



designinc

Healthcare

Case Studies



**Design Incorporated is an
award winning integrated
agency with a specialism in
healthcare marketing.**

Design Incorporated is an award winning integrated agency with a specialism in healthcare and pharmaceutical marketing. Our clients include medical equipment and pharmaceuticals manufacturers, healthcare providers including NHS trusts and BUPA, scientific and research bodies as well as resourcing and training companies. We also work for a number of clients who market to the medical profession.

Our team of marketers and creatives includes marketing and communications professionals whose considerable experience provides our clients with invaluable insights into what makes a strong differentiated brand and an effective marketing campaign. Our exposure to the sector means we are networked across the world in several of our key clients niche sectors – such as radiotherapy. We keep ourselves informed of any major industry developments – opportunities and challenges as well as subscribing to trade journals. We attend selected specialist seminars and conferences and based on our market intelligence are regularly asked to contribute insight and thought leadership to our clients' integrated marketing strategies.

Prestige
Nursing+Care





Prestige Nursing + Care

Prestige Nursing + Care, part of the Sodexo Group is a UK-based homecare specialist. Along with their sister company, Elite Care, they have over 40 branches nationwide.

As well as providing core homecare services, Prestige Nursing + Care provide a wide range of specialist care services for individuals with complex care conditions, brain injury, learning disability, children & young people and end-of-life support.

The company's marketing requirements cover four main areas:

- Advertising
- Recruitment
- Client engagement
- Staff engagement

Since the end of 2018, Design Inc have supported Prestige Nursing + Care with all their core marketing collateral which includes branding, literature, direct mail, advertising and exhibitions as well as the sourcing and/or creation of staff and client gifts.

During 2019, Design Inc have been responsible for the building of a new brand and brand style for the company. This has been done to bring together the imagery for the two companies and to ensure brand consistency with the parent company too.



Prestige
Nursing+Care

www.designinc.co.uk



Maudsley
Simulation





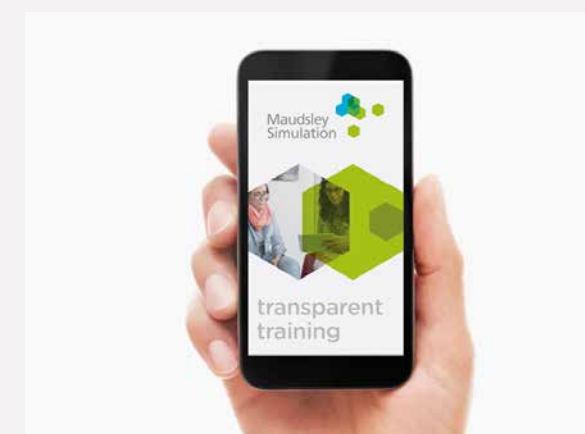
NHS Maudsley Simulation

The Maudsley Hospital, part of SE London NHS Trust has a long established and international reputation for innovation and excellence in the treatment of mental health.

One of the areas where Maudsley leads the world is in their approach and training offerings is their provision of simulation. That is live scenario-based courses for health professionals and other public/private sector employees who may come into contact with challenging individuals during the course of their work.

These can combine the use of actors and h-fidelity mannequins and use realtime workshops for facilitator led discussions and peer learning. The interface between physical and mental health is a key area of course content. The course content and participant experience being fine-tuned to promote more positive outcomes in practice.

To further enable the marketing of the Maudsley Simulation brand both within and outside of the NHS a need had arisen for the development of a separate brand identity. Design Incorporated were invited to tender a credentials pitch and based on our boutique team approach and combination of healthcare branding and broader



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



Community psychiatry assessment skills simulation (ComPASS)

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of people with mental health problems. Debriefing sessions are available to support participants in learning and reflecting on their experience.


Aims
For participants to:

- Improve their assessment and management of people with mental health problems
- Develop their confidence and skills in working with people with mental health problems
- Work more effectively with other agencies

Learning Outcomes
After completing this course these attending will:

- Demonstrate improved skills in risk assessment
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved confidence and skills in working with other agencies

Course Outline
 This one-day inter-professional course is aimed at community psychiatric nurses, social workers, occupational therapists, support workers, psychologists and doctors working in community mental health teams. The course addresses issues arising in community mental health teams with a focus on assessment.



Perinatal mental health

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of people with mental health problems. Debriefing sessions are available to support participants in learning and reflecting on their experience.

Aims
For participants to:

- Improve their assessment and management of people with mental health problems
- Develop their confidence and skills in working with people with mental health problems
- Work more effectively with other agencies

Learning Outcomes
After completing this course these attending will:

- Demonstrate improved skills in risk assessment
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved confidence and skills in working with other agencies

Course Outline
 This one-day inter-professional course is suitable for a range of professionals in health and social care who are involved in the care of women with mental health problems, both during pregnancy or following delivery. This includes all grades of psychiatrists, obstetricians and GPs, mental health nurses, midwives, health visitors and social workers.



Working with families and networks

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of people with mental health problems. Debriefing sessions are available to support participants in learning and reflecting on their experience.

Aims
For participants to:

- Improve their assessment and management of people with mental health problems
- Develop their confidence and skills in working with people with mental health problems
- Work more effectively with other agencies

Learning Outcomes
After completing this course these attending will:

- Demonstrate improved skills in risk assessment
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved confidence and skills in working with other agencies

Course Outline
 This one-day inter-professional course is suitable for a range of professionals in health and social care who are involved in the care of people with mental health problems, both during pregnancy or following delivery. This includes all grades of psychiatrists, obstetricians and GPs, mental health nurses, midwives, health visitors and social workers.



Simulation workshop at the mental-physical interface

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of people with mental health problems. Debriefing sessions are available to support participants in learning and reflecting on their experience.

Aims
For participants to:

- Improve their assessment and management of people with mental health problems
- Develop their confidence and skills in working with people with mental health problems
- Work more effectively with other agencies

Learning Outcomes
After completing this course these attending will:

- Demonstrate improved skills in risk assessment
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved skills in working with people with mental health problems
- Demonstrate improved confidence and skills in working with other agencies

Course Outline
 This one-day inter-professional course is suitable for a range of professionals in health and social care who are involved in the care of people with mental health problems, both during pregnancy or following delivery. This includes all grades of psychiatrists, obstetricians and GPs, mental health nurses, midwives, health visitors and social workers.

