



MEDIIPRO  
CATALOGUE



**MEDIIPRO**, is an endeavor from **MEDICCA PRESS**, the most credible and leading publisher of medical communication in print and digital for scientific requirements of the Pharmaceutical Industry.

We at **MEDIIPRO** recognize and understand the need for **Patient-Practitioner Education** and **Visual Medical Communication**. Hence, we are committed to contribute through excellent compliant services, in congruence with pharmaceutical companies, patients, and medical practitioners.

**MEDIIPRO** specializes in creatively conceptualized scientific products addressing the physician and patient need for knowledge updation. Our products enable marketeers of the healthcare sector in brand promotion enhanced with exceptional quality education material.

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## WHY MEDIIPRO



CONTENT RICH



FUSION PRODUCTS



EXCLUSIVITY



CLIENT SATISFACTION



## WHY OUR PRODUCTS



EASE OF MEDICO-LEGAL APPROVAL



MODERN & UPDATED DESIGN



OFF-THE-SHELF CONVENIENCE



FASTER BRAND PROMOTION



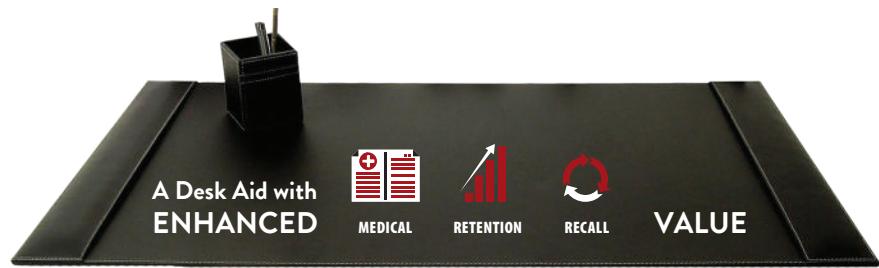
IMPROVED BRAND LOYALTY



RECOGNITION AMONG  
MEDICAL FRATERNITY

At **MEDIIPRO**, medical products are exclusively ideated & aligned to client requirement; ideal for new product launches and continuing promotion.

Our fusion medical products augment the worth and retention value of brand reminders.





# PRODUCT CATEGORIES

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## PRACTITIONER UPDATES

- Differentiator
- Medico Star Cube
- Flash Case
- 2-in-1 Ready Reckoner Stand
- Moleculogue
- Infographic Detailer
- Ruler and Wheel
- Efficiency Curve
- Medical Desk Reference
- Investigation Heads Up
- Flipchart
- M-Calendar
- Clinical Navigator
- Biographical Sketch



## PATIENT EDUCATION

- Infocorner
- Patient Record-cum-Guide
- Starter Kit with Education
- Token of Good Health
- Multi-Tier Info Pad
- Indexed Flipchart
- Poster and Anatomical Chart
- Flip Book Dispenser
- Patient Leaflets with Dispenser
- Activity Kit
- Medical Magazine
- Site and Seek



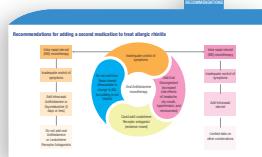
## PRACTITIONER-PATIENT INTERACTIVE TOOLS

- Awareness Kit
- Twin Assessment Pad
- Display Box
- Interactive Flash Cards
- Write and Wipe PE Pad
- Concise Atlas
- Primer to Procedure
- SPOT
- 3D Rotating Stand
- Pick-n-View Atlas
- Table Top Standee
- Medical Games





**PRODUCTS FOR  
MEDICAL PRACTITIONERS**



## DIFFERENTIATOR

The 'Differentiator' displays several variations of a particular concept in compact form with the help of pull-outs.

## PROMOTIONAL CONCEPTS

- Differential diagnosis of a condition
- Disease diagnosis and management guidelines
- Step-by-step guide
- Drug interaction charts for a therapy
- Comprehensive information on disease/drug therapy



## Specifications

No. of cards: 4/5, Size: 5" x 7", Printing: 4 color, Enhancements: Thick card with lamination, Inclusions: Chit box with chits.



## MEDICO STAR CUBE

The compact 'Medico Star Cube' comes with a booklet on medical updates, and scientific flash cards in a stationery cube shaped kit.

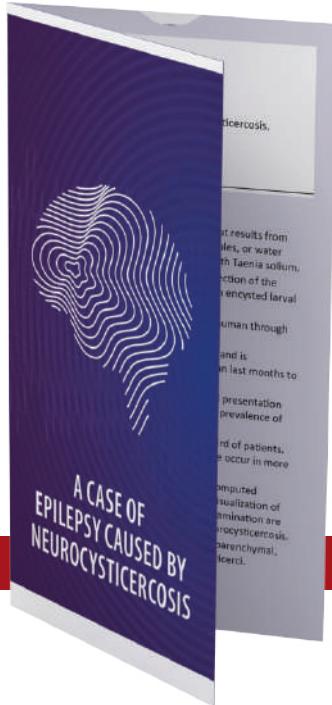
### PROMOTIONAL CONCEPTS

- Latest therapy guidelines
- Multi-action
- Clinical updates
- Dosage guidance



### Specifications

*Closed box (size 3.5" x 3.5"), Inclusions: a) No. of single fold cards : 8; b) Information flash cards: Set of 50; c) Chit pad: 200 leaves; d) Page flags: 25 x 5; e) Sticky notes: 50 leaves.*



## Specifications

Closed size: 5.75" x 3.25",

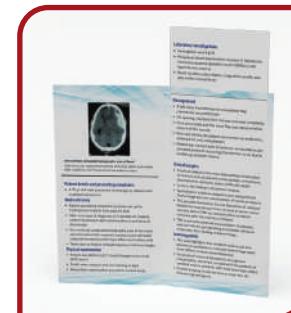
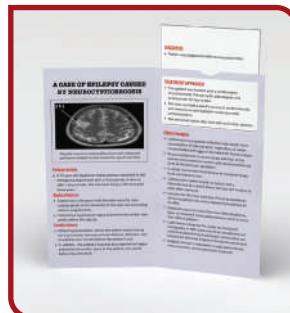
Inclusions: Inside window with pull-out card.

