

GliaMedia

medical marketing | academic publication | patient education | symposia

Curious and collaborative, we use left-brain planning and right-brain artistry to develop unique healthcare communications. Specializing in medical and scientific illustration, writing, marketing, advertising, media outreach, Web design and social media, we help clients develop the right message for the right audience.

GliaMedia.com

ABOUT GLIA MEDIA

collaborative | multidisciplinary | outcome-focused | storytellers

about glia

Nurture, prune, and support. That's what glia cells do for neurons. Abundant in the brain's hippocampus and the cortex (parts of the brain that control our ability to process information, learn and memorize), glia cells produce myelin that speed electrical communication across long axons. That's what Glia Media can do for your organization. We take your scientific discovery, new procedure, device, or service and nurture the message to maximize information transfer and teach others. See examples of our latest work at GliaMedia.com.

about us

Glia Media is a division of the Mayfield Brain & Spine, a leading neurosurgery practice in Cincinnati, Ohio. Our creative team functions as a full-service marketing and design studio, with expertise in the topics of spine and brain surgery, neuroscience, cancer, otolaryngology, and neuroradiology. We work across a broad spectrum of health and science industries, including biotech, hospital, academia, pharma, medical-legal, advertising, and publishing.

awards

Web Health Awards

Gold | Hope Stories
Merit | Overall Website

eHealthcare Leadership Awards

Platinum | Best Health/Healthcare Content
Gold | Marketing Campaign
Gold | Best Overall Internet Site

Health Information Awards

Gold | Newsletter Article

Digital Health Awards

Bronze | YouTube Site
Merit | Article

Association of Medical Illustrators Salon

2 Awards of Excellence | Medical Atlas
Award of Excellence | Medical Color
Certificate of Merit | Medical Color

MarCom Awards

Platinum | Brochure/Handbook
Gold | Blog
Gold | Web Site
Gold | Marketing/Promotion Campaign Special Event
Honorable Mention | News Release
Honorable Mention | Magazine Media Placement

Communicator Awards

Award of Excellence | Print
Award of Excellence | Feature Article
Award of Distinction | Website
Award of Distinction | Corporate Identity
Award of Distinction | Billboard Advertising
Award of Distinction | Interactive Multimedia
Award of Distinction | Technical
Award of Distinction | Program to Market Products

services at a glance

academic publication

medical writing & editing, medical illustration & science visualization, presentations & multimedia, surgical video & photography, stock image licensing

medical marketing

advertising, media outreach, design, writing & editing, publications

patient education

illustration, writing & editing, website delivery, stock library

medical symposia

event planning, promotions, media outreach, website, abstract center, presenter support, design, printed materials

professional affiliations



– we integrate the collective wisdom, creativity, and strengths of each individual to your project –

Tonya Hines, CMI Tonya is a board-certified medical illustrator and art director. She has over 30 years of experience in biomedical communications, health literacy, patient education, and academic publication. Tonya is a member of the Association of Medical Illustrators.

Martha Headworth, MS Martha is a medical illustrator and digital designer. She has developed medical visuals and elegant designs for marketing campaigns and brand strategies for over 25 years. Martha is a member of the Association of Medical Illustrators.

Christa McAlpin Christa is a marketing and communications professional with over 20 years experience in healthcare project management, advertising, and media strategy. She also has experience in branding and crisis communication.

Laura Mancini Laura is an events and publications specialist. She has over 15 years experience in event planning, program development, CME, exhibit/grant applications, and budget management. She also has experience in webinar development and online education.

Lindsay Finton Lindsay is a business development specialist who is well-versed in physician recruitment, health system relationships, and data insights. Her market knowledge combined with her research analysis experience, results in identifying a unique communication strategy that directly impacts your organizational growth.

Jillian Bollinger Jillian is a physician liaison who is well-versed in the complexities health providers face maintaining their referral base and increasing patient satisfaction. Her market knowledge combined with her research analysis, results in strategies for improving patient and referrer access.

Bill Jacobs Bill is a web developer and multi-media professional with more than 30 years of experience in web design, video, and interactive production. Bill has worked for clients such as Procter & Gamble, Quaker State, Purdue University, and NIOSH.

