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Conceptualeyes** helps your target market get a clear picture of what you do.**

Global Teleradiology Network
 Logo and Marketing Brochure

Situation:	Objective:	Strategy:	Results:
<p>A medical services company had a great idea — transmitting radiological images electronically from labs directly to doctors — but didn't have a clear picture of how to position and market this time-saving, money-saving, life-saving application.</p>	<p>Create an identity and first-level marketing materials that would help the company break through the clutter of other attention-grabbing offerings and gain awareness, interest and action from the company's prospects — busy doctors.</p>	<p>First, recognize the audience's needs for concise, easy-to-read yet technically complete information. Next, reduce the time and cost of requesting a meeting and demonstration with a marketing representative through a business reply postcard as part of the brochure. Last, enhance the service's appeal and effectiveness by providing the doctors with bilingual prescription pads for covered tests, thereby simplifying the treatment procedure for both patient and doctor and adding simple "old world" value to a complex new world technology.</p>	<p>Doctors' interest in the application increased over 400% as measured by the number of returned postcards, which asked them to provide basic practice information in addition to requesting a meeting and demonstration.</p>