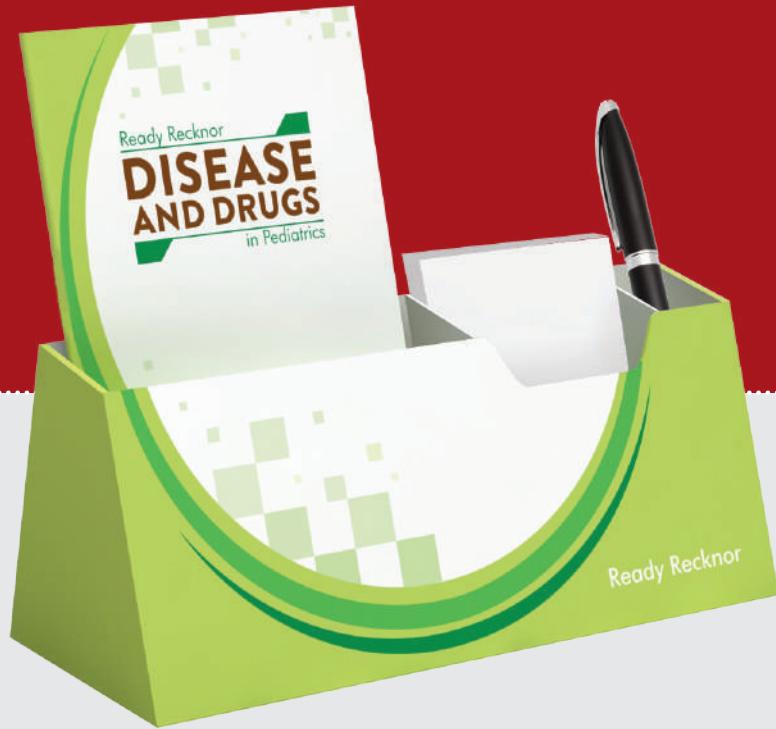
## FLASH CASE

The 'Flash Case' displays compact and focused case reports, thus sharing clinically important information for healthcare professionals.

## PROMOTIONAL CONCEPTS

- Case studies





## 2-IN-1 READY RECKONER STAND

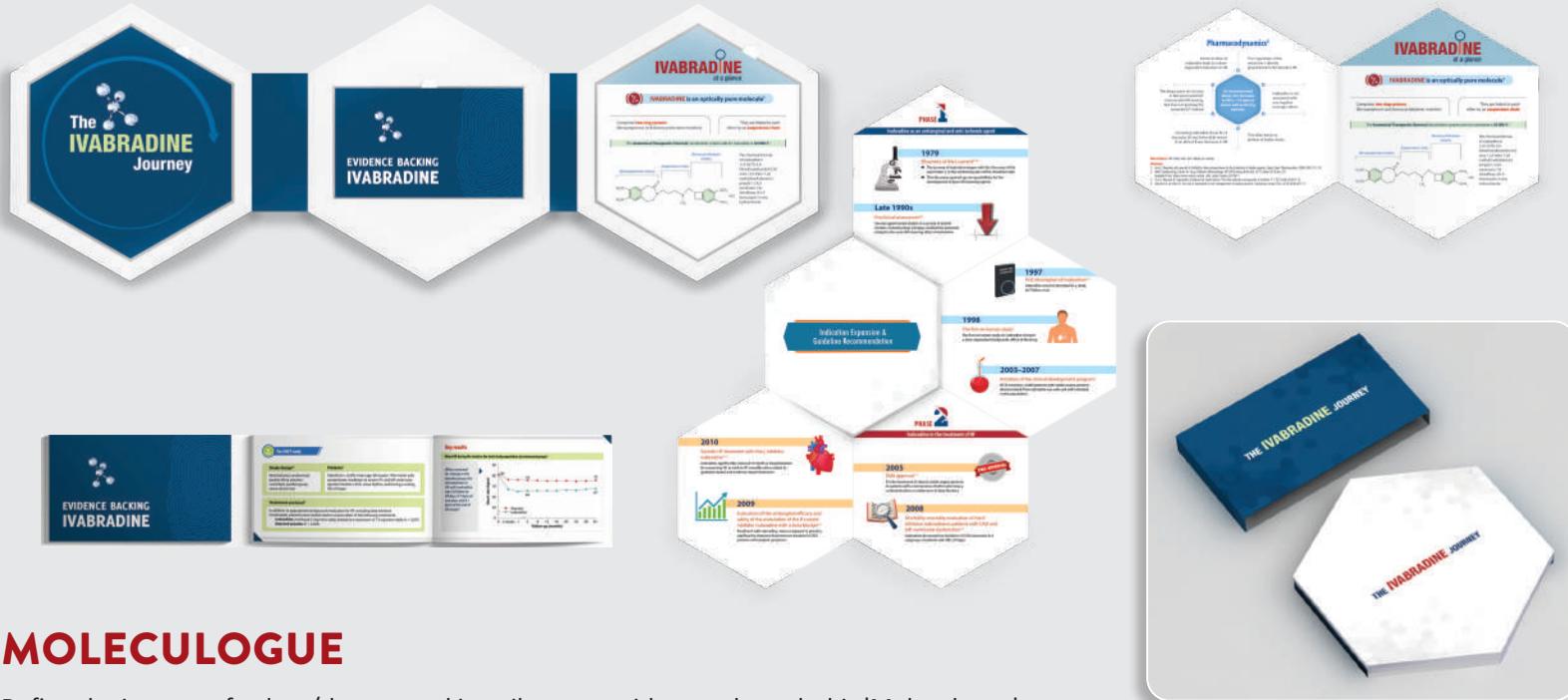
The '2-in-1 Ready Reckoner Stand' holds customized medical reference booklets in a required discipline, for quick reference by the healthcare professional.