Cliff Peale is an experienced communications professional who is committed to driving business results through disciplined core messaging. He worked for 25 years as a reporter for the Cincinnati Post, Cincinnati Enquirer and Cincinnati.com, effectively using video, social media and other platforms. He has directed executive communications at two large organizations, Mercy Health and Miami University.

Kathy Brady Kathy is a communications and fulfillment specialist. She has over 30 years experience in corporate communications, intranet content management, internal campaigns / events, esprit d'corps, and logistics.

Mary Kemper Mary is an AMWA-certified medical writer and editor. She has over 25 years experience in journal publication and peer-review management. Mary is a member of the American Medical Writers Association.



Tonya Hines



Martha Headworth



Christa McAlpin



Laura Mancini



Lindsay Finton



Jillian Bollinger



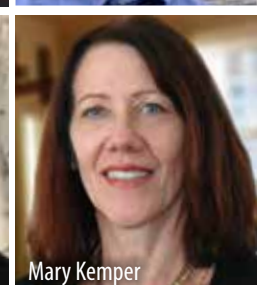
Bill Jacobs



Cliff Peale



Kathy Brady



Mary Kemper

ACADEMIC PUBLICATION

—leveraging scientific publications into marketing strategies and branding—

journal & book publication

The scientific literature is one of the most important channels for communicating with your peers and referring physician base. It is also an often-overlooked part of an organization's marketing plan. Our goal is to leverage your scientific publications into marketing strategies and branding. We can help you develop high-quality articles for publication and offer advice on navigating the peer review process. We produce top-notch journal articles, chapters, posters, abstracts, grant proposals, and other technical documents.

medical illustration & science visualization

Well-designed and scientifically-accurate visual communications make complex procedures, services, and products understandable. Our board-certified medical illustrators create art in a variety of techniques for professional and patient audiences. Our artists can sketch from surgical video, cadaveric dissections, or previously published reference material. Your partnership with a professional medical illustrator will deliver a superior, scientifically accurate, and effective visual solution.

presentations & multimedia

Meetings and symposia are unique opportunities for interaction with your target audience. Custom-designed slide and poster templates for your podium lecture or online webinar can help establish your institution's identity and brand. Our team can help physicians and researchers produce PowerPoint or KeyNote presentations, edit video, and create illustrations and animations. Crafting an effective and compelling story along with podium presence is an artform that we can help you develop.

surgical video & photography

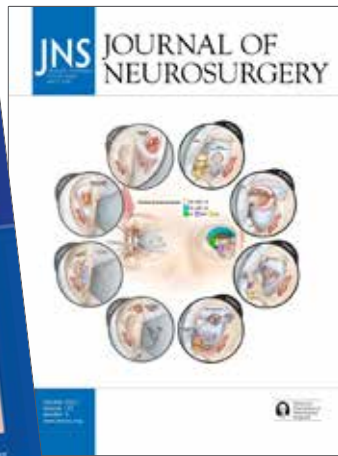
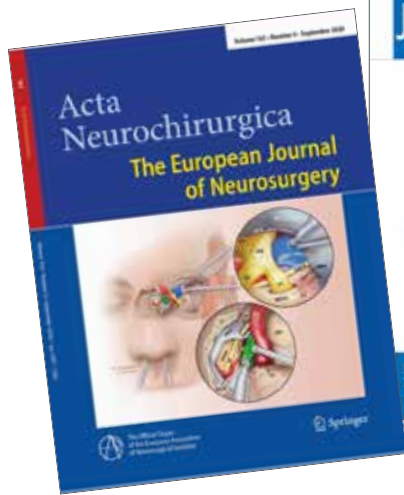
Not just any photographer can enter an operating room and shoot a surgery. With our medical background, we plan a video or photo shoot to document the essential steps of a procedure for future teaching or publishing. Working with your perioperative team, we obtain optimal camera position and connections from surgical microscopes and endoscopes. After editing the finished video is delivered in formats that maximize the reach of your project across multiple platforms, including PowerPoint, mobile, Web, and YouTube.

stock image library

Over the past 30+ years, our staff has produced thousands of accurate, highly detailed medical illustrations, photos, and other creative media. This vast collection is available for immediate licensing.

