

CAST CARE

The 2008 edition

Details

- 80 page book, 2 color. Comprehensive reference for OT's, Nurses, Physician Assistants, Surgeons.

Benefits – Company

- Positions company as leader in ethical patient education. Endorses the role of healthcare companies as a medical team member.
- Saves valuable clinic time for the professional as well as enhancing compliance to best cast care practices. Improves patient understanding leading to better compliance.
- Leverages the rep's relationship, and brands the product's image and key strategic message to increase market share. A great rapport and relationship builder
- Clinic copy will be constantly read by all staff – promoting awareness and exposure of your company name and products. Creates a demand for pieces of high-perceived value.

Benefits - Professional

- Assist physicians and orthopedic staff to give clear explanations to patients and provides time-saving benefits for OT's, Nurses, Physician assistants, Surgeons and other orthopedic staff.
- Uses the appropriate approach for the specific objective, target group, and age/education level.

Promotional Opportunity

- 1 Advertising in 3 spaces on the cover that raises awareness of your company's cast type.
- 2 Customized edition for your sales force.
- 3 Sponsorship for handouts at upcoming Orthopedic conventions can create booth interest.



For more information please contact:

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