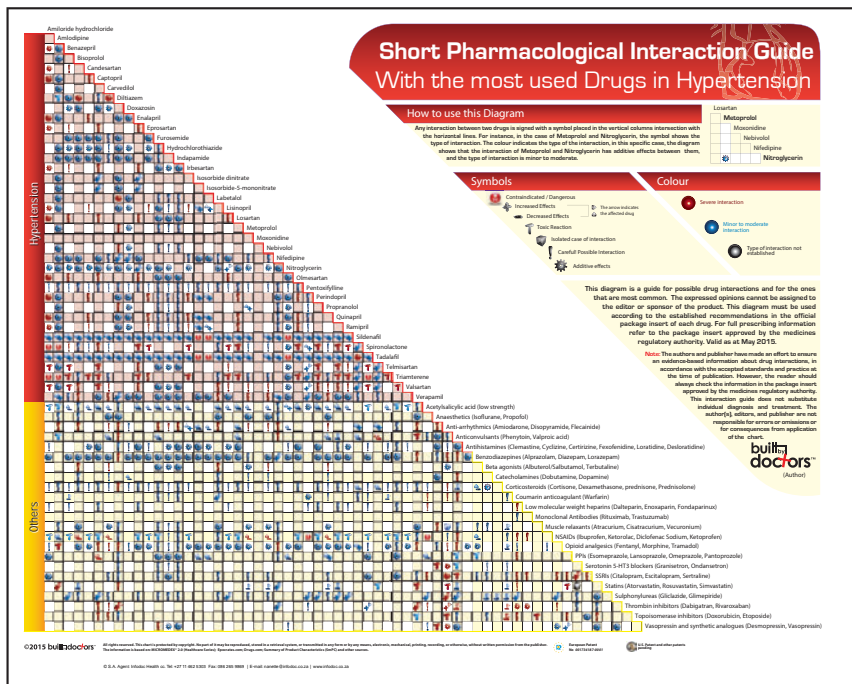
Doctor Support App

This app gives the doctor additional clinical information that is not included in the print format of the Quick Reference Guide or Medical Ruler. It can also be a summary of one of the two. It then has the calculators that the doctor is able to use on his phone. Lastly it includes patient education that the doctor can email from his app to the patient.



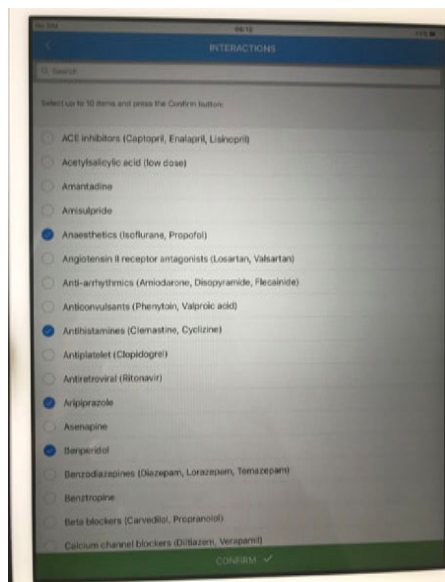
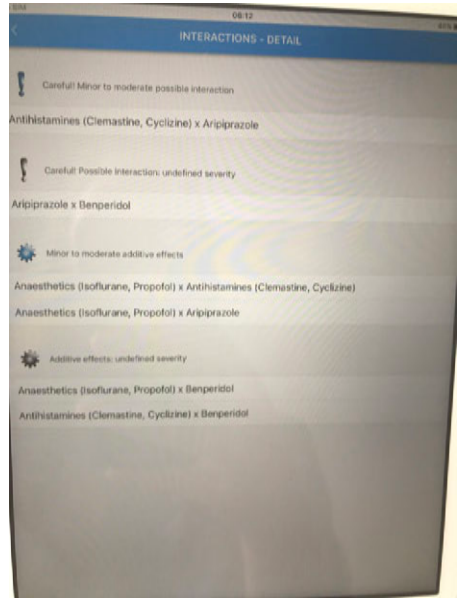
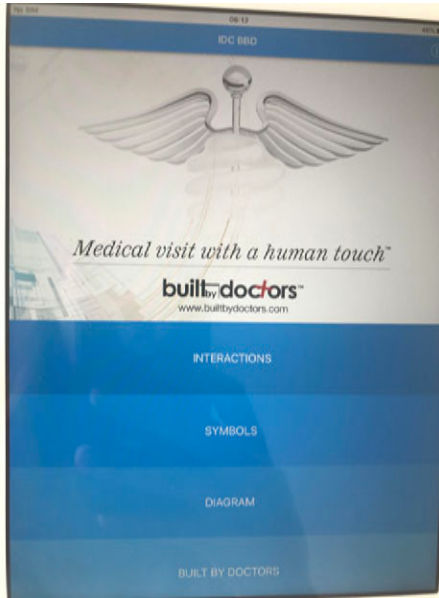
Drug Interaction Chart

A guide for doctors and pharmacists to easily look up drug interactions. The doctor will cross check if two drugs interact as well as different minerals and food depending on the chart you choose.



