

## Interactive Case Studies

Case studies are an effective and engaging way of communicating your educational or marketing messages. However, developing programs with case studies shouldn't be a complicated chore.

PharmacoMedia offers a complete solution for case study development that includes storyboarding, scripting and development of relevant and informative case studies with visual or multimedia appeal.

We offer a systematic approach to development that ensures that you will spend less time in review and development, so that you can spend more time with your target audience.

PharmacoMedia's 3D human imaging capabilities ensure that whether you need that perfect shot of a patient, concept, or situation to communicate your message, you won't be bound by a group limited in creativity to simply browsing clip art for something "close enough". Our team can create cartoon or photorealistic patients, 3D anatomical representations, or creative montages that are unique to your brand or program - with the assurance that the visuals will not be used two months later by a competitor who happens to shop at a low-budget stock art site.

Additionally, with increasing attention on HIPAA and patient/model consent in the healthcare industry, for certain types of programs (such as pediatric cases) it is increasingly difficult to ensure that your legal and regulatory requirements for permission and consent are met. We will ensure that your program is free of any consent or permission concerns by creating and controlling all human form images in your case study.

Utilize an interactive case study in your continuing education program, sales training, speakers bureau, or professional education program for maximum effect.