NHS Maudsley Simulation

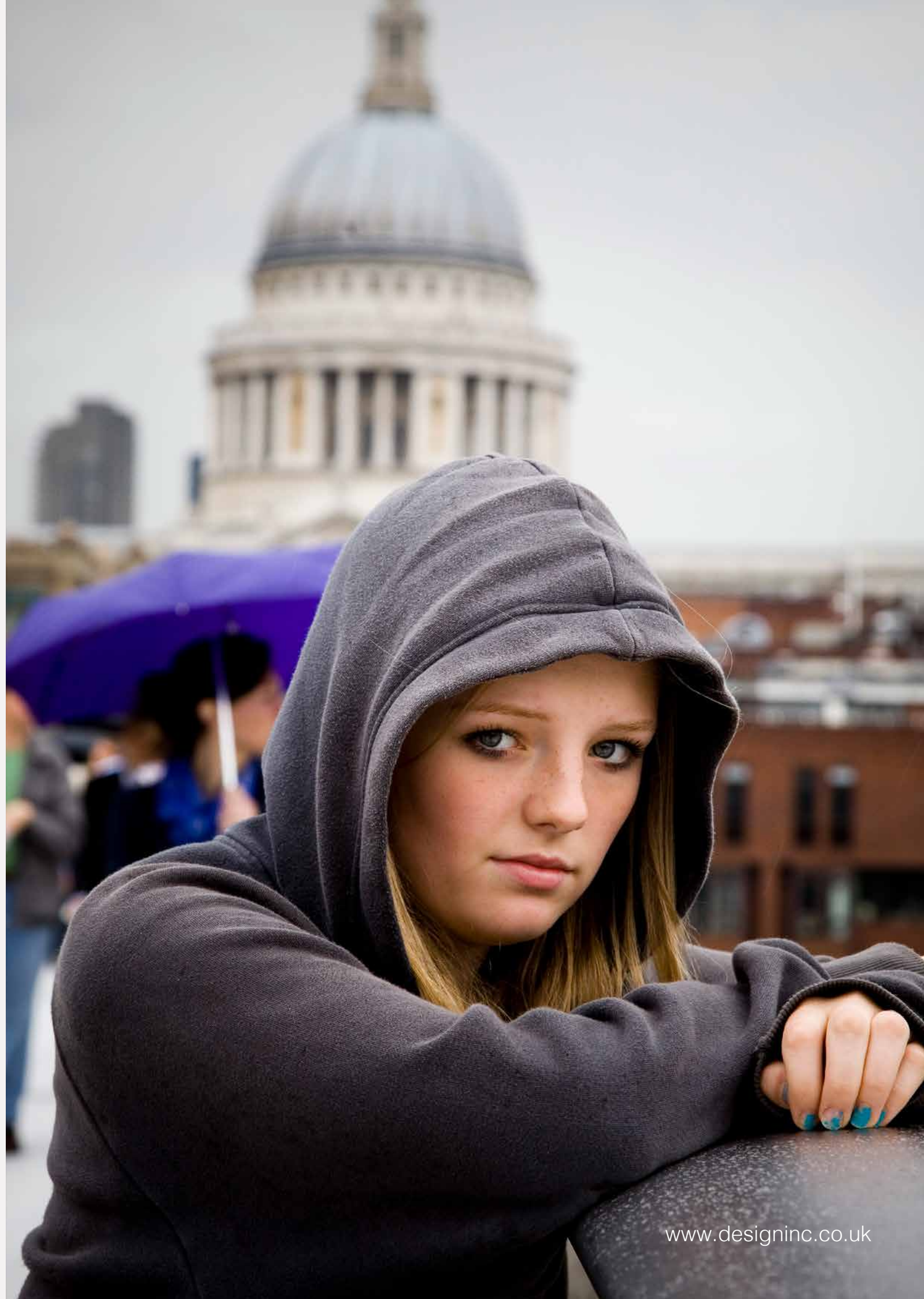
The preferred solution is based on a tessellation of hexagons – giving a structured and organic feel.

The creative solution for Maudsley Simulation required a number of considerations. The new brand needed to appeal both to the existing (mainly NHS) healthcare market currently served by Maudsley Simulation and at the same time reach out to other potential markets for Maudsley Simulation including other civic agencies and the private sector where many potential clients reside. The creative brief was developed and shared – with a focus on the delivery of industry leading simulation from a world renowned team. Core message touch points were:

- Innovation and thought leadership
- Integration of technology and actors
- Collaboration and active Learning

The identity project was completed on time and on budget and has resulted in positive feedback from all stakeholders. The NHS team included the Director and marketing team as well as input from the NHS business consultants, fundraising and corporate communications teams. The preferred solution is based on a tessellation of hexagons – giving a structured and organic feel.

Interestingly a month or so after the launch of the new Maudsley Simulation brand the BBC unveiled their graphics and studio set for their coverage of the general election. A tessellation of multi-coloured hexagons!



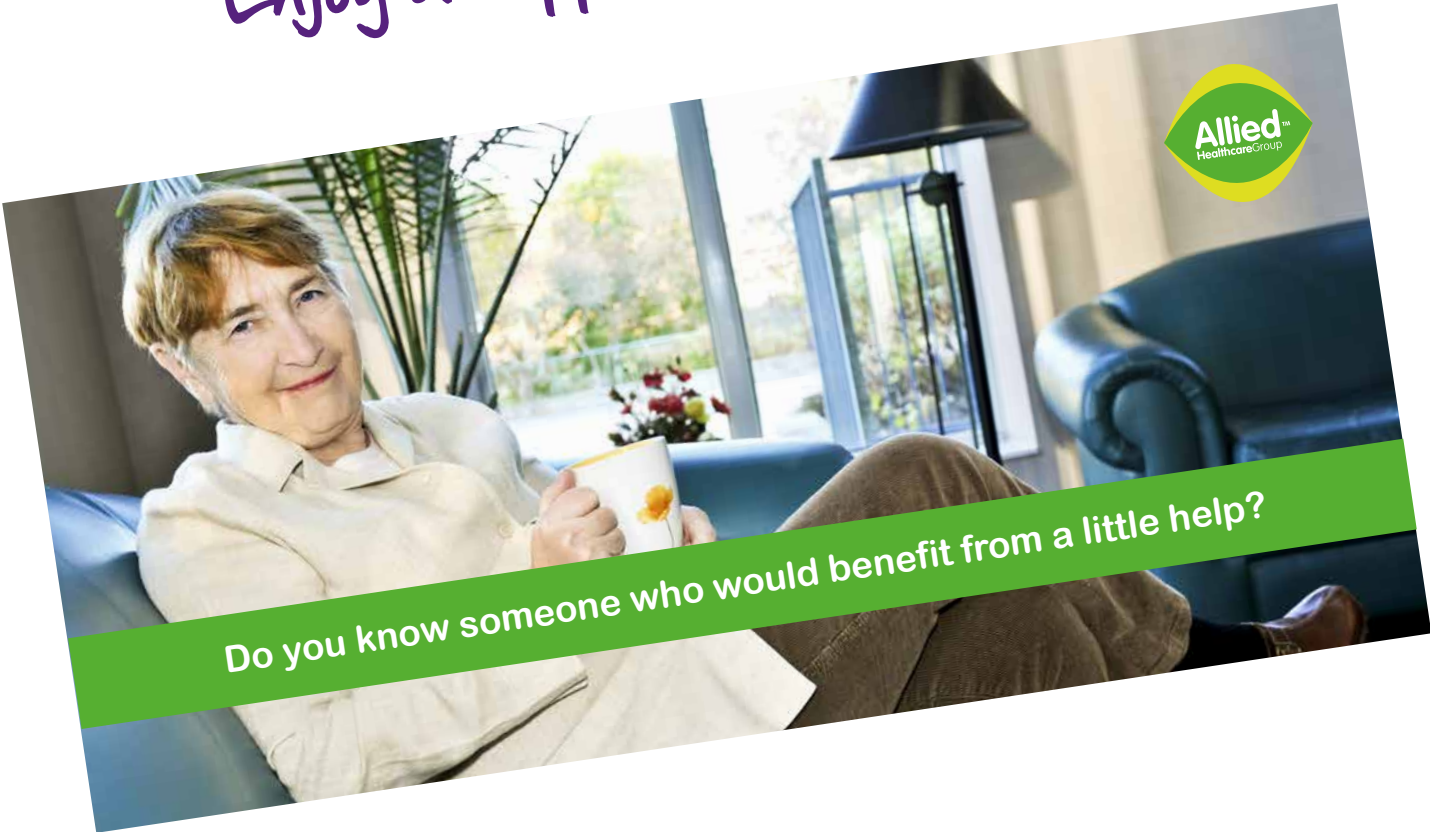


Allied Healthcare Group

Allied Healthcare Group is one of the UK's leading providers of domiciliary care and healthcare staffing services.

Design Inc was tasked to develop a DM piece that would cut through the doormat clutter and reach the targeted demographic of family members of potential care clients. The tea bag concept provides a strong point of difference and suggested that Allied would take a unique approach to domiciliary care. Always listening first, then tailor-making the care provided 'how do you take your tea?' Once set up, Allied's staff would always have the time to share the needs of the clients' family members or indeed in being there to share conversation over a cuppa and generally going that extra mile to provide for the individual needs of the care client.

The mailer design featured specially branded real tea bags tags and individual packets which were sourced from a specialist foodstuffs merchandise supplier and these were positioned within a bespoke mailing leaflet and branded envelope. A personalised letter accompanied the mail-shot. A special landing page and phone line were set up for responses which enabled traditional and tech-savvy engagement and enabled the campaign ROI to be monitored effectively.





