



Varitage has emerged as a hybrid strategic marketing and business development partner that provides cost-effective solutions to accelerate the adoption of life sciences technologies.



Strategic Business & Marketing Planning

Accelerate revenue growth

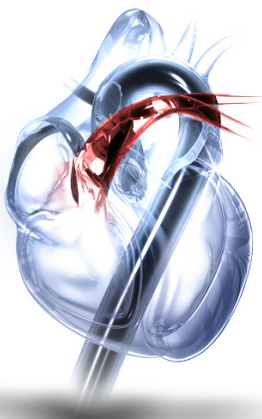
- » Launch Commercialization Plans
- » 1-3 year Business Planning
- » Campaign Development
- » Clinical Message Development
- » Competitive Gap Analysis
- » Generic Protection
- » Media Planning
- » Sales Execution Strategy



Campaign Development & Brand Identity

Be a symbol of value

- » Logo Development
- » Branding Evolution
- » Color, Design, & Typography Theory
- » Positioning & Messaging
- » Mantra
- » Core Principles
- » Graphic Standards
- » Nomenclature
- » Publication Planning
- » Online Strategies



Clinical Infomedics

Be compelling, not confusing

- » AMA Editorial Services
- » APA Editorial Services
- » Copywriting
- » Clinical Evaluation Series
- » Clinical Sales Aids
- » Manuscript Development
- » Sales Training Manuals
- » Technical Manuals
- » Slide Decks



Computer Generated Imagery (CGI)

Attract your customers

- » Anatomical Modeling
- » 3D Modeling
- » Texturing, Rendering, & Rigging
- » CGI Enhancements of Images
- » CGI Photography
- » Animatics



Video Production

Engage first, educate second

- » Commercials
- » Infomercials
- » Online Video Clips
- » Patient Education Videos
- » Physician Videos
- » Tradeshow Animation Reels



Online Influence

Create meaningful networks

- » Web Design & Development
- » Search Engine Optimization
- » CMS Consultations
- » E-Blasts
- » Intranet Development
- » Social Media Tactics
- » Usability Testing
- » User Interface Testing
- » Video Streaming
- » Mobile Applications

