

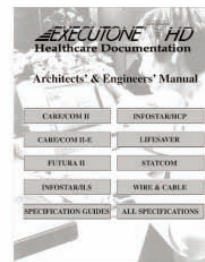
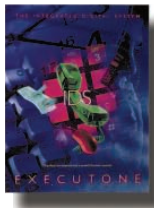
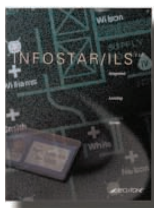
executone information systems

healthcare communications systems

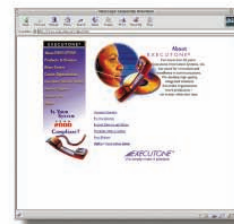
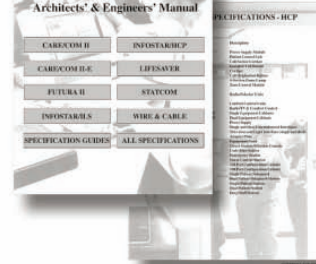
After divesting itself of its telephony division, Executone decided its healthcare unit needed a facelift. That meant fresh ideas in print, web, interactive and training.

We created 4 new brochures, a revised website, a complete training program for 165 sales persons, coordinated a National Sales meeting, initiated a technology partnering plan, and produced an interactive CD with technical specifications for more than 5000 products in less than 6 months. 90 days later, Executone reported the most successful product launch in its 60 year history.

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