TOWER BRIDGE
WELLNESS PHARMACY



Tower Bridge Wellness Pharmacy

When it comes to wellness marketing, a nice example of current thinking is demonstrated by Tower Bridge Wellness Pharmacy.

This unique establishment is located - as the name suggests, next to Tower Bridge in Courage Yard, just off Shad Thames near the famous Conran restaurant Pont De La Tour. As well as offering the full range of neighbourhood pharmacy services and products the Tower Bridge Wellness Pharmacy provides the very latest in medical wellness testing, personal discussion of results and consultative advice on maintaining, improving or returning to health lifestyle strategies.

The marketing literature we have developed for Tower Bridge Wellness Pharmacy, including a comprehensive 48 A4 page brochure provides an in depth and informative source of information on not only offerings like Functional Medicine, in which the pharmacist is qualified, but also how to benefit from a DNA testing-informed approach to personalised healthcare.

In addition to the main brochure, where the proprietor's enlightened approach to medicine and wellbeing is fully showcased, we have summarised the proposition in both a 12 page A5 mini-guide and a brief 4pp A5 overview leaflet.

We look forward to supporting Tower Bridge Wellness Pharmacy further as this dynamic start-up innovative business has ambitious plans for growth. Alongside what you would expect from a regular pharmacy the complementary personalised medicine services on offer really do set the company apart and represent the future of healthcare.

Let food be thy medicine
and medicine be thy food



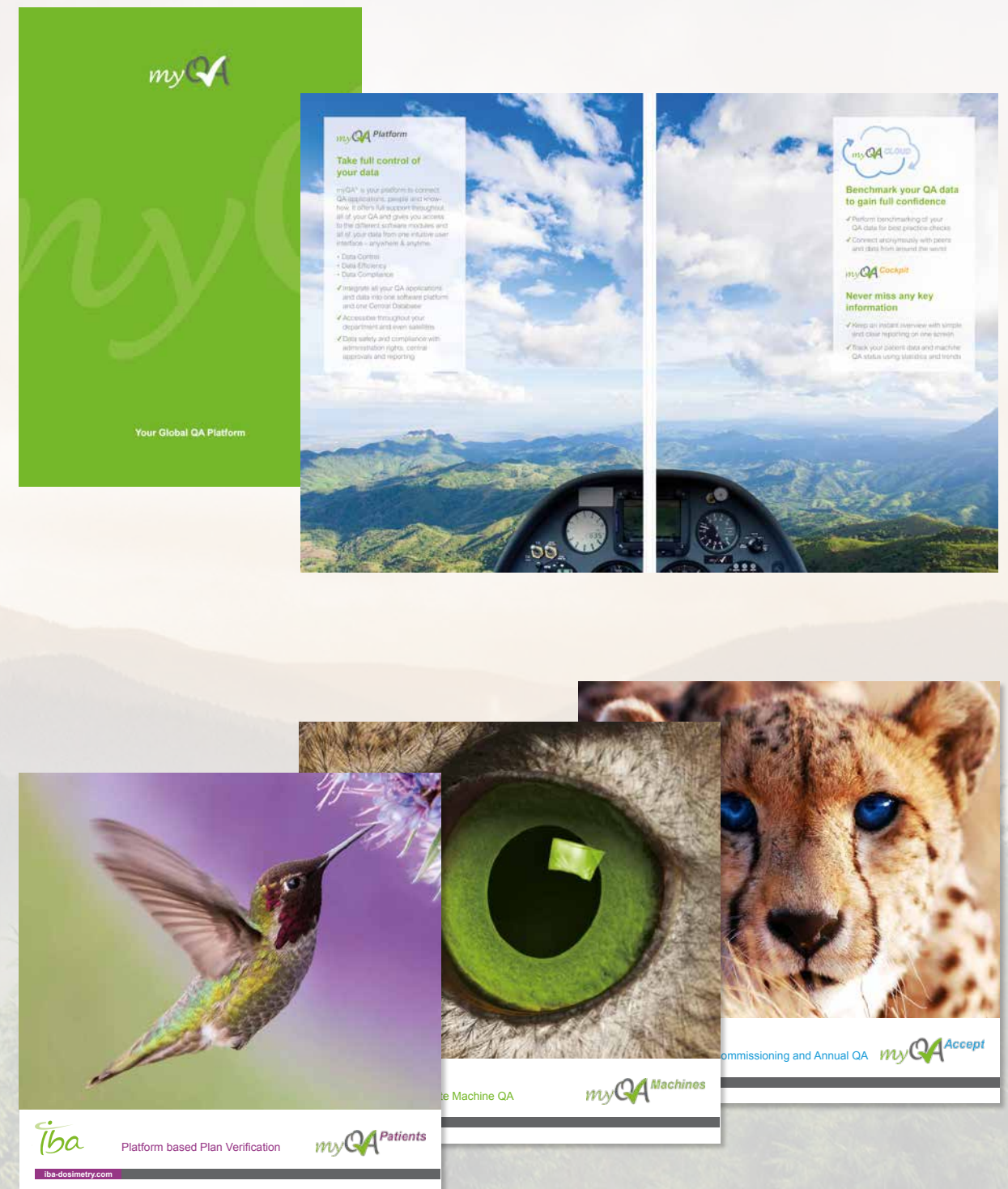


IBA Dosimetry

IBA Dosimetry manufacture radiotherapy equipment, radiotherapy management software and support services. Design Inc has been supporting IBA clients in Germany and Tennessee with the joined up marketing of hardware, software and aftersales solutions.

IBA Dosimetry

We are told by the client that our campaigns have provided a point of difference and cut through in a market that is dominated by muted messages and pastel colours.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

IBA Dosimetry

Our work has encompassed above the line advertising, digital advertising, marketing and sales literature, brand identity and promotional work.

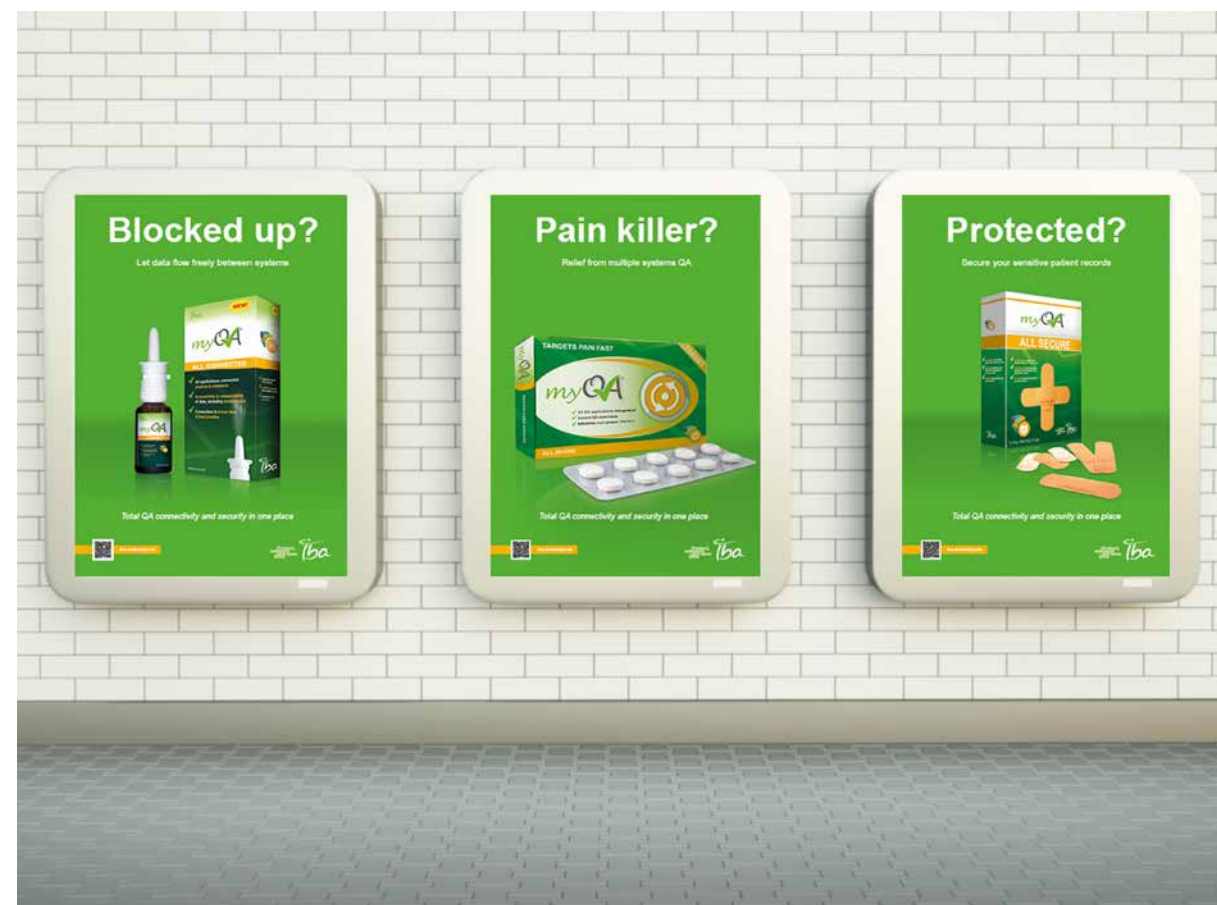
Across all the campaign work for IBA our approach is consistent. We aim to communicate the benefits of the products and services in a memorable and relevant way.

