

# 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 MiraBio 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 connected 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.

**DIONEX SOLUTIONS BIOSCIENCE APPLICATIONS**

**POWERFUL DX 500 CHROMATOGRAPHY SYSTEMS ADVANCE BIOSEPARATIONS**

**PEAKNET: THE PERFECT SOFTWARE MATCH FOR THE DX 500**

**HPLC FOR THE LIFE SCIENCES**

**MULTIPLE CAPABILITIES**

**CON-TROL: THE PERFECT SOFTWARE MATCH FOR THE DX 500**

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**CON-CISE COMMENTS**

Spring 2002 • P.O. BOX 2198 • SAN LEANDRO, CA 94577 • 800-772-3911

**Practices Rely on Con-Cise's Full Services**

**W**hat do you expect a contact lens practitioner to do for a contact lens contact? From the start, a contact lens fitting has been a core aspect of our service offering.

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**Seton Orthopedic Practices**

**Women and Back Pain**

**Guidelines on Resuming Physical Activity in Midlife**

**W**omen and back pain are on the rise among women. The high incidence of back pain among women, however, is often overlooked.

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**Gene Spec™**

**A Breakthrough in Spectrophotometry**

**HITACHI Genetic Systems**

**Fully Regulated Fiber Optic Illuminator**

**SERIES BM - BIOMEDICAL**

**A Breakthrough in Spectrophotometry**

**Aerosol Products**

**HDTMA (Humidified Differential Tandem Mobile Analyzer)**

**REPLY FOR ACHIEVING BEST**

**NEURIMULGATOR**

**MARK YOUR CALENDAR**

**Eason Communications LLC**

Your Marketing Team

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