

## Put Our Medical Device and Instrumentation PR and Marketing Experience to Work for You



## **Eason Communications Creates:**

- ☑ Public relations strategies that help sell your products
- ✓ Newsletters that promote through useful articles
- ☑ Brochures that target specific market segments
- ✓ Ads that promote unique product and service benefits
- ☑ Direct-marketing campaigns with measurable results
- ✓ Web sites and email promotions that attract prospects
- ☑ Executive communications training and coaching
- ☑ Social media programs that drive all marketing communications

(See the following page for case studies.)



## Eason Communications' Selected Case Histories:

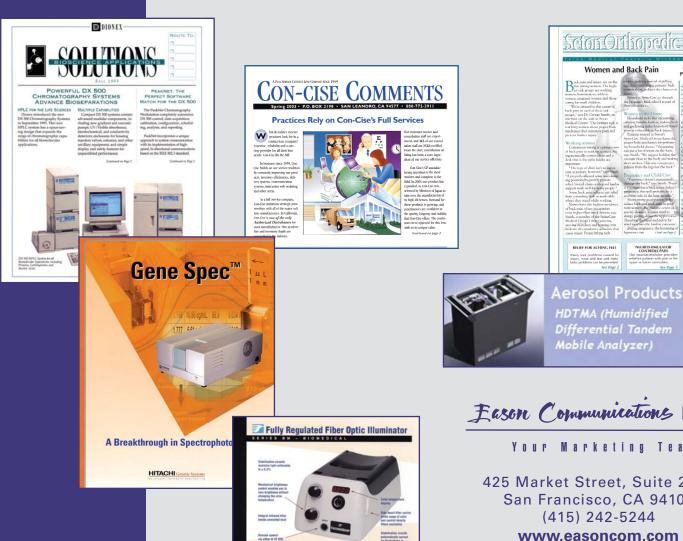
Hitachi Genetic Systems – We product launched a genetics-testing subsidiary called MiraiBio for this global medical and genetic testing equipment maker, created a suite of brochures and ads, developed and implemented a PR strategy, media trained key executives and generated a strong market presence.

Brechtel Manufacturing – We created a PR strategy that resulted in placements in targeted publications concerned with public health for a suite of products that detect germs and other impurities in medical environments, designed a trade-show booth and materials and developed a marketing seminar program.

Con-Cise Contact Lens Co. – We published a quarterly newsletter that was distributed to eye-care practices featuring products, special promotions, best-use procedures and training seminars. The publication was distributed to the media, earning the firm many placements.

**Dionex** – We researched and wrote newsletters for each of Dionex' five vertical markets. showcasing new products, demonstrating their use, promoting conference and trade-show participation and generating news coverage, as well as training the firm's marketing partners.

Seton Medical Center – Working with a variety of medical equipment providers, we publicized Seton's cutting-edge technologically advanced minimally invasive orthopedic surgical techniques with a PR campaign that generated national media attention and developed a physician referral program through newsletters and seminars.





Differential Tandem

## Fason Communications LLC

Your Marketing Team

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