From the 'over the counter' remedies packaging skit for MyQA and healthcare 'professionals at leisure' testimonial-based campaigns for Dolphin to the nature inspired sets of printed marketing materials for both the MyQA and Dolphin product suites.

The IBA Owners Network (ION) is a new user community initiative that will complement the after sales care offered to customers. This will be an improved way for users to interact with IBA (the facilitators), connect others around the world and hence benefit from shared best practice and generally get the best from their investment in these pieces of capital

equipment. Branding this initiative is another key project we have undertaken for IBA and we look forward to developing this further in due course.

Our fresh approach has been applauded although it has been a bit of a journey in some cases to convince all stakeholders that we were doing the right thing by challenging the norm. We hope to continue to spread our creative expression across IBA's brands and the next area we will be working on will be the Compass product suite.




Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



myQA Platform

Enlightening your QA world

All your QA applications & data connected to one central platform. That's the unique power of myQA.



All-in-One. All Connected. All Secure.

iba-dosimetry.com

Look! Beam scanning is now on myQA!



myQA All-in-One

All-in-One.
All your QA data connected via one central platform, providing you with full control and accessibility.

All Connected.
Connect your scan data and use them as your individual "gold standard" reference eg. for your Machine QA.

All Secure.
Benchmark your scans anonymously in the myQA Cloud with scans from peers around the world.

Connected to myQA Platform

iba-dosimetry.com

myQA Patients

Relax! Plan verification is on myQA



All-in-One.
Your efficient and intuitive Patient QA on myQA All-in-One with your Machine QA and Beam Scanning.

All Connected.
Be in full control of your patient data and receive the key information in the patient file or in the myQA Cloud - anytime, anywhere.

All Secure.
Secure your patient treatments with a clear workflow status and clear dates. Never miss any important QA information!

Connected to myQA Platform

iba-dosimetry.com

Keep your machines in check!



myQA Machines

All-in-One.
• One central QA platform
• Full range of QA modules for RT and Imaging


All Connected.
• Data cross-checks and status updates via myQA Concept
• Benchmark your results in the myQA Cloud

All Secure.
• Full control of your QA data with one central tool, database
• Customizable protocols, comprehensive analysis & reporting

Connected to myQA Platform

iba-dosimetry.com

Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



iba Dosimetry

Home | Products & Services | Customer Support | Events | News & Media | Location & Contact

myQA Platform

Enlightening your QA world

Fastest, Most Accurate, Most Reliable

IBA Dosimetry offers a full range of innovative high-quality solutions and services that maximize efficiency and minimize errors in Radiation Therapy, Medical Imaging Quality Assurance and Calibration procedures.

- Your NEW Global QA Platform!
- NEW Dolphin Online Treatment Monitoring
- Stealth Chamber Perturbation Free "beam invisible" Reference Signal Chamber
- Earn 1 CEU - Webinar

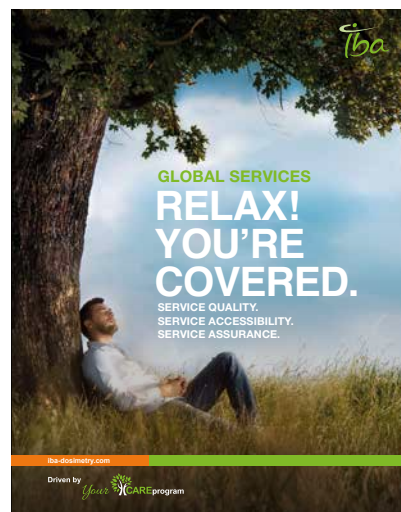
IBA Care Program

When investing capital budgets in radiotherapy systems hardware and software management customers need to that their spend is going to be protected and that they will be getting the optimum number of positive patient outcomes.

With it's Care Programme IBA provides just this guarantee with top quality equipment servicing, seminars and staff training. A tree is used to represent the Care Programming and both tree hugging and the protection of sheltering beneath trees inspired our campaign materials.

The holistic approach to the Care Programme also includes the networking and events side of things empowering

the voice of the international user community which is to be presented under the new banner of ION (IBA Owners Network).

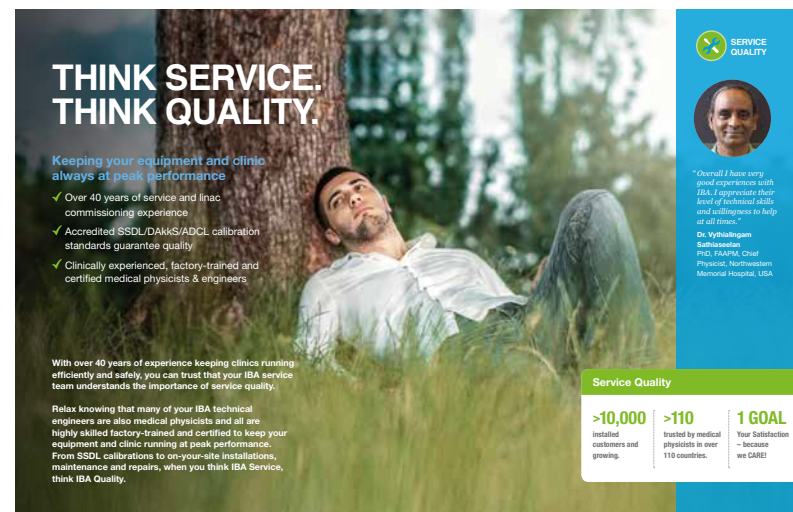


GLOBAL SERVICES

**RELAX!
YOU'RE
COVERED.**

SERVICE QUALITY.
SERVICE ACCESSIBILITY.
SERVICE ASSURANCE.

iba-equipment.com
Driven by **your CARE** program



**THINK SERVICE.
THINK QUALITY.**

Keeping your equipment and clinic always at peak performance

- ✓ Over 40 years of service and linac commissioning experience
- ✓ Accredited SSdL/DAKKS/ADCL calibration standards guarantee quality
- ✓ Clinically experienced, factory-trained and certified medical physicists & engineers

With over 40 years of experience keeping clinics running efficiently and safely, you can trust that your IBA service team understands the importance of service quality.

Relax knowing that many of your IBA technical engineers are also medical physicists and all are highly skilled factory-trained and certified to keep your equipment and clinic running at peak performance. From SSdL calibrations to on-site installations, maintenance and repairs, when you think IBA Service, think IBA Quality.