### PROMOTIONAL CONCEPTS

- ◎ Indication-wise dosage
- ◎ Snapshot from textbooks

### Specifications

*Product Box (3.5" x 8") containing A6 size Medical booklet (32 + 4 pages) with chits (100) and pen holder.*



## MOLECULOGUE

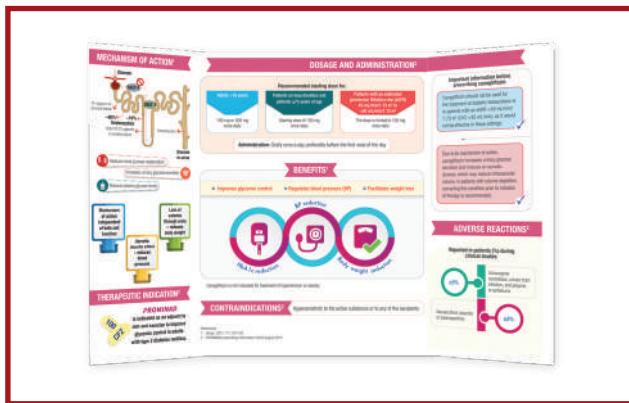
Define the journey of a drug/therapy and its milestones with ease through this 'Molecologue'.

### PROMOTIONAL CONCEPTS

- Journey with evidences
- Infographic representation of a story

### Specifications

Each hexagon 8" x 9" size box to contain: 1) Hexagon punch 7 side card (size 6" x 7"); 2) Hexagon punch 4 page LBL (size 6" x 7"); 3) Booklet: 24 + 4 pages (size 5.5" x 3.2").



## PROMOTIONAL CONCEPTS

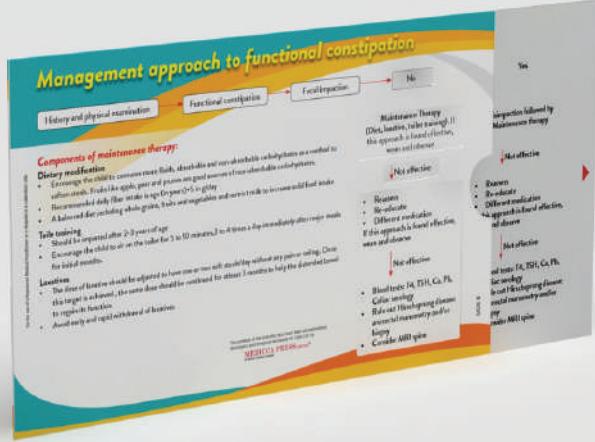
- Launch detailer
- Series of detailer models
- Infographic detailer

## INFOGRAPHIC DETAILER

'Infographic Detailer' is an interactive tool with concept-based infographics or fabrication models for better engagement.

### Specifications

Subject to requirement.



# RULER

The 'Ruler' displays differential, collated and calculated information for multiple values or multiple solutions of a particular condition.

## PROMOTIONAL CONCEPTS

- Guideline recommendations for different profiles/groups
- Differential visual representations
- Simplifying diagnosis/management protocols



## Specifications

*Open size: A4, Printing: 4 color, Insert size: A5.*



## WHEEL

The 'Wheel' acts as an assessment calculator for various aspects of a single condition, in a handy compact form.

## PROMOTIONAL CONCEPTS

- Calculations of dosage/period/diet parameters, etc.

### Specifications

Size: B5 circular, No. of layers: 2/3.

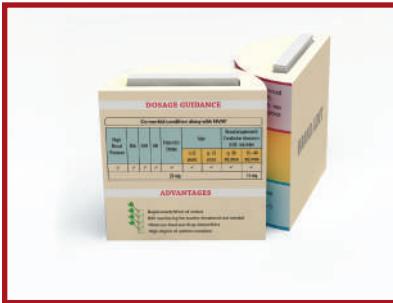


# EFFICIENCY CURVE

The 'Efficiency Curve' displays drug efficiency data, in an organized comprehensive manner, along with the flip-flop gimmick.

## PROMOTIONAL CONCEPTS

- Snapshot of key clinical trials
- Key efficacy features



## Specifications

Open size: 8.5" x 2.25", Closed size: 4.25" x 4.25", No. of chits: 50 x 2, Chit size: 3" x 4.5".

## MEDICAL DESK REFERENCE (MDR)

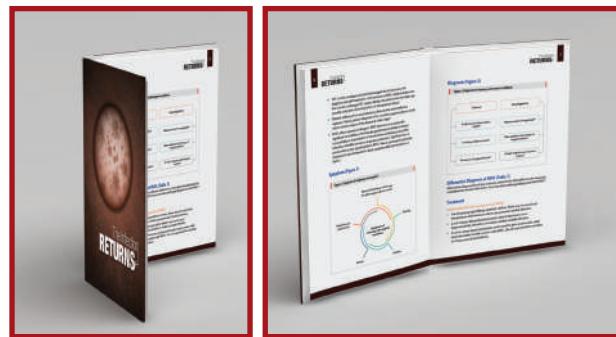
The 'MDR' includes a comprehensive medical guidance book for the practitioner by his deskside. Additional feature includes the 'Fit and Sick' medical certificate book sanctioned for patients.



### PROMOTIONAL CONCEPTS

Desk reference book on:

- Disease management
- Management of resistant cases
- Relapse management
- Unique cases in therapy
- Medico-legal cases



### Specifications

A5 size book holder with two sections.  
Section 1 = A5 size booklet (100 pages)  
Section 2 = A5 twin tear-off pad (50 pages on each side)

## INVESTIGATION HEADS UP

This input holds four unique reference cases for a particular speciality. It displays the investigation leads aiding conclusive diagnosis and treatment.

