

Healthcare & Pharmaceutical

Helping Business Work

North American Clients

- Abbott
- Allergan
- The American National Red Cross
- Baxter Healthcare Corporation
- Bristol-Myers Squibb Company
- Eli Lilly and Company
- Ethicon Endo-Surgery
- Genentech, Inc.
- GlaxoSmithKline
- HCA Physician Services
- The Hospital for Sick Children
- McKesson Corporation
- Novartis
- Novo Nordisk Canada Inc.
- Pfizer Inc.
- River Valley Health
- Roche
- U.S. Centers for Disease Control

The Challenges

Healthcare, Pharmaceutical, and Medical Device Manufacturing organizations face enormous pressures from two conflicting areas of responsibility:

- meeting the demands of a highly regulated environment, in which they must ensure compliance through painstaking and time-consuming development of substantive scientific evidence on a product's safety, efficacy, and quality, and
- getting products into the highly competitive marketplace as quickly as possible to ensure a return on substantial R&D investments.

To meet what seem to be incompatible demands, Healthcare and Pharma organizations need to streamline operations without in any way sacrificing safety.

The Solution

High-quality documentation is critical. Organizations need clear SOPs and easy to follow best practices that

- reduce development and approval times
- decrease error rates
- ensure compliance with the regulations of HFPB, TPD, GMP, EL, GLP, and
- communicate complex yet essential life and death details to a widely diversified audience.

The Method: Implementing the Solution

The kind of high-quality documentation standards needed by Healthcare and Pharma requires a whole new approach to structuring content.

Information Mapping® is such a structured writing method.

Information Mapping

- enables content developers to turn all information, from the highly complex to the most basic, into easy to use content
- enables companies to manage information strategically and tactically so they can
 - increase productivity and organizational performance, and
 - meet their business goals.



INFORMATION MAPPING

PARTNERS

Australia • Austria • Belgium • Canada • Denmark • Finland • France • Germany • Greece • Hong Kong
Hungary • Iceland • India • Indonesia • Ireland • Italy • Japan • Luxembourg • Malaysia • Mexico
Netherlands • New Zealand • Norway • Philippines • Portugal • Singapore • South Africa • Spain • Sweden
Switzerland • Taiwan • Thailand • United Kingdom • United States

Success Story: Providing Powerful Information to Service Customers

Our Products and Services

Information Mapping Canada equips you with practical tools that help maximize individual and organizational performance. We help you manage the way people, information, and technology work together.

We provide the following range of solutions.

Seminars

We conduct seminars in the Information Mapping method that provide participants with the same core methodology and toolset, but customized for particular applications:

- policy and procedure documentation
- typical business communications
- Web content design
- email messages.

We deliver these seminars in two ways:

- On-Site Seminars at your location and at your convenience
- Public Seminars regularly scheduled in Toronto, Ottawa, Montreal, and Fredericton.

Consulting Services

Our certified Mapping experts work with you to Map your content. Our experts can

- Map your existing content
- edit your Mapped content
- develop and Map your undocumented content
- test the usability of your content.

Software

Formatting Solutions® Pro software works seamlessly with MS® Word to help writers apply the Information Mapping method easily, with quick formatting and editing, using pre-defined styles, layouts, and templates.



Blue Cross and Blue Shield Michigan Provide Concise, Accurate, Up-to-the- Minute Information for Subscribers and Providers

Blue Cross and Blue Shield of Michigan (BCBSMI) develops, distributes, and maintains technical documentation for 37 NASCO and local system claims and service departments. BCBSMI staff was drowning in information that was new or changed every day.

BCBSMI adopted Information Mapping as their documentation standard, issuing all information using Mapping principles. According to BCBSMI, Mapping helped them

- reduce the size of new documents by 22%
- eliminate over 10,000 master pages from 83 existing manuals
- ensure maintainability
- maintain a flat distribution budget despite significant annual increases in new users and new manuals, and
- ensure efficient transfer of paper documents to an online format.

Your organization, too, can perform better.

Call us now to discuss how:

1-888-INFOMAP (463-6627)

416.769.7016

info@infomap.ca

www.infomap.ca

About Information Mapping Canada

Since 1994, we have

- provided a series of dynamic seminars in Information Mapping to over 10,000 participants
- applied Information Mapping to significantly improve the usability of our clients' content, and
- enhanced our clients' written communications and writing skills for paper and online.

Our head office is in Toronto with a branch office in Ottawa.

Our Unique Approach

Our products and services are rooted in the Information Mapping method. Mapping is a scientific and proven way to analyze, organize, and present electronic and printed information. Our unique approach

- creates reader-based, performance-oriented solutions to any communication challenge
- improves information accessibility and usability
- optimizes comprehension and performance.