SERVICE QUALITY


>10,000 installed customers and growing

>110 trusted by medical physicists in over 110 countries

1 GOAL Your Satisfaction - because we CARE

Dr. Vithalragan Subramanian
Prof. SAKPA, Chief Physicist, Northwestern Memorial Hospital, USA

"Overall I have very good experience with IBA. I appreciate their level of technical skills and willingness to help at all times."



SUPPORT WHEN YOU NEED IT.

Your efficiency made easier with 24/7 Global Support

- ✓ Online Support Portal - access whenever and wherever you are
- ✓ 24/7 global telephone support
- ✓ Regional service departments located around the world to serve you

You'll never be left hanging with IBA. With the largest installed customer base in Dosimetry, you can rest assured that IBA is there to support you when you need us.

With IBA you have tools like the Support Portal that puts you in control of facility-owned equipment and software. This makes monitoring, maintaining and updating your portfolio a breeze.

When you are working long hours and need assistance in the middle of the night, around the clock telephone support for warranty and contract customers is there to support you.

And, with fully equipped and staffed service labs located strategically around the world, it's like having your very own service department, available when and where you need them.

SERVICE ACCESSIBILITY

Now available

Scan now to register for NEW Support Portal

Matthias Dietl
Head of Medical Physics, Radiation Therapy, Medical Center Bayreuth, Germany

"I find the new Support Portal very helpful in our daily clinical work. It is a unique solution that makes our lives easier, a lot easier."

Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

Lovin' the care





IBA ION

We have already provided advertising and literature support for IBA Dosimetry - the leading provider of radiotherapy machines and associated system and data management solutions.

Part of the aftermarket owner's Care Program is the recently launched ION (IBA Owners Network). This international community and network of like-minded healthcare professionals form a valuable client stakeholder group and asset. The ION initiative includes a signed-in website enabling owner members to share experiences and exchange best practice information and updates. There is a social side too and a worldwide programme of events.

We were approached to develop a brand identity for ION. The preferred design, which is genre challenging within healthcare branding, features a flower corolla of differentiated petals and provides a botanical link to the existing tree motif used within their Care Programme.

The ION brand injects a spectrum of colour to reflect the diversity, vibrancy and energy of the community and scheme. Of course, branding is just the start for ION. Further assets for the owners network scheme are currently in development.



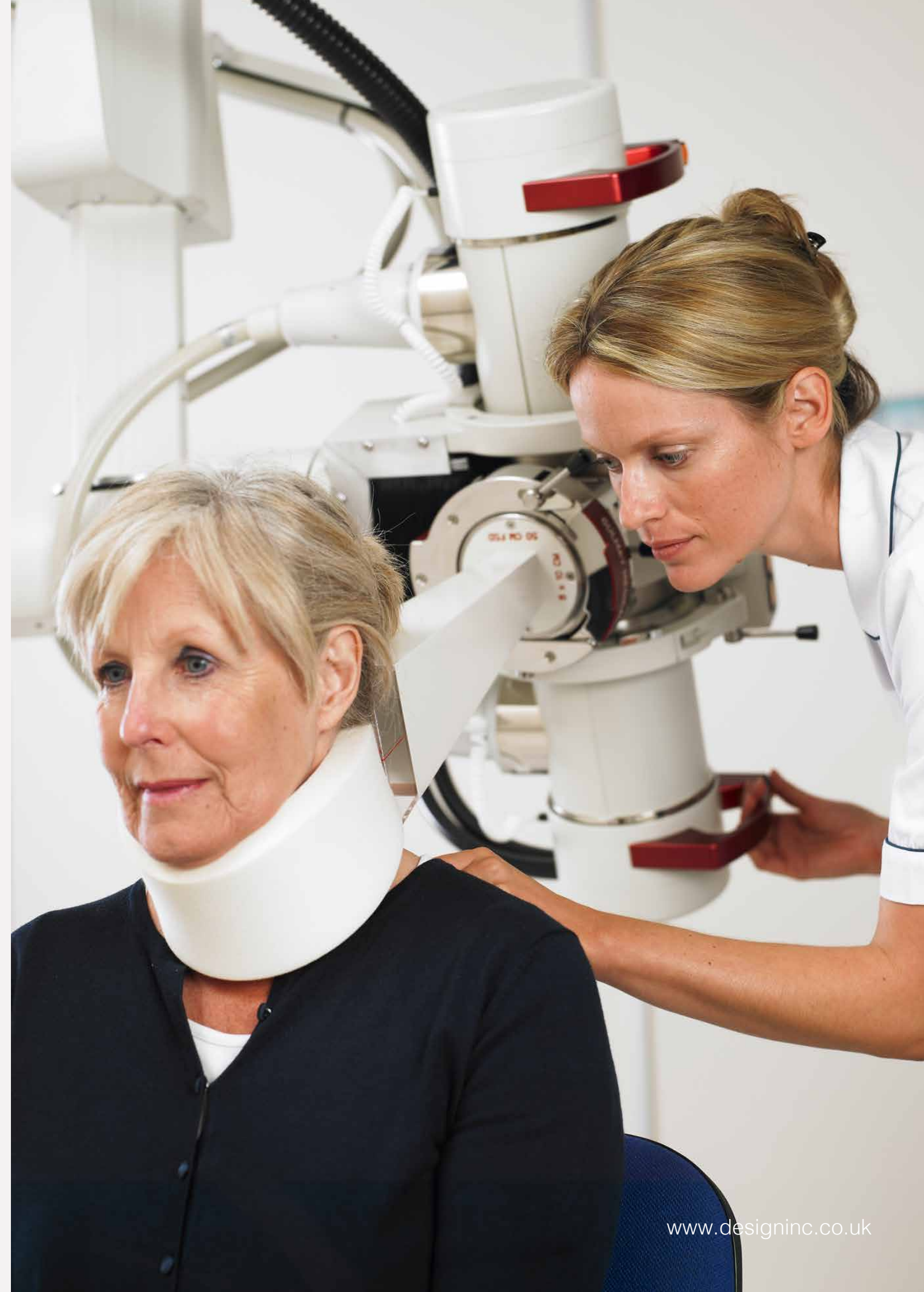
Xstrahl

Xstrahl are the leading designer and manufacturer of X-Ray therapy systems for use in cancer and dermatology treatment as well as radiation biology research.

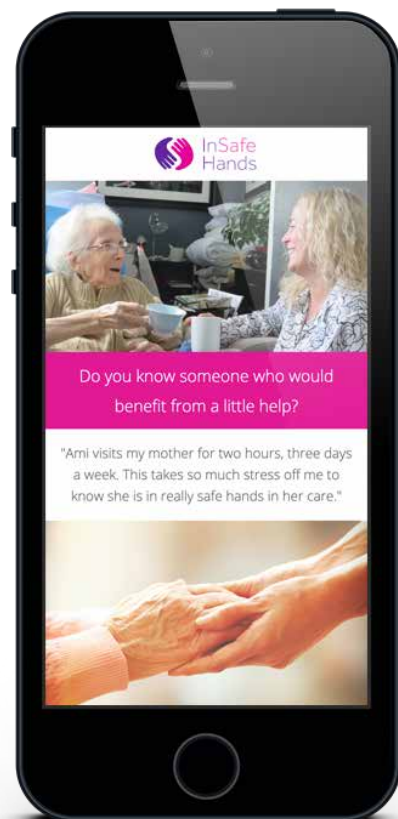
Design Inc were commissioned to develop a comprehensive series of product brochures to cover their range of superficial and orthovoltage X-Ray therapy systems, which provide low-dose X-Ray medical solutions providing a nonsurgical alternative for patients with superficial skin conditions.

For this project, Design Inc went back to basics, gathering full information regarding their brand guidelines and

providing brand-consistent designs as well as copywriting and photography support.







InSafe
Hands

In Safe Hands

In Safe Hands is a domiciliary care company, based in Surrey.

As a small company entering a competitor-heavy marketplace, the owner realised early on that they needed professional and effective marketing communications to help promote their message of quality care.