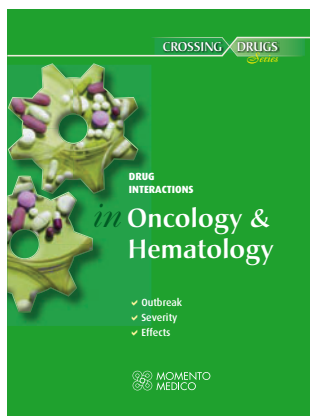
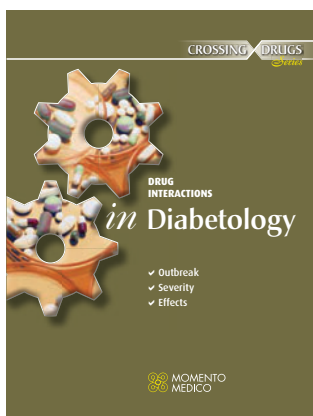
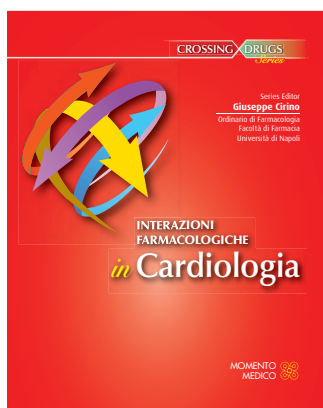
Drug Interaction App

This app is available on the doctors mobile phone in order to just select the drugs the patient is on and the interactions will appear automatically.



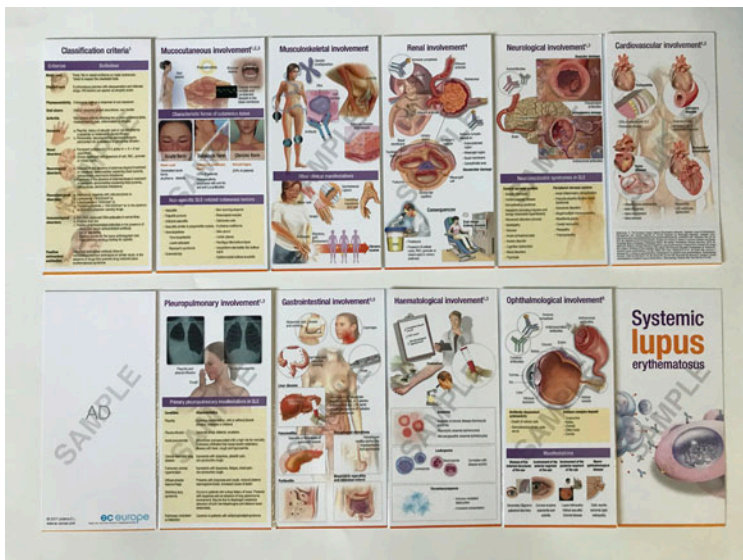
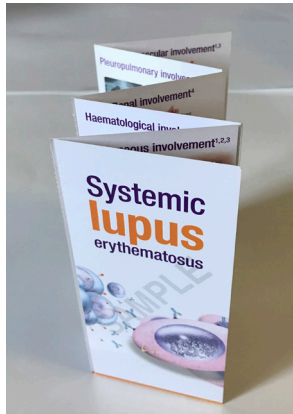
Crossing Drug Books

A drug interaction occurs when the effect of a particular drug is altered when it is taken with another drug (or with food): these easy-to read, portable, alphabetically organized booklets provide quick access to the interactions between the most used drugs in each field of medicine.



Z-fold Detailer

Combine your package insert, detail aid material, Nappi Codes or any other relevant information you would like to leave with the doctor and add a value add of images on your disease to the handout. Z-fold can vary in size as required and is customised with your branding.



Lab Best Tests

Pockets in the LABbestTEST & PATH&TEST Series® list and analyse the main laboratory tests used in today medicine; these booklets are intended as a quick assistance tool to healthcare personnel who deal with LabTests in daily work: GPs, Nurses, Internists, Specialists, etc. The aim is to give the reader an immediate “memory” of the main aspects to consider when reading the results of lab tests: normal values (when necessary, differentiated by age and sex) and two possible causes of abnormal results: diseases / or drug-induced alterations.

Each booklet in the LABbestTEST & PATH&TEST Series® lists, in alphabetical order, the main lab tests used in the referenced field of medicine.

The Path&Test booklets also present a special index to classify the tests necessary to diagnose some specific diseases in the referenced field of medicine.

The LABbestTEST & PATH&TEST Series® presently include 20 titles, so to simplify the laboratory test labyrinth and give each professional reader an appropriate tool as necessary in his/her specific medicine field.



LABbestTEST special features

TEST NAME
For each monograph is given the commonly used diagnostic synonyms / acronyms for each test are also listed, where appropriate.

TEST DEFINITION Short notes to explain what “test name” refers to.

NORMAL VALUES Where possible, both Conventional and SI Units are reported.
Where necessary, age- specific and gender-specific variations are noted.

info doc HEALTH
The Italian Society of Laboratory Medicine



How to read this book

Left column **DECREASED VALUES**

The first part lists, in alphabetical order, the main conditions / pathologies which cause an increase in the tests values (▲).
The second part lists, in alphabetical order, the main conditions / pathologies which cause a decrease in the tests values (▼).

Right column **DRUG INDUCED ALTERATIONS**

The first part lists, in alphabetical order, the main drugs / therapies which cause an increase in the tests values (▲).
The second part lists, in alphabetical order, the main drugs / therapies which cause a decrease in the tests values (▼).