### PROMOTIONAL CONCEPTS

- Case studies with interesting investigation findings

#### Specifications

Four cases (A5 size with window and insert), and rack = 7" x 9.5", with four compartments to hold the cases.



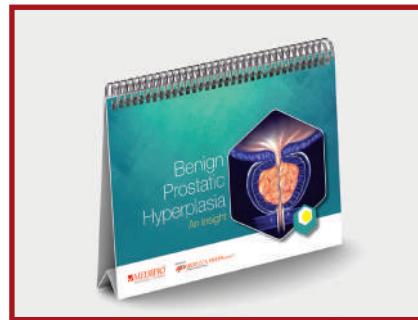
## FLIPCHART

A desk 'Flipchart' includes medical information on multiple flips for reference and retention.



## PROMOTIONAL CONCEPTS

- Disease/drug synopsis
- Collection of anatomical visual representations
- Guidelines and protocols
- Detailed therapy guidance

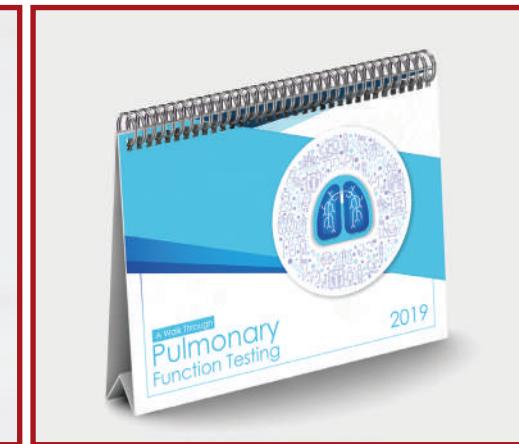


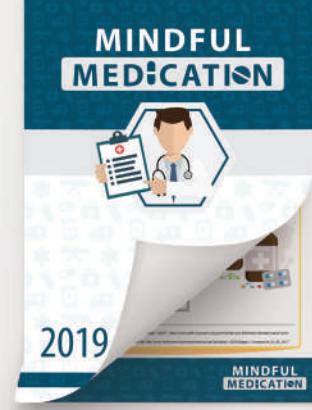
## Specifications

Size: 7" x 9.5", spiral binding, maximum no. of flips 16.

## M-CALENDAR

A great giveaway for the medial practitioner, this 'M-Calendar' holds medically engaging content with a utility calendar-cum-planner, which is useful for the practitioner.





## PROMOTIONAL CONCEPTS

Medical themes like:

- Milestones
- Advances
- Conferences

### Specifications

*Subject to client requirement.*

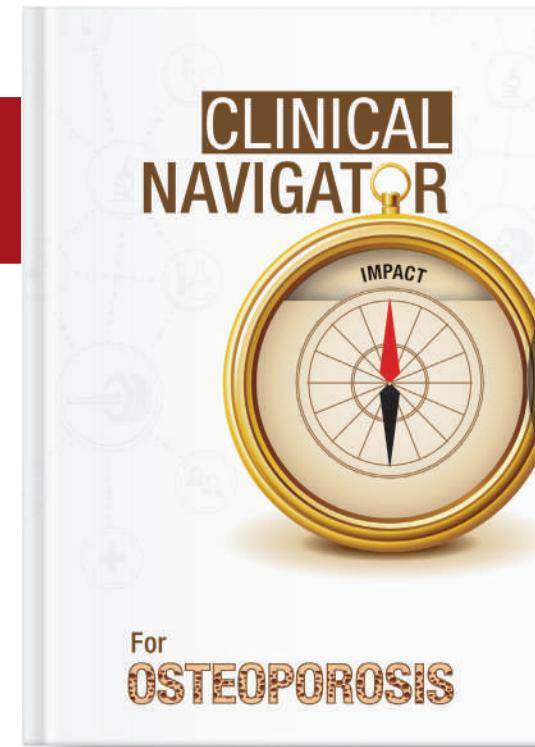
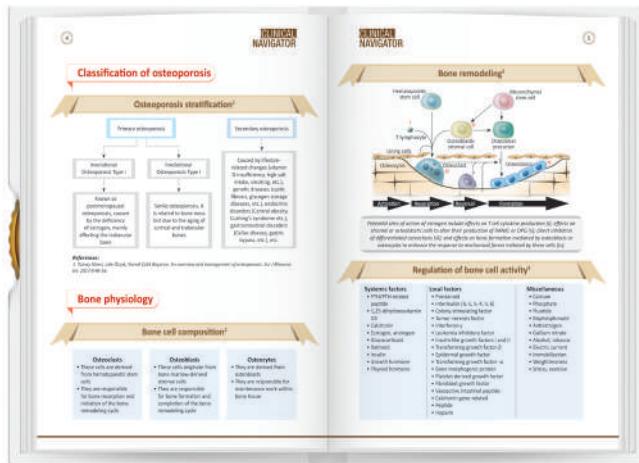
## NEW PRODUCTS

### CLINICAL NAVIGATOR

A reference book navigating the practitioner on the clinical aspects of a disease and its management. The choice of drug therapy and a review on focus drug is provided in this book.