ROI case report

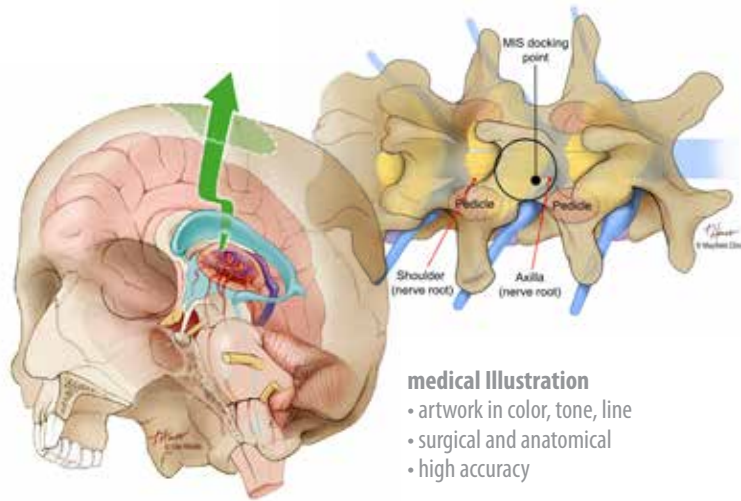




journal article editing

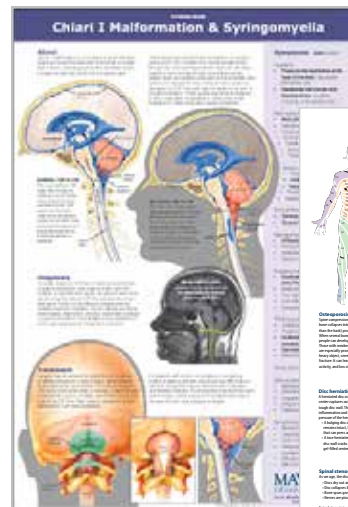
- light to substantive editing
- tables, charts, graphs, figures
- submission letters, contracts, permissions, page proofs
- peer-review strategies
- help for non-native speakers of English

–“easy reading is damn hard writing”



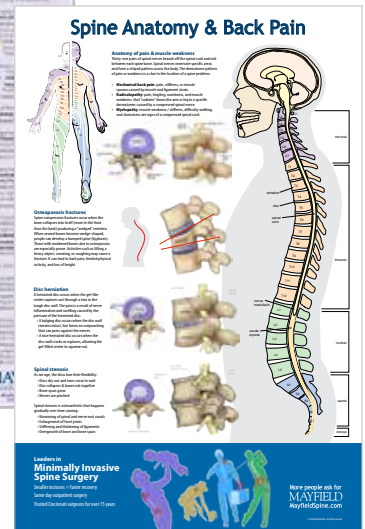
medical illustration

- artwork in color, tone, line
- surgical and anatomical
- high accuracy



poster design

- academic posters for conferences
- academic e-posters
- educational wall charts

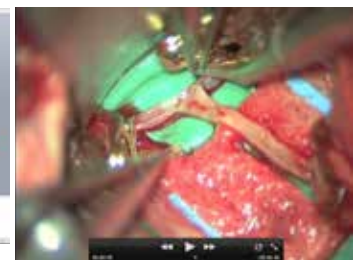


–“a picture is worth a thousand words”



lecture design

- PowerPoint & KeyNote
- template design
- text editing, charts, tables
- pictures, video, animation
- webinar support



video editing

- digital video for PowerPoint, Web
- surgical video from microscopes
- YouTube movies

animation

- Osirix movies from DICOM data

surgical & cadaveric photography

–“oratory is the power to talk people out of their sober and natural opinions”

MEDICAL MARKETING

advertising | media outreach | design | writing & editing | publications

marketing & advertising

In a busy, noisy, competitive world, it's not always easy to be heard. Our team can assess your practice's defining strengths and characteristics to establish your brand identity and communicate your message. Experienced in marketing and advertising strategies and tactics, our services include TV, radio, print, outdoor, social media, and digital.

market research

Knowledge is power. A thorough understanding of your market, your customers, your competition, and your own business can make a real difference in your ability to be competitive. We can help you understand your market, customers, and competitors in a way that emphasizes your organization's key points of differentiation.

media outreach

Every institution, every practice, every person has a story to tell. Helping you to uncover your most newsworthy stories, we then develop a plan to disseminate that information through news releases and media pitches to media outlets. We can help identify and train people in your organization to speak with members of the media, and we can help you navigate the most prudent path during a crisis.

