



"Your partner in Healthcare Marketing"

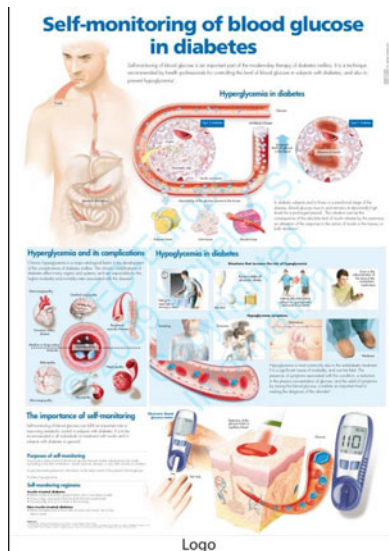


**Doctor-Patient
communication tools**

A2 Anatomical Posters

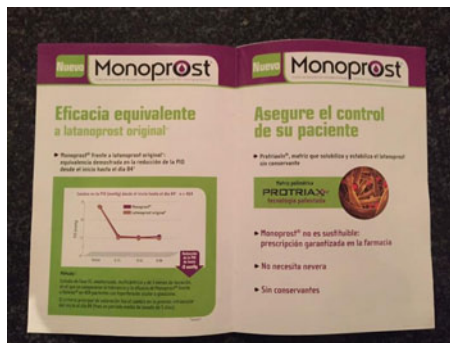
Encapsulated

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.



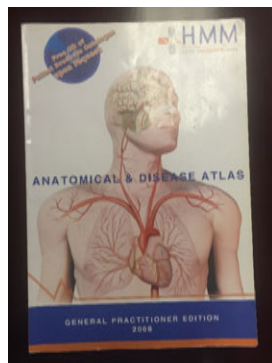
A2 Folded to A4 Detail aid poster

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

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



PAIN MANAGEMENT

SKELETON

OSTEOARTHRITIS OF THE KNEE

MUSCLES

SHOULDER: OTHER CAUSES OF PAIN

Images © 2012 Thomson Reuters

Ancova **MSD** **GLAXOSMITHKLINE**

Asthma

AstraZeneca

Precipitating factors of asthma attacks

Bronchial asthma

Impact of moderate and severe asthma on pulmonary function

Cells and molecular effectors of bronchial inflammation in asthma

To: West Pharmacy M. Bismarck

Poster Maker for Congress

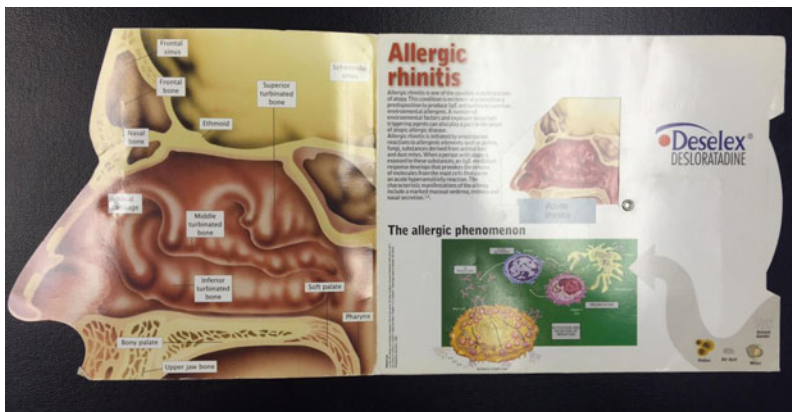
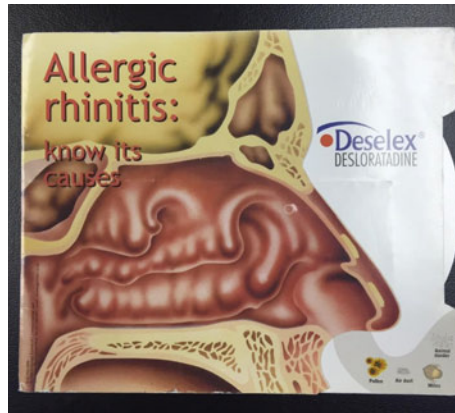
Poster Maker for Congress

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

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.

<p>Where can I download it?</p>  <p>From the Apple App Store and Google Play Store</p> <ol style="list-style-type: none">1 Write in the search engine "Ophthalmology Mini Atlas".2 For Apple device click "Get". For Google Play Store click on the app where it says "Free".3 Click "Install"4 The first time you open the application it will ask you if you are a medical doctor. Click "Yes"5 It will require the below username and password. This is Cap sensitive so please enter it exactly as is. <p>Username: OphthalmDoc Password: SpersadexCo</p> <p>Spersadex 0,1% <small>Spersadex</small> <small>On Screen to get your right</small></p>	<p>Miniatlas App Ophthalmology</p> <p>adcock Ingram ophthalmology</p> <p>Available for IOS and Android devices</p> 
<p>Where can I download it?</p>  <p>From the Apple App Store and Google Play Store</p> <ol style="list-style-type: none">1 Write in the search engine "Ophthalmology Mini Atlas".2 For Apple device click "Get". For Google Play Store click on the app where it says "Free".3 Click "Install"4 The first time you open the application it will ask you if you are a medical doctor. Click "Yes"5 It will require the below username and password. This is Cap sensitive so please enter it exactly as is. <p>Username: OphthalmDoc Password: SpersadexCo</p> <p>Spersadex 0,1% <small>Spersadex</small> <small>On Screen to get your right</small></p>	<p>Miniatlas App Ophthalmology</p> <p>adcock Ingram ophthalmology</p> <p>Available for IOS and Android devices</p> 

Image Data Bank for 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.

The screenshot displays the 'ec europe' Image Data Bank for Web interface. The top navigation bar includes the 'ec europe' logo, a search bar, and a 'Log Out' button. Below the navigation bar, there is a sidebar on the left with a list of medical categories such as 'Oncology', 'Organ transplantation', 'Immunology', and 'Cancer of the esophagus'. The main content area is a grid of 12 medical illustrations, each with a title and a 'View' button. The illustrations include: 'Bronchopulmonary cancer', 'Histopathological types of bronchopulmonary cancer', 'Clinical manifestations I', 'Clinical manifestations II', 'Diagnostic assessment', 'Cancer of the esophagus', 'Stomach cancer', 'Cancer of the colon', 'Cancer of the rectum', and 'Cancer of the anus'. Each illustration is a detailed anatomical diagram showing the location and characteristics of the cancer.

Key- Card Series

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)