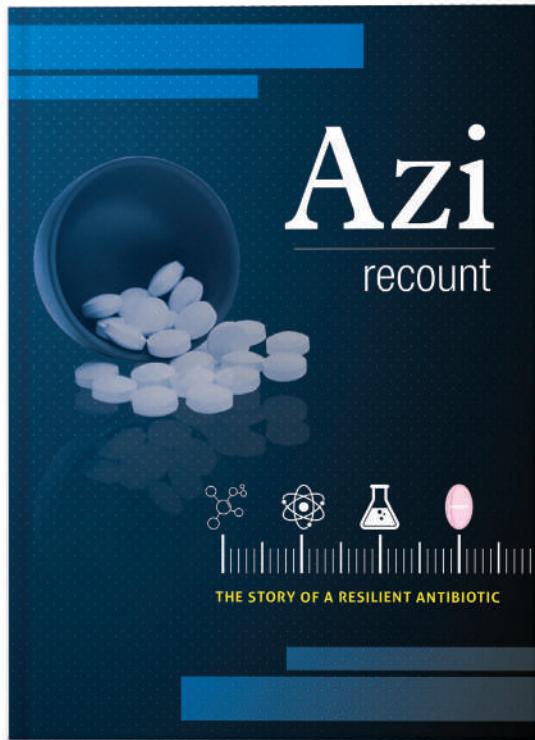
#### PROMOTIONAL CONCEPTS

- Establishing a new molecule in therapy
- Comprehensive disease management guide



## BIOGRAPHICAL SKETCH

An interesting read on the journey of a drug in a biographical narrative format. A perfect blend of story telling and medical positioning, this book includes evidence backing, milestones, and testimonies that help establish its present-day place in therapy.



## PROMOTIONAL CONCEPTS

- Chronicle of a flagship established brand
- Brand anniversary celebration







## **PRODUCTS FOR PATIENT EDUCATION**



## PROMOTIONAL CONCEPTS

- Development milestones
- Multiple presentations of a condition
- Types of a condition
- Stages of a condition
- Co-morbidities associated with a condition

## Specifications

Each step to contain 50 patient education leaves.

## INFOCORNER

The 'Infocorner' serves as an information source for different stages or types of a particular condition.



## PATIENT RECORD-CUM-GUIDE

This comprehensive patient file folder maintains his/her visit records, provides education, and guidance, and retains all investigation documents.



## PROMOTIONAL CONCEPTS

- Patients with chronic ailments
- Conditions requiring multiple rounds of consultation like pregnancy, weight management programs, etc.

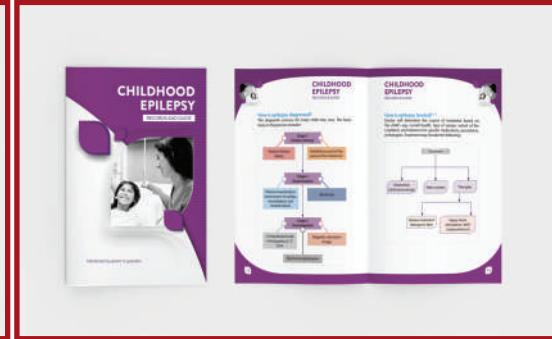
### Specifications

Each file (A4 size) contains jacket and 50 pages booklet.



## STARTER KIT WITH EDUCATION

Ideal for product launch, the 'Starter Kit with Education' holds booklet for patient education along with the product samples.



## PROMOTIONAL CONCEPTS

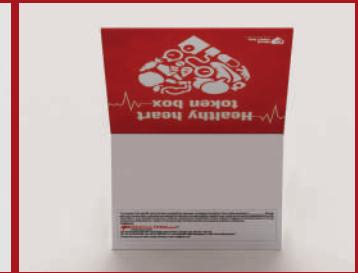
- Record maintenance with information on the condition
- Dosage and care guidance
- New indication expansion

## Specifications

Each Kit to contain 10 booklets, 20 + 4 pages, includes pages for writing, the books will be placed on the right side and left side space is vacant for client to place samples.

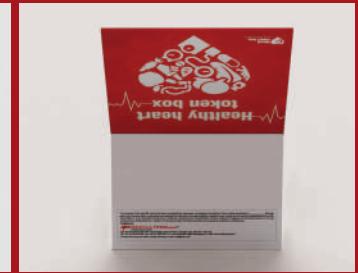
## TOKEN OF GOOD HEALTH

With 'Token of Good Health' give the patients something useful to read while they are waiting for the doctor. Each 6-fold token number hold medical information in compact format.



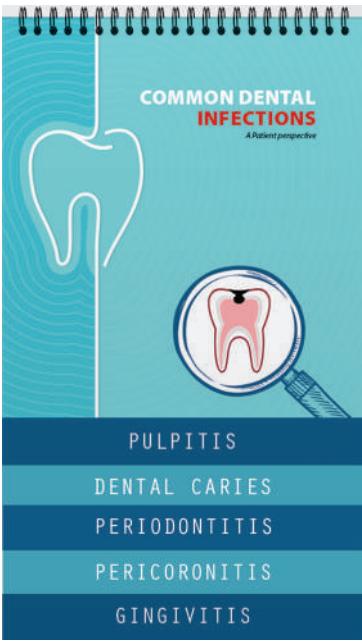
### PROMOTIONAL CONCEPTS

- Stress management
- Basic hygiene
- First aid
- Tips for maintaining health of body organs/parts
- Quick read on prevention of disease (all mosquito-borne diseases/water-borne diseases)
- Managing acute ailments (fever/diarrhea/ heat stroke/cough and cold)



### Specifications

Box containing 50 tokens (closed size of each token: 3" x 3").



## MULTI-TIER INFO PAD

The 'Multi-Tier Info Pad' offers information on multiple conditions as a singular pad, showcasing more information in a compact format.

### PROMOTIONAL CONCEPTS

- Multiple disease conditions
- Multiple complications



### Specifications

Size: 6" x 10.5", No. of layers: 5,  
No. of leaves: 5 x 25.