publications & collateral material

Attractive and informative brochures, flyers, and newsletters are a staple of every medical practice. Educate patients in your waiting room, expand your practice, and inform referring physicians about the important services you provide. Our team can help you revitalize your existing publications or re-imagine them in ways that more boldly capture and promote your brand. Consider building an online communication strategy that includes patient portals, e-newsletters, blogs, and mobile push.

internal communications

An effective marketing strategy also addresses your internal audiences. Organizations must spend appropriate time and resources cultivating and informing employees, key stakeholders, and others. As the "front door" to your customers, your internal team is one of your most significant audiences. We can help develop your internal communications strategies that build esprit de corps, loyalty, and customer service within your organization.

writing, editing & social media

If a message isn't sent in a clear and cogent manner, it may not be received. Our team includes professional writers and editors to help develop a wide variety of materials, including healthcare guidelines, treatment instructions, letters to patients or physicians, and nominations for prestigious awards. Transform your messages into effective interactive social media posts on Facebook, LinkedIn, YouTube, and others.



graphic design

- brochures
- newsletters
- corporate collateral
- logos & branding



writing & editing

- brochures
- newsletters
- press releases
- social media
- sales kit



multimedia

- video
- interactive
- Web site



advertising

- outdoor & print ads
- online click ads
- Facebook / Twitter



PATIENT EDUCATION

illustration | writing & editing | patient-level | website delivery

accurate, impartial & balanced

Our neuroscience patient education is used in centers throughout the United States. This award-winning content can be branded with your company logo and contact information for your Web site. Our program includes information about diseases and disorders of the brain and spine. Accurate, impartial, and balanced health information is our priority; the Mayfield Certified Health Info seal assures that our content complies with the HONcode standards and Meaningful Use guidelines. Our content, based on the medical literature, is peer-reviewed by the physicians and nurses of the Mayfield Clinic to ensure it is accurate and reflects current medical practice.

evidence-based & patient friendly

Our health information is free of influence from any drug, medical device, or other company. Written at an eighth-grade reading level, it is richly illustrated with clearly labeled artwork. Step-by-step guides inform patients about what will happen during surgery. Patients learn about potential risks and establish an expectation of results that can enhance the informed-consent process.

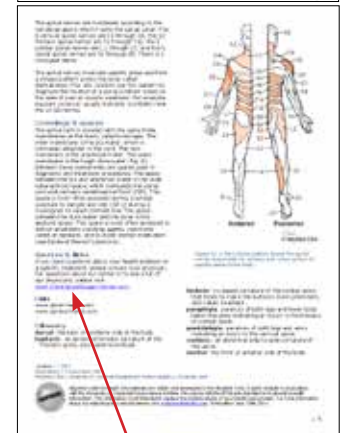
enhanced patient satisfaction & treatment compliance

Delivered in PDF format, these handouts can be printed on demand for use in the clinical office and viewed by patients through your Web site. Clear and concise education materials save your staff time. Enable patient responsibility for self care, improve understanding of instructions, support informed consent, and foster realistic treatment expectations.

licensing & customization options

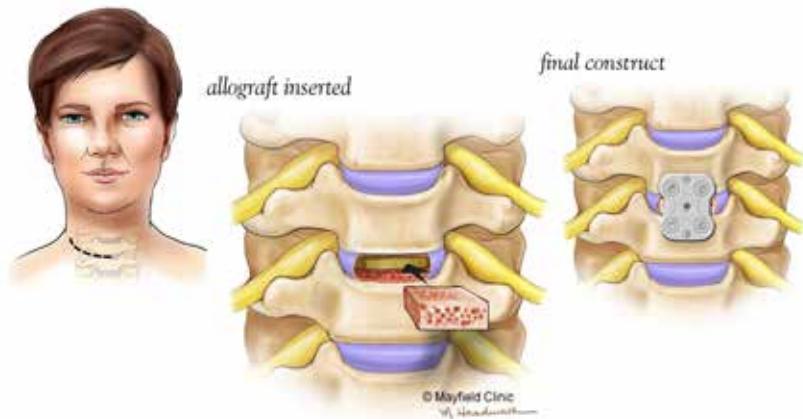
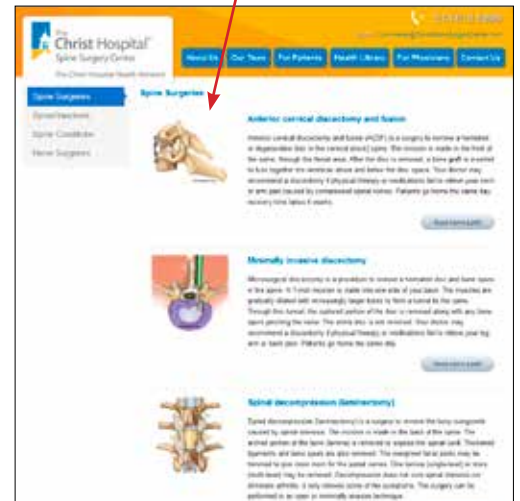
We offer a yearly licensing program, whereby your company logo and contact information can be custom-branded to our written patient education materials. Our content is delivered by RSS/XML feed to integrate into a subscriber's Web site. Feed includes the overview text, a thumbnail image, and a link to the client-branded PDF.