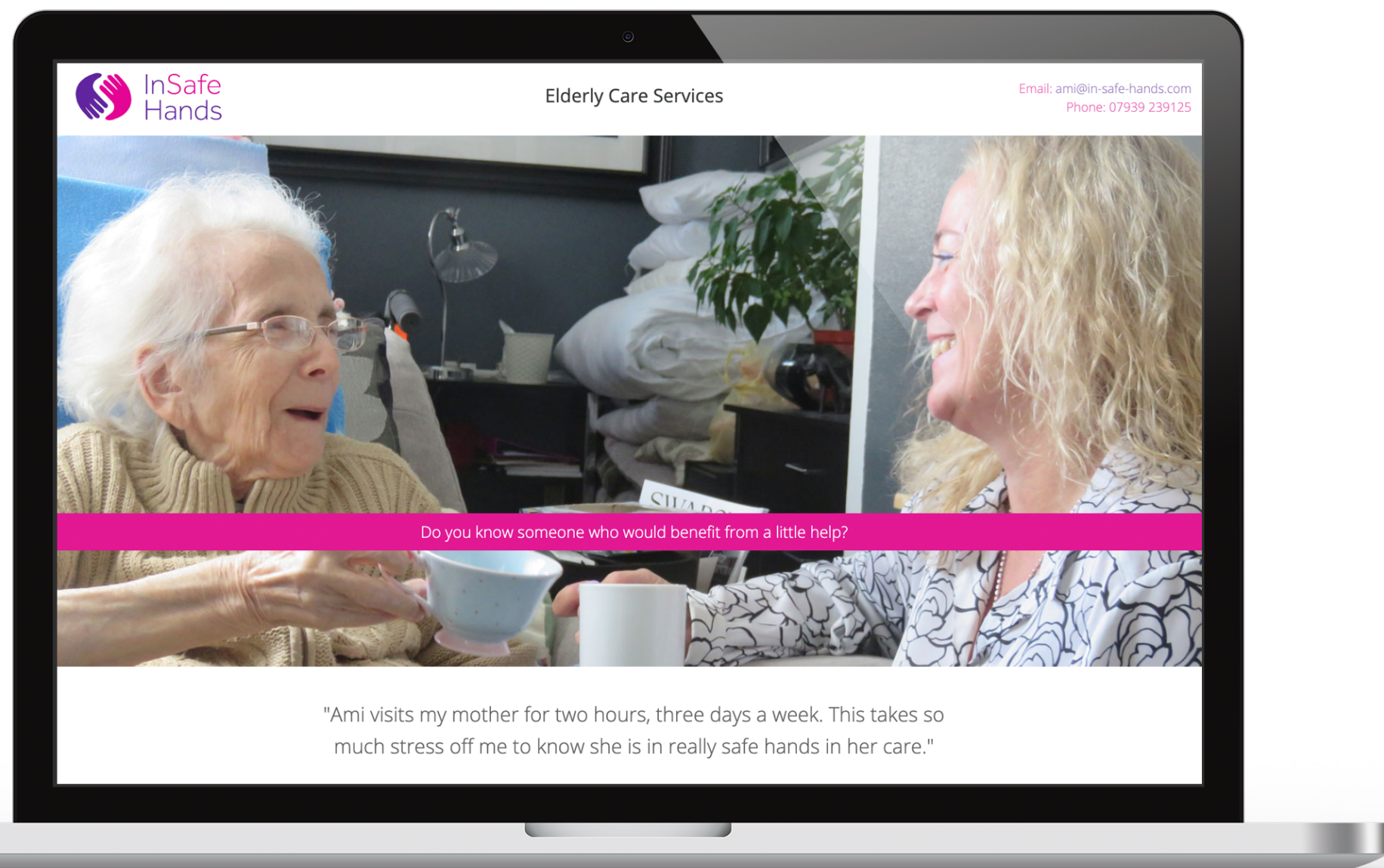
Design Inc was approached and a marketing package was agreed in which we would deliver a corporate brand, brochures, advertising, website and branded uniforms. Moreover, we also ensured all their documentation, stationery and internal paperwork would become consistent with the new brand.

 **COMPANION CARE**

 **HOME CARE**

 **PERSONAL /MEDICAL CARE**

 **ADMIN CARE**



It's opened up a
whole new world...





Reduxion Clinics

Reduxion Clinics (formerly known as Surrey Obesity Service) are providers of weight loss solutions. The company offers the full range of bariatric services including gastric balloon, gastric banding, sleeve gastrectomy and the gastric bypass along with revision surgery and a gastric band management service.

We were approached to provide a complete rebranding package as the client felt that a more positive and professional 'lifestyle' focused approach was now required – and that the existing brand was too clinical looking and amateurish. It was time for a makeover.

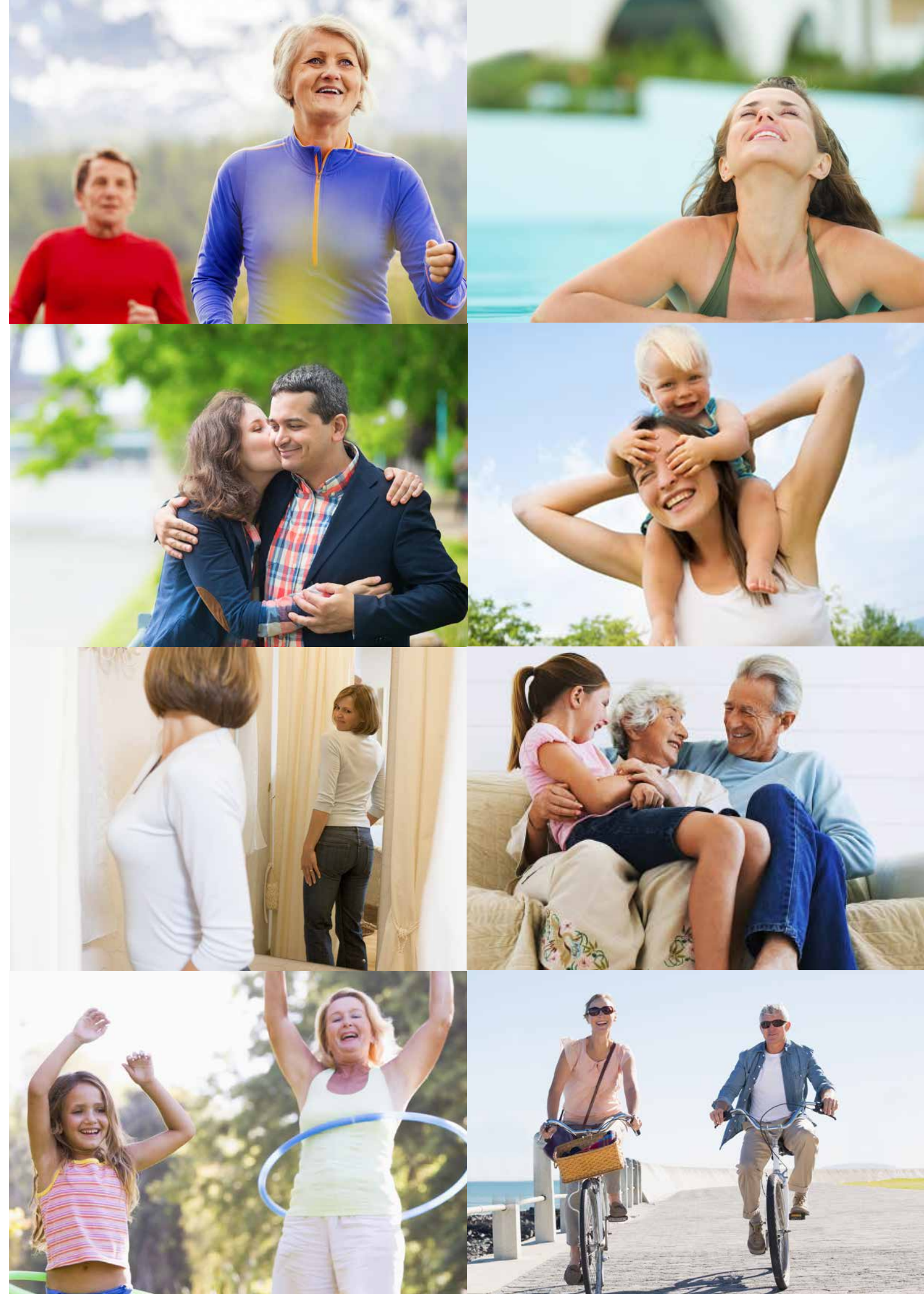
Early discussions quickly established that the name was a big part of the problem and that a renaming exercise was going to add much value to the results of the process. The chosen name would provide a key part of the inspiration for the identity development and other brand assets - colours and fonts, positioning messages, tone of voice, and imagery. The main marketing activity going forwards was to be organic search optimisation drawing enquiries to a new responsive and content managed website.