## INDEXED FLIPCHART

Patient explanatory tool supported by visuals and graphics

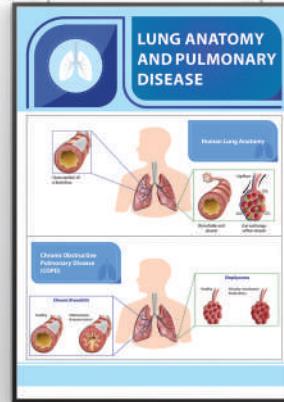
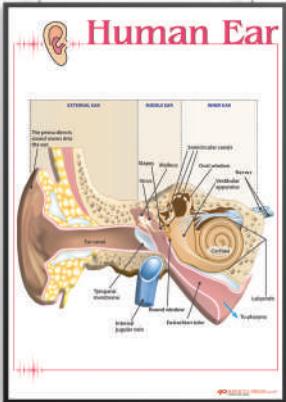


## PROMOTIONAL CONCEPTS

- Symptom & associated ailments
- Disease manifestation, diagnosis, and management
- Pictorial depiction and differentiation

### Specifications

Size: 8" x 9", No. of indexed leaves: 9 with spiral binding.



# POSTER AND ANATOMICAL CHART

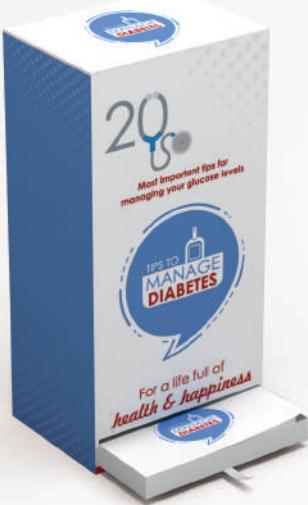
The 'PE Posters' are ideal for display in the waiting area or the doctor's cabin.

## PROMOTIONAL CONCEPTS

- Patient education on anatomy and disease
- Guidance on self management
- Awareness

## Specifications

Size: A2/A3.



## FLIP BOOK DISPENSER

The 'Flip Book Dispenser' holds up to 50 flip books which act as a patient information guide, apt for display in doctor waiting area or retail counter.

### PROMOTIONAL CONCEPTS

- Patient exercises
- Health and wellbeing tips
- Diet recipe books
- Chronic ailment management tips
- Safety or prevention measures
- Quick read on seasonal or acute ailments



#### Quit smoking

Type II diabetes patients, who are exposed to high levels of nicotine, require larger doses of insulin to control their blood sugar, as insulin (the hormone that lowers blood sugar) only works when there is no nicotine in the blood. Nicotine makes insulin less effective. If you are a smoker, diabetes means you are at a higher risk for serious complications, like heart and kidney disease, peripheral neuropathy, and retinopathy. Quitting smoking will benefit your health right away.



### Specifications

Each dispenser to contain 50 Flip books,  
44 + 4 pages, book size: 3.75" x 2.5".

## PATIENT LEAFLETS WITH DISPENSER

'PE Leaflets with Dispenser' is a great way to educate patients with ease.

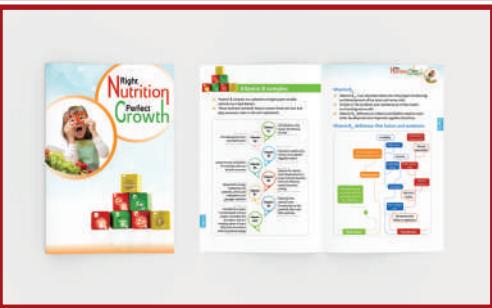


### PROMOTIONAL CONCEPTS

- Take home guidance

### Specifications

Box size: 6.25" x 8.75", leaflet size: 6" x 8.5", no. of leaves: 100.



## ACTIVITY KIT

Make the waiting period engaging for the patients in waiting areas with 'PE Activity Kit'. Especially recommended for the pediatric therapy.

### PROMOTIONAL CONCEPTS

- Puzzle
- Quiz
- Fast five Q and As
- Brain teasers
- Medical logics

### Specifications

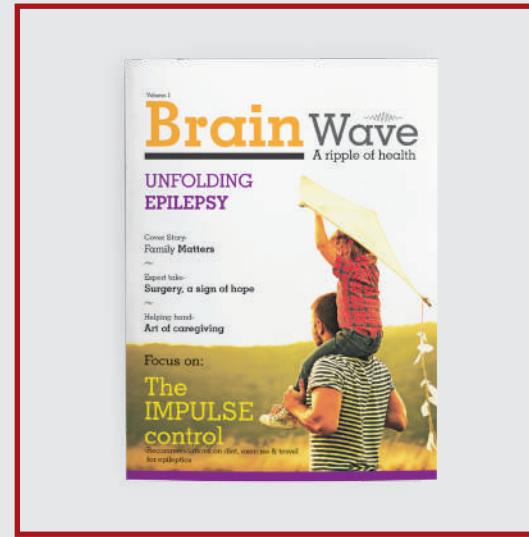
Each pyramid shaped kit to contain 10 booklets 20 + 4 pages (3.85" x 5.6") and two puzzle sets (16 pieces).

## NEW PRODUCT



## MEDICAL MAGAZINE

'Medical Magazine' are a great source of information to keep the practitioner's or patient's health knowledge current with trends, news, and opinions. Plus, flicking through a printed magazine during waiting time or with a cup of tea gives a break from your digital devices and enables learning.



## PROMOTIONAL CONCEPTS

- Patient magazines in waiting area
- Speciality doctor magazine  
(As monthly/quarterly issues)

## Specifications

Size: 8.5" x 11", no. of pages: 20 + 4 pages.

## SITE AND SEEK

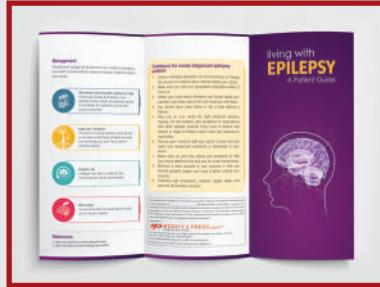
The 'Site and Seek' displays information on a disease in a pictorial format on a stand with pull-outs, and shares PE leaflets for take-home guidance.

### PROMOTIONAL CONCEPTS

- Disease pictorial details
- Patient guidance

#### Specifications

A5 size stand with two pull outs,  
50 gatefold leaflets (A4 size).







