

## Packaging to accelerate business development

Savvy companies recognize the power of video on the Internet to accelerate business development and financing efforts.

Producing over 350 healthcare and life science videos, OneMedTV has earned a reputation of delivering high quality, cost efficient videos, and our distribution network can help you reach your target market. OneMedTV has a broad range of capabilities and delivers a solution customized to meet your specific needs.



**Company Profile.** Interview with multiple executives, experts, and/or customers. Often involves site visit, compilation of b-roll, (photos and graphics) to communicate a company's value proposition. Essentially packaging the company in a fashion that is easily communicated.



**Management Profile.** Capture top management giving your basic pitch, describing upcoming milestones, and outlining the future of the company and we'll craft it into a concise, 2-3 minute video that can serve as both an introduction for new audiences and an informative update for your existing network.



**New Product Release.** The successful launch of a new product or service can make or break your company. Proper communications using the Internet and powerful multimedia tools can make a significant difference. We offer an economical modular approach to get maximum leverage from your content.



**Presentation Video.** Turn your powerpoint presentation into a video ready for digital distribution. Combine footage of speaker with animated versions of your powerpoint. Ideal for training. It saves time, energy and avoids repetition of the same information.



**Conference Coverage.** OneMedTV's years of experience covering industry events and conferences have given us the understanding of how to capitalize on content captured to give the event ongoing value, as well as how to create marketing tools to build the event.



**Analyst Interview.** Public companies use this proven, powerful approach to communicate with investors and potential investors. Highly effective when placed on the investor section of a company website.

## Benefits of Packaging

Distributing video via the Internet is a low cost, effective means of communicating to a global audience.

*Visit our website to see samples of all these videos.*

"Video is a great way to help communicate complicated concepts quickly and to move an idea through our organization efficiently. Capturing management is a key component of evaluating an idea. Video does so in a way that documents cannot. It is a highly efficient."

-VP, Business Development at Stryker

"Video is simply the only way to truly leverage time and to tell the story across a broad range of space."

-Claudio Lipic, Life Science Business Department at Mitsubishi International Corp.

"Videos have been a very effective tool for us to get our story out"

- Ron Andrews, CEO Clariant.



### Why Video? Why OneMedTV?

Your most precious resource is senior management time. Video distributed digitally saves time, creates business development opportunities, reduces travel expenses, and reduces stress on busy staff.

Video gets you in the door, it gets you in front of people previously unreachable.

You have one chance to make a first impression. Healthcare and life science videos are our specialty. Our years of experience give you certainty your videos will be of the highest quality.

Our powerful distribution capacity means your videos will be seen by those you want to reach.

**Live webcasts** help you go viral.

There were over 15,000 corporate video views watched by more than 9,000 investors leading up to and right after our 2010 OneMedForum in SF.

Contact us for a quote at [info@onemedplace.com](mailto:info@onemedplace.com). Or call 212.734.1008.