A programme of social media marketing was also discussed and commenced in order to create a social signals around the new brand. The new brand needed to leverage the professionalism of the clinic and feature the positive outcomes experienced by patients. There are some

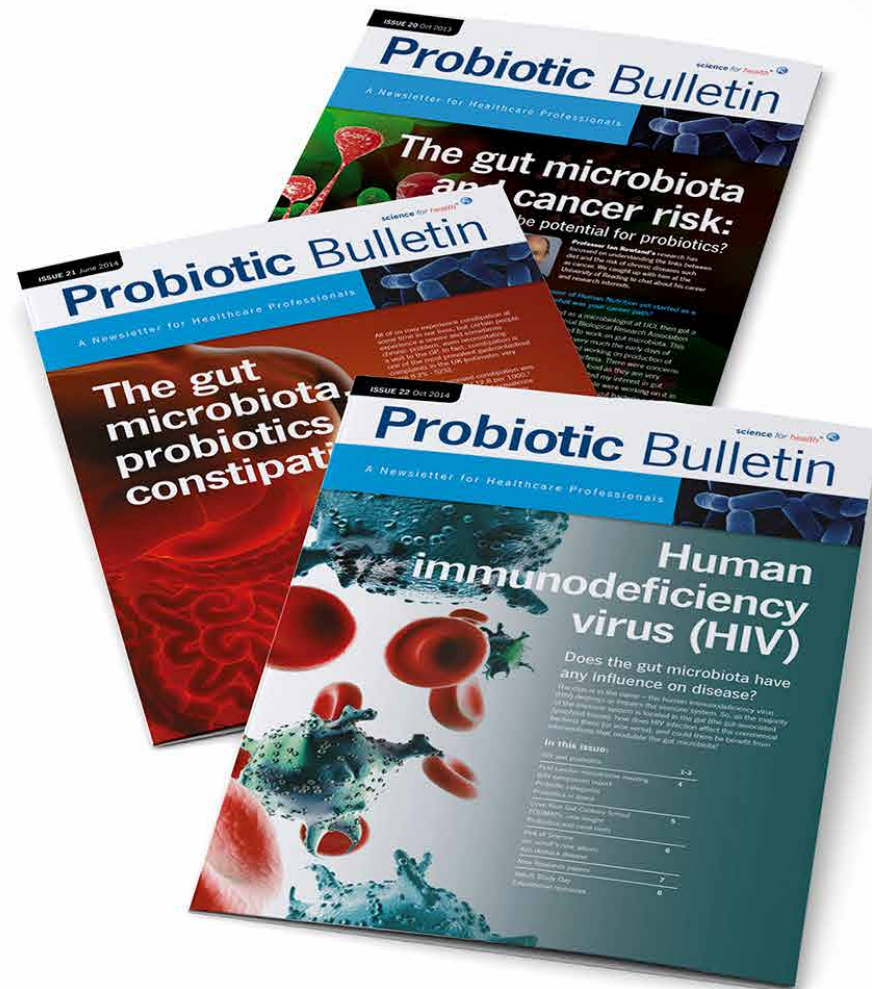
amazing transformations that bear testament to the benefits when you decide to take back control of your health and well-being by choosing Reduxion Clinics. The rebranding process and relaunch has now been completed and the results of the search and social media marketing beginning to be felt. The number of site users and enquiries have increased considerably and the initial reactions of stakeholders to the look and feel of the brand has been extremely positive. The performance of the website on tablets and mobiles in terms of the impact of the design and the user experience has also been very well received and brought the business right up to speed – and beyond many competitors.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.







Yakult

Yakult is the globally recognised probiotic dairy product made by fermenting a mixture of skimmed milk with a special strain of the bacterium *Lactobacillus casei* Shirota.

It was created by Japanese scientist Minoru Shirota, who graduated from the Medical School of Kyoto University in 1930. In 1935, he started manufacturing and selling Yakult. The benefits of Yakult regular consumption are supported by an array of scientific studies. Those could range from maintenance of gut flora "modulation" of the immune system, regulation of bowel habits and constipation and finally effects on some gastrointestinal infections.

As Yakult is a commercial company the health benefits cannot be directly promoted by Yakult to the medical profession. The not for profit foundation status 'Science

for Health' organisation exists to promote and publish the results of research, published articles and independent interviews with healthcare professionals. Our work for Science for Health includes the design of the regular newsletter Probiotic bulletin, other ad hoc publications and the associated advertising.

science for health®





Starkstrom

Starkstrom came to us to prescribe a creative solution for their medical communications campaigns.

As designers and manufacturers of critical care equipment, historically most of their advertising had been very tactical, product-led and pragmatic. We proposed using the major brand asset of the stand-out yellow in a completely full-on and unadulterated way. The medical equipment market is a world of blue and white!

The vibrant was teamed with a strategic message and strong metaphor. These arresting adverts are designed to stop the reader in their tracks and would include a tipped-in actual

hand wash sachet (safe hands), battery (long life) and 3D glasses (2020 vision). The result a refreshing take on a medical communications campaign. Qualitative market research has already shown that these adverts are both striking and memorable.

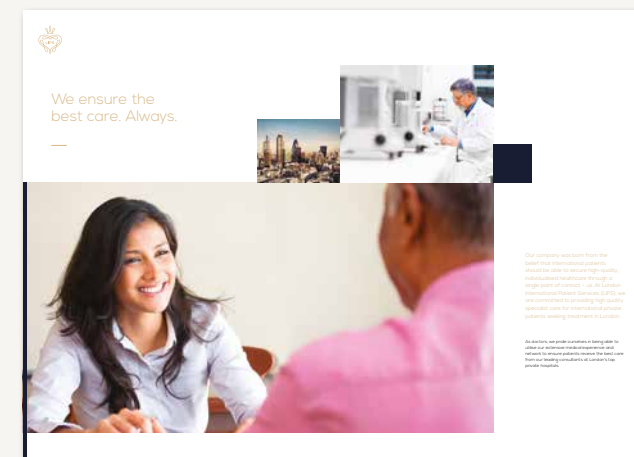


LIPS

London International Patient Services is an organization comprising a group of highly skilled doctors who provide specialised, London-based treatment for the overseas client.

Towards the end of 2016, Design Inc were approached by this new organization to design their corporate brochure. It quickly became clear that the more we understood their clientele, the easier the brief would be to write. Their clients were high net worth individuals, mainly from the Middle East, who expected an exemplary service for themselves, their families and their staff (butlers, au pairs, nannies, etc). Quality was key. As was sophistication and confidentiality.

Moreover, we needed to strongly showcase the service offered: a truly hands on approach, from London medical experts. So, we set to work creating and sharing the design brief. Ultimately, we were responsible for the content; text and well as imagery. Moreover, once completed, we took control of the printing too, ensuring all brochures were printed onto environmentally-friendly stock.



iCare Connect

Electronic Medication Management

A safer, accountable and more efficient way to manage your residents' medications.

Reduce medication errors and risks eMAR

Electronic Medication Management software allows you to create comprehensive electronic medication administration records that improve the safety and quality of resident care delivered, by reducing preventable errors and risks.