## **PRACTITIONER-PATIENT INTERACTIVE TOOLS**

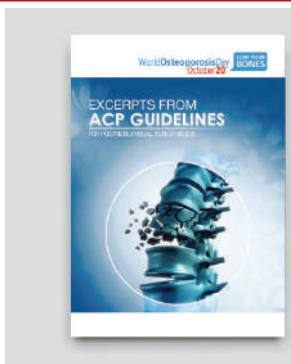
## AWARENESS KIT

Celebrate the health days with doctors and patients with the comprehensive yet attractive 'Awareness Kit'

### PRESENTATION 1

#### PROMOTIONAL CONCEPTS

- Celebration of health-related days
- Knowledge updation for practitioner
- Guidance for patient

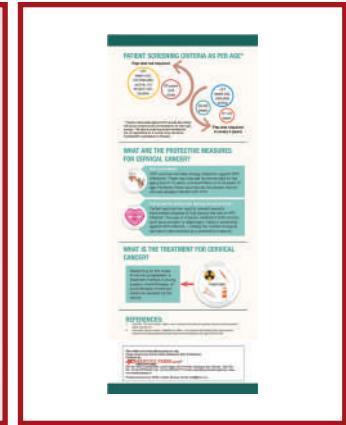


#### Specifications

*Can be customized to include: 1) Doctor guideline booklet (A5 size, 24 + 4 pages), 2) Doctor-patient twin chit pad (A5 size, 100 + 100 chits), Patient gatefold A4 size leaflets (25 leaflets).*



## PRESENTATION 2



### Specifications

Can be customized to include: 1) Doctor guideline booklet (A5 size, 24 + 4 pages),  
2) Patient poster (3 dimensional) and 30 patient education leaflet.



## TWIN ASSESSMENT PAD

The 'Twin Assessment Pad' comprises of disease management booklet for the doctors, along with patient assessment scale, in the form of a tear-off pad.

### PROMOTIONAL CONCEPTS

- Disease management booklet for doctors
- Diagnostic assessment scales
- Patient Screening parameters



### Specifications

*Twin pad containing small booklet (12 + 4 pages) size 7.25" x 2.75" in a jacket and tear-off pad with 50 leaves (size 8" x 8").*

## DISPLAY BOX

Display a large chunk of information in a comprehensive format with the 'Display Box' which has five display cards. Ideal for doctor-patient interactive sessions.

### PROMOTIONAL CONCEPTS

Suitable for concepts like:

- Disease progression
- Sequential stages
- Types of conditions



### Specifications

Box and envelope (Size: 6" x 8.5") containing 5 display cards.

## INTERACTIVE FLASH CARDS

Make the doctor explanation and patient understanding easy with the 'Interactive Flash Cards'.



### PROMOTIONAL CONCEPTS

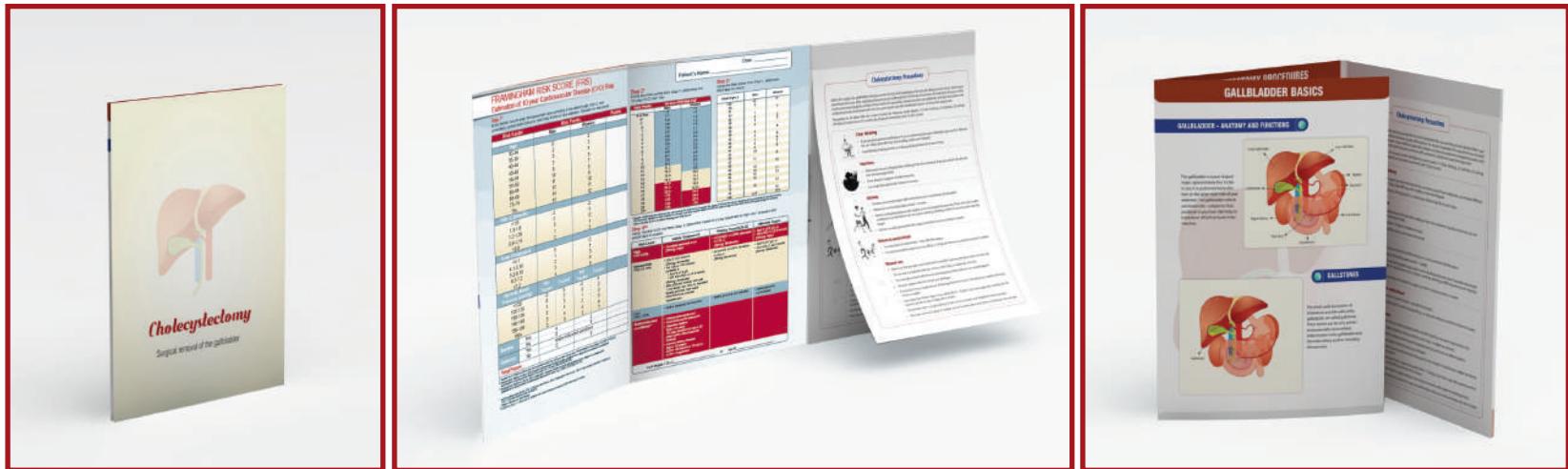
- Visual explanatory guide
- Q & As
- Myths & Facts

### Specifications

Box size: 5.75" x 3.25", No. of pull outs: 8.

## WRITE AND WIPE PE PAD

The 'Write and Wipe PE Pad' comes with rewritable pad for easy explanation of concepts to the patients, along with a tear-off pad where the patients can take important information along with them.



### PROMOTIONAL CONCEPTS

- Anatomical
- Procedural
- Patterns
- Progressions

### Specifications

Each 3 fold pad (close dimensions: 8.62" x 11.7") to contain a write and rub marker with eraser and 100 patient education leaves.



## CONCISE ATLAS

This attractive 'Concise Atlas' with infographics helps the practitioner to explain a disease condition in detail, and tear-off important take-home points for the patient to refer.



