

Created By
**HEAT Inc in partnership
with One World DMG &
PharmaDesign Inc.**

CALL TODAY
FOR A CUSTOM QUOTE
416.538.9898

DRAMATICALLY INCREASE YOUR **DIGITAL CONTENT**

Optimize the impact of your **multi-channel marketing** with digital patient educational solutions from HEAT Inc in partnership with One World DMG and PharmaDesign Inc.

For over 25 years One World DMG and PharmaDesign Inc. have provided award-winning and medically accurate patient education and physician training materials to the pharmaceutical, biotech, and medical device industries.

A NATURAL PROGRESSION

Our educational experience and medical expertise makes us uniquely qualified to bring you the highest quality in digital content solutions. Our educational solutions designed for tablets, web, and smartphones offer the flexibility and the convenience busy patients and doctors are looking for.

Together with interactive models and custom print materials, our digital solutions help ensure your educational message is being heard, understood, and remembered.

For more Information contact:

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MOA • DISEASE PROGRESSION / REGRESSION • DETAILING • COMPLIANCE PATIENT EDUCATION • SURGICAL TRAINING • STARTER KITS



MAXIMUM IMPACT OPTIMUM ROI

All our digital solutions (mobile apps, instructional videos, websites/microsites) build on, and support the interactive anatomical models and educational print materials we design and manufacture.



FEATURES & BENEFITS

Digital content solutions from HEAT Inc in partnership with One World DMG and PharmaDesign Inc. give you the flexibility your brand requires:

- Re-purpose existing materials - increase ROI
- Greater visibility and reach for your message
- Ease in updating information
- Perfect patient training and tracking mechanisms
- Build on your existing educational efforts (anatomical models, print materials)
- My Smart Patients - comprehensive digital patient education library

DISTRIBUTION

There are numerous opportunities available for distributing your brand's digital content. Some options include:

- Sales rep to physician (tablet detailing)
- Direct mail (personalized download codes)
- Links via physician trade publications
- Brand website

CONSIDER CONTENT FIRST – CHOOSE EXPERIENCE

As the digital options for delivering your brand's message increase, so too will the number of vendors who claim they can deliver the best video, app, animation etc. for your product. Be sure your next project is in the hands of a company with proven experience presenting medical content. Our team of awardwinning Certified Medical Illustrators, Medical Writers, and Physician Consultants have the experience required to ensure medical accuracy, as well as, patient comprehension.

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