Throughout each medication round, your staff will only ever view the medications intended for administration during that time slot. Important information about each resident including allergy details and special medication requirements can be captured and are accessible on the eMAR, at the point of medication administration. Staff are also prompted to record additional details such as the precise site of an injection or the area of the body that an ointment was applied.

To assist with greater accuracy and accountability in reporting, all recorded observations are logged in a clear and auditable log, along with the name of the nurse or carer responsible for creating the record and making updates along the way.

Residents' eMAR sheets can also be updated directly by the pharmacy in real time, ensuring details on the eMAR are accurate and always easy to access.

By eliminating the need for paper-based medication records, the risks associated with manual medication administration procedures are significantly reduced.

Prevent gaps on the MAR sheet with a snap-tying workflow:

- Login with a unique staff identifier
- Only medication to be administered during that round are displayed
- A photo ID of each resident displayed
- Controlled drugs requiring a witness signature are enforced
- Staff signatures recorded

Notes

Now you can coordinate, administer and track as required. PRN medications with greater efficiency. A detailed history log for each resident provides staff with greater visibility over previously administered PRNs, along with details of the reason as to why the medication was given. With more complete information about a resident at the time of administering, prescribing errors and adverse events can be reduced.

The software's single point of data entry also supports the transfer of PRN information to the resident's daily notes and handover report, to save staff time on unnecessary data duplication.

www.icarehealth.co.uk



About iCare Health

Our software makes measurable difference in the lives of care providers and the people they care for.

Voluntarum autem reperiuntur in eadem, omnis sum reur am que nientio vitatem ralis et accaborem ut iditititit occipit tempers picillupta denim faciam in num nus esedisquis usacusses modisci magnat accus.

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www.icarehealth.co.uk

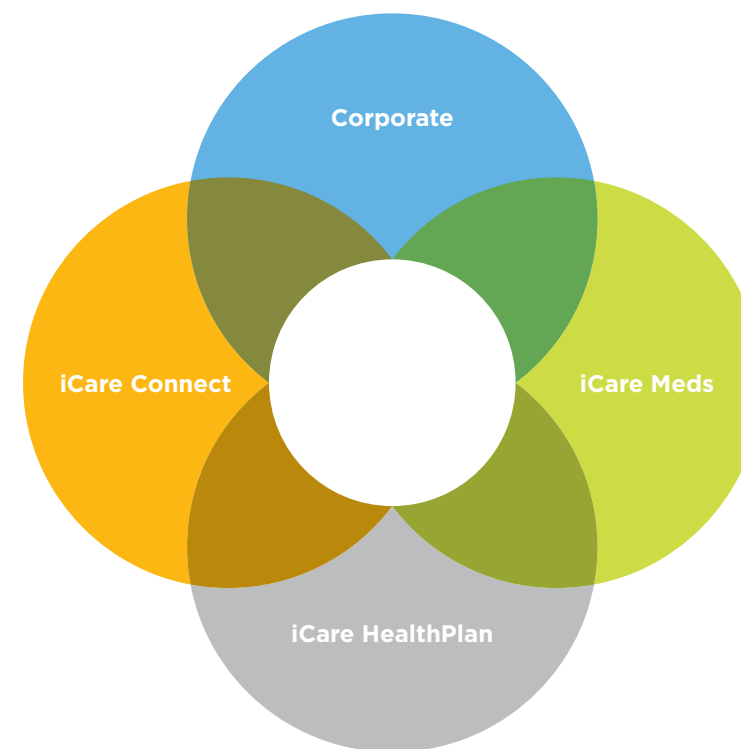


iCare Health

iCareHealth is not a provider of care. Instead, they are a supplier of software for those in the care industry.

The client was looking for a more technologically creative and dynamic style for the company. Something fresh, sharp and innovative that ensures the company not only looks like a software provider rather than a care provider, but stands out as a brand away from the competition. Design Inc developed a brand platform style to create more of an unique identity within the market. This is based on the three service modules can work individually and together. We proposed a simplistic but effective concept. Taking inspiration from the corporate logo, the concept embraces the vibrancy of the colour palette to create a brand impact.

We also capitalised on the use of circles to show interaction and to create a point of focus for messaging. The circle provides the suggestion of a 'total solution' and we have also used circles as a window through which to create a point of focus. This could be to focus on the user, the care worker, the administrator, the manager.



Testimonials

It was a pleasure working with Design Inc. the design, research and the marketing team were on board straight away and understood our vision. On schedule and on budget, this manifested itself in the form of our current brand and collateral. The relationship and support post project is fantastic.

Maudsley Simulation

Since I come from the background of sales and customer service-not marketing, working with a design agency was something completely new and out of the ordinary for me. But when I was assigned a very important project that required creating a new brand that blended with our existing corporate image, I knew I needed help. Finding and working with Design Inc. has been not only a pleasure but as we work through our projects, which are difficult to begin with, Frank and his team at Design Inc. have spent time in explaining and coaching me throughout the process. Not only have I launched 2 highly successful campaigns (and working on the third one now) using Design Inc., I have grown professionally and gained new friends “across the pond”.

IBA Care Program

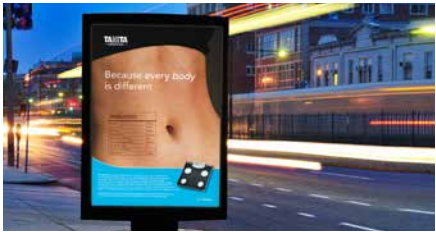
I approached Design Inc earlier this year to help me with marketing our weight loss clinics. I felt our image was poor and knew the website provided little confidence to attract new clients. We knew we needed a significant refresh. Design Inc understood our concerns from Day 1 and clearly outlined a process that would deliver the results we required. As a surgeon, I am often very busy so it was a pleasure to have support from an agency that understood our needs so well and didn't need my input every day. I am delighted to say, the results speak for themselves – clients love our new look and we are already seeing bookings well into next year.

Reduxion Clinics

We gave Design Inc a challenging brief to produce an infographic on return on investment for public health interventions. Not something which is easily understood nor which captures the imagination. Design Inc produced an excellent piece of design conveying a lot of information in an attractive and accessible form. They were helpful and collaborative and responded well to any suggestions or changes we made.

South West London Academic Health and Social Care System

Healthcare clients at a glance



Tanita
Advertising, Literature



Starkstrom
Advertising, Literature



Xstrahl (Gulmay Medical)
Literature



The Footcare Centre
Branding, Advertising, Literature



Daichi Sankyu
Branding, Advertising, Literature



Pharmig
Branding, Advertising, Literature



Location Medical Training
Branding, Advertising, Literature



South West London System
Infographics



NHS Maudsley Simulation
Branding, Advertising, Literature



IBA Dosimetry
Advertising, Digital, Literature



Reduxion Clinics
Digital



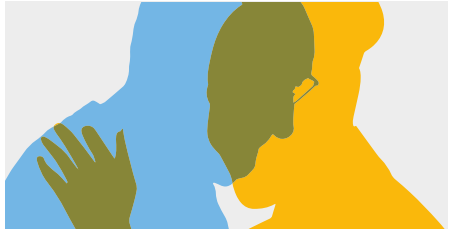
Yakult
Advertising, Digital, Literature



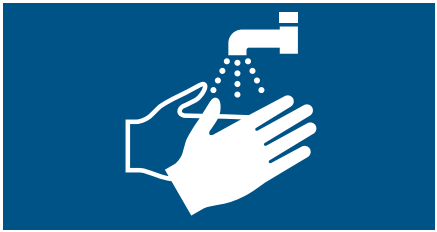
Medac
Digital, Advertising, Literature



Cell Novo
Branding, Advertising, Literature



iCareHealth
Literature



NHS
Branding, Advertising, Literature



BUPA
Branding, Advertising, Literature



Allied Healthcare
Branding, Advertising, Literature



MGS Laboratories
Branding, Advertising, Literature



Livesey Solar
Branding, Advertising, Literature



Richmond Medical Agency
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