Custom header: your logo and branding



Custom sources: your contact info

Integrate our content into your Web site.



Spine Package:

Diagnostic tests

Lumbar puncture
CT scan
CT Myelogram
Discogram
Electromyogram (EMG) & NCS
MRI scan
X-ray

Diseases/conditions

Anatomy of the spine
Back pain
Leg pain (sciatica)
Neck pain
Cauda equina syndrome
Cervical myelopathy
Coccydynia (tailbone pain)
Degenerative disc disease
Facet joint syndrome / arthritis
Herniated cervical disc
Herniated lumbar disc
Sacroiliac joint pain / fusion
Spinal deformity / scoliosis
Spinal fractures
Spinal stenosis
Spondylolisthesis

Nonsurgical treatments

Braces for your back and neck
Core exercises
Pain management
Physical medicine & rehabilitation
Physical therapy
Posture and body mechanics
Self care for neck and back pain
Transcutaneous electrical nerve stimulation

Interventional pain procedures

Bursa injections
Epidural steroid injection
Joint injections
Nerve block injection test (MBB)
Nerve radiofrequency ablation
Occipital nerve block injection
Peripheral nerve blocks
Sympathetic nerve block
Spinal pain (intrathecal) pump
Spinal cord stimulation

Surgical treatments

Artificial cervical disc (arthroplasty)
Carpal tunnel surgery
Fusion: ACDF
Fusion: Anterior lumbar interbody
Fusion: Axial lumbar interbody
Fusion: Lateral lumbar interbody
Fusion: Transforaminal lumbar interbody
Preparing for lumbar spinal fusion
Posterior cervical surgery
Posterior lumbar discectomy
Spinal decompression: laminectomy
Vertebroplasty & kyphoplasty

Brain Package:

Diagnostic tests

Angiogram
CT / CTA scan
Electroencephalogram (EEG)
Functional MRI & DTI
Hearing (audiogram) test
MRI / MRA scan
MR spectroscopy
PET scan
SPECT scan
Visual field test
X-ray

Brain tumors

Anatomy of the brain
Brain tumors: an introduction
Brain biopsy
Acoustic neuroma
Acoustic surgery: suboccipital
Glioma
Meningioma
Metastatic brain tumors
Pituitary tumors
Craniotomy
Endoscopic pituitary surgery
Gamma Knife (framed)
Gamma Knife (frameless mask)
Stereotactic radiosurgery (LINAC)
Fractionated radiotherapy (LINAC)

Cerebrovascular

Aneurysms, ruptured
Aneurysms, unruptured
Aneurysm clipping
Aneurysm coiling, stenting, flow diversion
Arteriovenous malformations
Carotid artery disease (stenosis)
Cerebral bypass surgery
Intracranial artery stenosis
Intracerebral hemorrhage (ICH)
Subarachnoid hemorrhage (SAH)
Moyamoya disease
Stroke thrombectomy
Craniotomy

