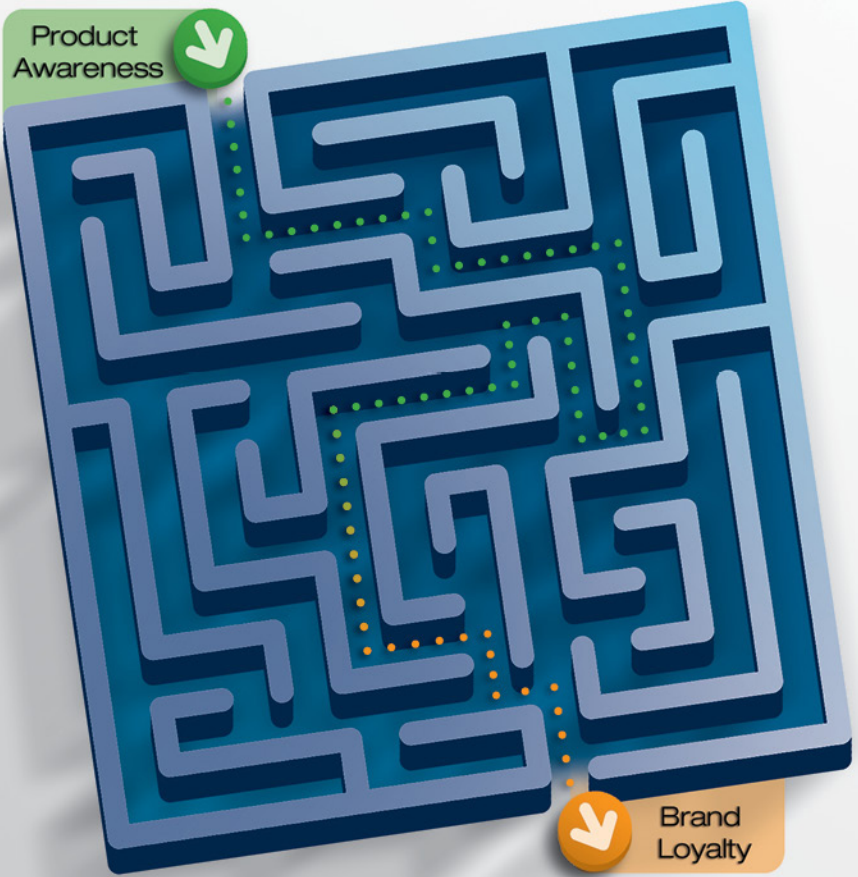


"I love your brand!"
doesn't just happen...



...there are a lot of twists
and turns along the way.

tjp healthcare
communications

We'll navigate the way.

Sometimes your customers need a little...

.....education

What product information they should know

.....motivation

What differences they can expect from your brand

.....stimulation

The best creative presentation/campaign

at **tjp healthcare** communications **this is what we do best!**

.....We educate...

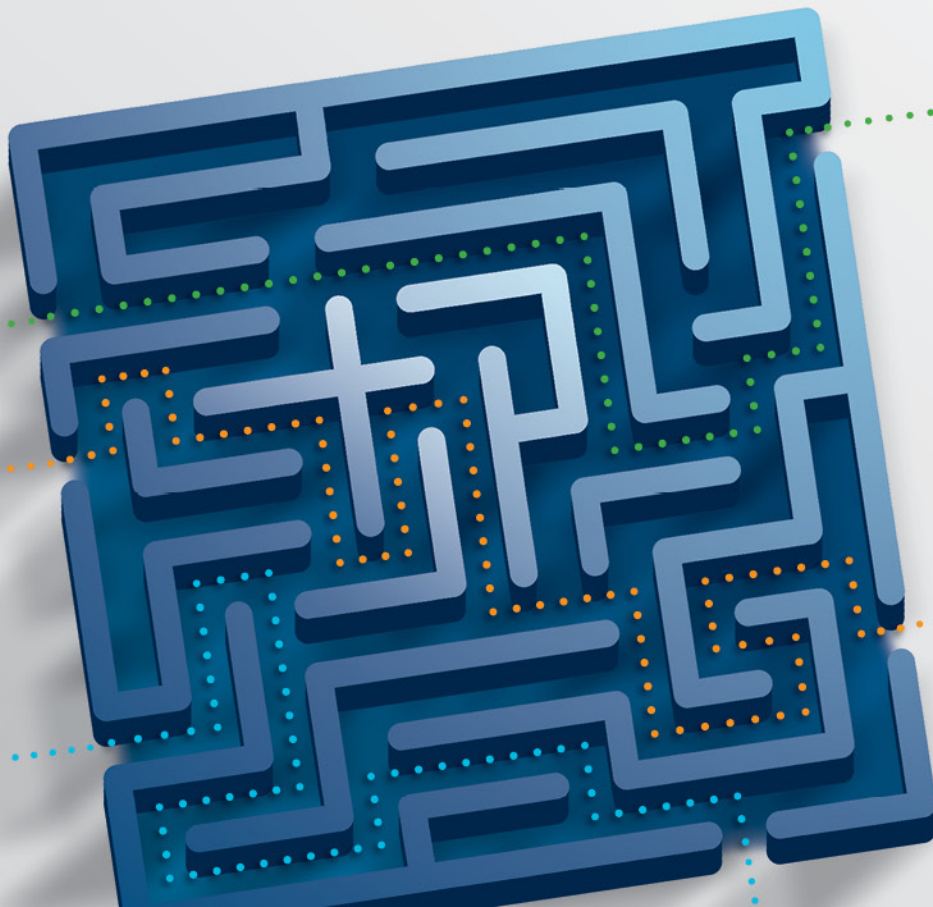
- Instructional design that improves customer understanding
- Product labeling that answers the why and how to
- Clinical materials that provide scientific support

.....We motivate...

- Strategic positioning that provides a unique point of difference
- Creative strategy that promotes trial usage
- Multi-dimensional communications platform that reinforces brand loyalty

.....We stimulate...

- Creative that hits an emotional nerve
- Branding that's memorable and lasting
- Promotional programs that enhance the customer experience



... and We execute...

- Turnkey operation means we do the copywriting, art and graphics design in one place
- Materials suitable for print, web and digital applications
- Experts in developing materials for global markets

About us

tjp healthcare communications was founded in 2000 and continues to serve the medical device, diagnostics and pharmaceutical industry. Each of our principals brings an average of 25 years of client and agency experience to the table. We work with clients big and small, across a multitude of therapeutic areas. We'll fit in whether you need us from the very start or if you're stuck on a particular problem.

When you're ready,
give us a call.

tjp healthcare
communications

1101 the embarcadero ▪ san francisco ▪ ca 94111
415.398.4271 ▪ www.tjphealthcare.com

Tom Paradiso ▪ principal | Ed Zilberts ▪ principal
t.paradiso@tjphealthcare.com or e.zilberts@tjphealthcare.com