

Meducom Profile

Our services:

- Canadian-owned, independent healthcare communications agency founded in 1994
- Fully integrated communication strategists, offering diversified services and programs through traditional and digital media
- Developers and executers of comprehensive marketing plans, including advertising, sales materials and patient support
- Experts in professional relations approaches, building physician advocacy and accelerating brand uptake



Brand Development



CME



Advisory Boards



Publications



e Media

Our divisions:



Meducom is the parent of a group of companies focused on addressing key market needs. Meducom specializes in professional relations and advisory processes, market development/disruption programs, and continuing medical education.

All our resources and companies work for you when you choose Meducom.



MedDirect® is your best source for innovative, targeted, two-way communications programs for healthcare professionals or patients.

MedDirect® specializes in targeted communications, branded platforms, marketresearch, database development, broadcast fax, e-mail communication and BRC fulfillment.



MeduRom® Multimedia specializes in the development of e-media for health care professional or patient audiences.

MeduROM® delivers, using leading edge technology, web-based turn-key programming, e-detailing, surveys, on-line needs assessment, benchmarking surveys, video production, DVD/CD-ROM development, Powerpoint® presentations and electronic slide libraries.



Medical Resources Communications® is your source for credible custom and third-party medical publications. Our innovative publications address patient case scenarios, clinical trials, therapeutic topics and clinical application. Some of our titles include the Journal of Pharmacotherapeutic Strategies, In Vivo™, Clinician's Corner®, Case Consult® and Case in Point™. Patient literature is also a key part of our portfolio of services.

Our clients:

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| <ul style="list-style-type: none"> Abbott Boehringer Ingelheim Hoffmann-La Roche Nycomed UCB Eli Lilly | <ul style="list-style-type: none"> Pfizer Merck Biogen-Idec Amgen Bayer Actelion | <ul style="list-style-type: none"> AstraZeneca Janssen-Ortho Ortho Biotech EMD Serono Shire Servier |
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Where Science Meets Strategy

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