Epilepsy

Seizures
Epilepsy
Epilepsy surgery

Facial pain

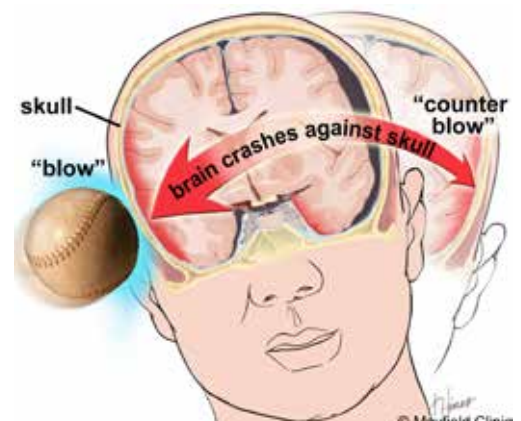
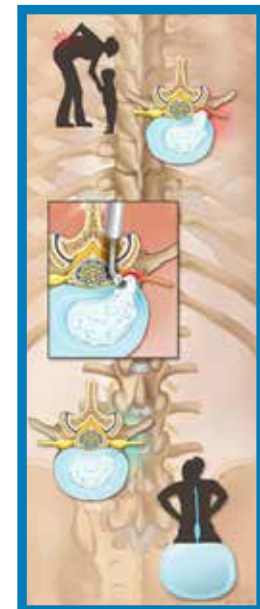
Trigeminal neuralgia
Glossopharyngeal neuralgia
Hemifacial spasm
Percutaneous stereotactic rhizotomy (PSR)
Microvascular decompression (MVD)

Movement disorders

Essential tremor
Parkinson disease
Coping with Parkinson's
Deep brain stimulation (DBS)

Other

Concussion
Traumatic brain injury (TBI)
Chiari I malformation and syringomyelia
Chiari decompression surgery
Normal pressure hydrocephalus shunt



M E D I C A L S Y M P O S I A

advertising | media outreach | site logistics | website | abstract center

presentations & symposia

Our multi-faceted team is experienced in planning and staging international and local events that range from CME symposia for physicians, to educational conferences for patients, to black tie fundraisers for foundations. Our team can help you promote your event and increase attendance. We are experienced in marketing and advertising strategies and tactics, including TV, radio, print, social media and Web.

continuing medical education (CME)

Hosting a Continuing Medical Education (CME) conference involves significant planning and management of industry regulations. We can help you navigate the process by performing the following tasks:

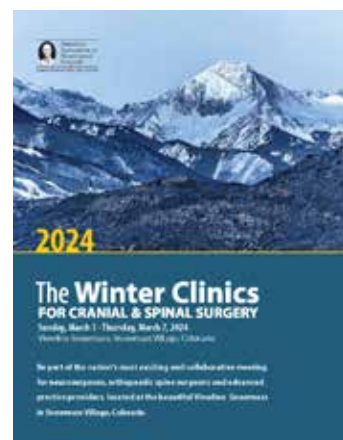
- File necessary applications and paperwork with the appropriate accrediting body.
- Guide conference directors in their acquisition of information for the CME application and marketing materials, ensuring that the program and faculty are compliant with CME requirements.
- Invite and work through grant processes with companies that may wish to exhibit at or sponsor the program.
- Ensure that all required information is advertised and/or disclosed on marketing materials in accordance with the accrediting body's requirements.

patient education conferences

We can create precise educational materials, engage expert speakers, and design a program that will be instructive, authoritative, and creditable.

our event services include:

- Planning and Strategic Development
- Program Design and Theme Development
- Site Selection, Negotiation and Management
- Registration and Payment Processing
- Exhibitors & Vendors
- Abstract Center
- Meeting Web site
- Designing and Printing Material
- Promotion and Advertising
- Promotional Items
- Audio Visual, Food and Beverage Planning
- Multimedia and PowerPoint Presentation Development
- On-site Staffing and Management
- Evaluation and Reconciliation
- Webinar Development and Online Education





Scientific symposiums

- logo / branding
- Web site design
- abstract center
- abstract reviewer / grading database
- exhibitor / sponsorship
- meeting registration / payment
- AV and webinar

Patient symposiums

- lecture content development
- banquet planning / food
- fundraising / sponsorship requests
- condition-specific breakouts
- patient-physician consult services
- special needs (sign language)
- meeting survey evaluation



Meeting collateral

- program book
- signage / namebadges
- PowerPoint template
- novelties
- published proceedings



Meeting promotion

- call for abstracts
- journal advertising
- press releases
- local media pitch
- Twitter feed day-of-event