## PROMOTIONAL CONCEPTS

- Organ function and disease
- Disease and therapy

### Specifications

No. of flips: 13 and 50 tear-off leaves.



## PRIMER TO PROCEDURE

Patient explanatory tool supported by visuals and graphics explaining diagnostic or surgical procedures.

### PROMOTIONAL CONCEPTS

- Diagnostic procedure explanation and protocols
- Surgery explanation tool
- Pre- and post-operative readiness



### Specifications

Size: 8" x 9", no. of flips: 21 flips.



## SPOT

With 'SPOT', make the doctor-patient interaction smoother. It's collapsible nature allows it to display large quantum of information while occupying less area.

### PROMOTIONAL CONCEPTS

- Staging
- Anatomical explanation
- Disease information guide

### Specifications

SPOT (S): Stage 1: 3.78" x 5.14", Stage 2: 3.93" x 5.18", Stage 3: 4.12" x 3.79", Stand: 4.29" x 1.9". Also available in more sizes e.g. M, L, and XL.

## 3D ROTATING STAND

The '3D Rotating Stand' allows the doctor and patient to have an effective communication with its dynamic three dimensional rotating feature.

### PROMOTIONAL CONCEPTS

- Patient information
- Drug interaction chart
- Three feature concept

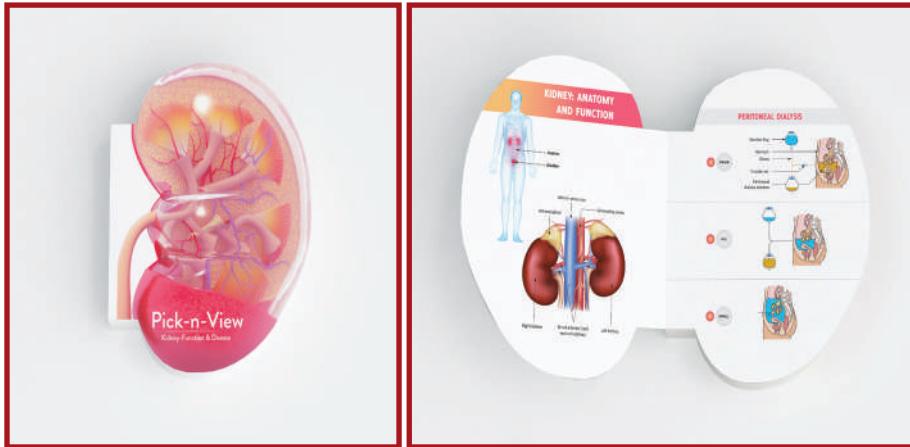


### Specifications

Stand size: 6.5" x 1"

Display size: 5.5" x 7.9" ( Each Panel),

Packaging box size: 8" x 6.6" x 2"



## PICK-N-VIEW ATLAS

With its custom shape, the 'Pick-N-View' Infographic makes an interesting read on a particular organ and its ailment.

### PROMOTIONAL CONCEPTS

- Anatomical explanation
- Organ and disease information

### Specifications

*Customized to client requirement.*

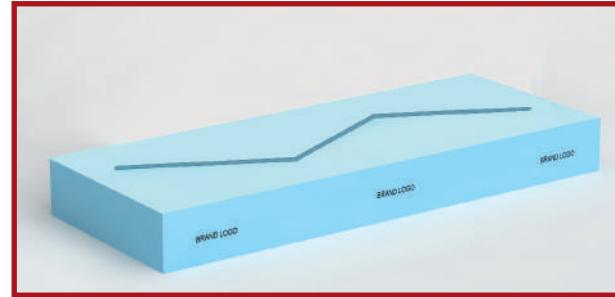
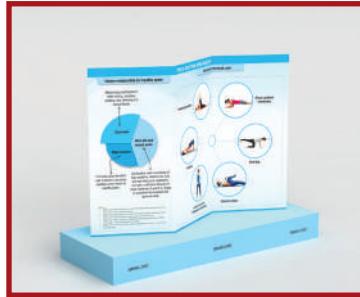


## TABLE TOP STANDEE

'Table Top Standee' gives a quick glance at easy to assimilate and concise information for doctor-patient interaction.

### PROMOTIONAL CONCEPTS

- Information on ailments, its associated anatomy, prevention, and management

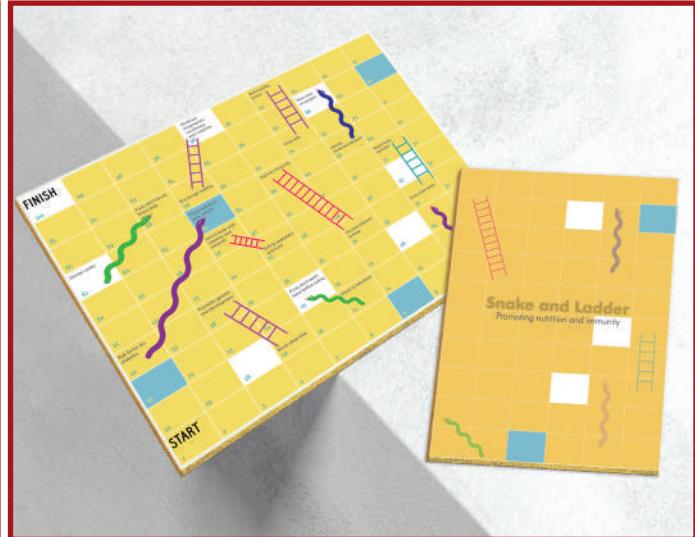


### Specifications

A4 size gatefold with stand.  
Also available in A3 size without stand.

## NEW PRODUCTS

### MEDICAL BOARD GAMES AND PLAYING CARDS



### OTHER PRODUCTS



Triple hexagon pen stand



Clipboard with 3 pullout



Info coasters with container



Info tissue holder





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