Scott Ettinger

Strategic Content & Copywriting

Brands. Skills.























IM C²















(iOS

Pharmaceutical
Med/Srg Device
DTP/DTC/HCP
Regulatory ISI PI
Didactic
Modules
Content Strategy
Digital
Technical
Brand Collateral
Product Life
Cycle

Medical Content. Brand Strategy. Peel. Squeeze. Mash. Concept.

Ghostwriting: Surgery Center: C-Level

Press Release: Diagnostic Medicine: PR

Web Content: Health System: HCP &

Consumer

Web Content: Surgical Device: HCP

Acquisition Report: Medical Device: Private

Client

Web Content: Pharmacy: Express Scripts

Web Content: Pharmaceutical: Lilly

Neuroscience.



Healthcare COO Ghostwriting Ambulatory Surgical Center

Ghostwriting Stakeholder Interview

A new chief operating officer was referred for ghostwriting an introduction letter. He wanted to deliver a positive message and set up the marketing team for change. An interview was held in person and on a call.

REDACTED SURGICAL CENTER

Dear Ladies and Gentlemen:

I have had the pleasure of getting to know many of you on past projects in our medical community. I'm looking forward to partnering our efforts. Recently, I have found strategic marketing and operational efficiency efforts in the ancillary medical space extremely rewarding. **Redacted** has hired me to increase profitability by virtue of a complete restructuring of the current surgical marketing strategy.

We have launched a multi-faceted approach to marketing our surgical facility services. Our new strategy includes a focused target for new surgeons with increased efforts from our existing physician partners and non-partner surgeons.

Marketing Goals:

- Existing Partnerships: We must have commitment and loyalty from your clinical staff
 when scheduling your patient's surgery. Redacted is an in-network provider with a 99%
 scheduling rate. We accept almost every insurance company's benefit plans. Fast, easy
 scheduling.
- Communication Frequency: We will stay top of mind with frequent communication and high clinical visibility. Redacted Surgical Center provides a seamless operational system to ensure the most efficiency. We have a new encrypted APP available for simple scheduling available end of week.
- 3. Outside Surgical Clinics: The most underproducing segment in our surgical pipeline needs to improve. Research shows a lack of success bringing in outside surgeons. We want easy scheduling protocols. Our "pre-auth" team needs to access the surgical data to quickly garner schedule surgery authorization. I have added a part-time marketing associate to focus solely on organic marketing efforts to new clients.
- 4. Targeted Effort: We have started a heavy targeting system for Orthopedics, Vascular Surgery, Podiatry, Pain, and Sports Medicine. We have discussed the importance of championing our facility and services to others in the medical community. My daily efforts will result in stronger relationships and an increased market share in these specialties.
- 5. Public Relations: Our brand is maximizing efforts to be more visible in the community. Increased public awareness will help showcase our abilities and service lines. I am working on partnering with community health organizations and local healthcare advocacy groups in the coming weeks. We are recognized in the community as a patient centered facility with top level care.
- 6. Corporate Exclusivity: I am pleased to inform you of our corporate surgical contracts with some of the largest employer in our area. We now have exclusive and non-exclusive agreements for specific surgical experiences. We have signed in some capacity with the following companies: Miller Brewing, Ben E. Keith, Bimbo Bakeries, Alcon, Novartis, Tarrant County College and the FWISD. We will be visiting your schedulers in the coming days to streamline process and credentialing for these massive employers.

REDACTED SURGICAL CENTER

I am looking forward to growing this business and visiting with each of you as soon as your schedule allows. I will also be hosting lunches with your support staffs in the coming weeks to streamline processes. As always, I am available to provide research, assist you and your practice, and address any concerns or special needs you may have. Please do not hesitate to reach out for anything.

Warmest regards, Redacted

Redacted
COO
Redacted Surgical Center
eMail Redacted
Mobile Redacted
Office Redacted
Fax Redacted

For immediate release: 12:00am December 1, 2016 12/01/2016

3 Diagnostic Pavilion Imaging Locations Now Open in North Texas

Independent Imaging Brings Lower Prices for Local Care

Fort Worth, TX—12/01/2016 — Today at its flagship, hospital-district facility,

Diagnostic Pavilion introduced its upgraded services to physicians, county and city officials, and
the North Texas community. Tarrant County will definitely benefit from the new facility.

"We are a fully accredited independent facility with no hospital affiliations. Ninety-nine percent of the time that results in cost savings for both patient and insurance company.", said Nancy Hinweis, Marketing Director at Diagnostic Pavilion.

Patient Centered Care

Many patients have received Magnetic Resonance Imaging (MRI) at the Southwest Fort

Worth location and The Downtown location. Judith Simmonds, an orthopedic surgery scheduler,
sends patients to Diagnostic Pavilion Product

"I have software on my computer that lets me send images directly to my patient's treatment room. Diagnostic Pavilion has the same equipment as the hospital, but for a fraction of the billed charges." said Judith. "I know I would rather pay ten percent of \$1400 than four times that!"

Responsible Pricing Through The Years

Maintaining in-network provider status with most insurances maintains Diagnostic Pavilion's commitment to pricing transparency. Founded in 2015, Diagnostic Pavilion is an independent diagnostic testing facility serving the Tarrant County patient community. Accredited by the American College of Radiology, Diagnostic Pavilion offers extended hours appointments on weekends and evenings to accommodate all.

www.

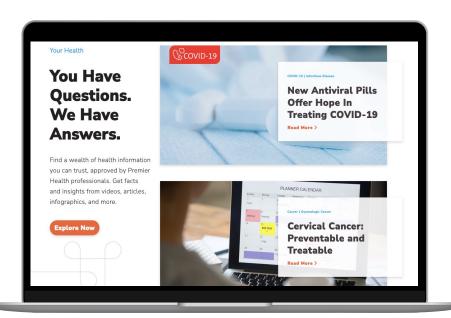
For more information, press only:

Nancy Hinweis nhinweis@dpmri.com

For more information on Product:

www.diagnosticpavilionmri.com

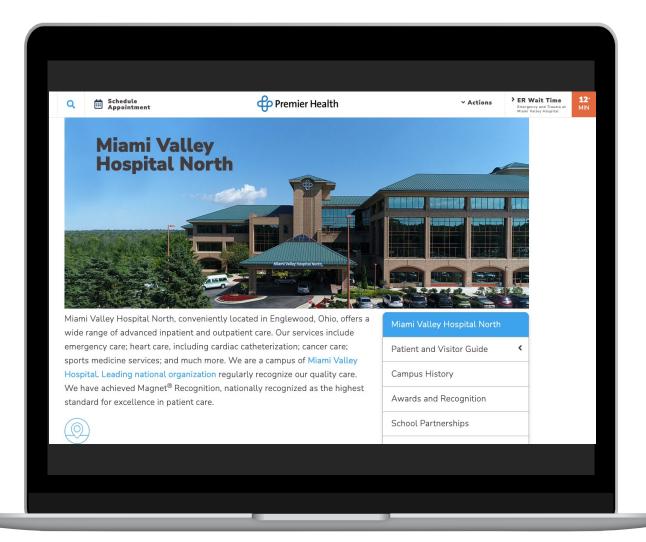
Press Release
PR
Diagnostic Pavilion
Copywriting
SEO
PR





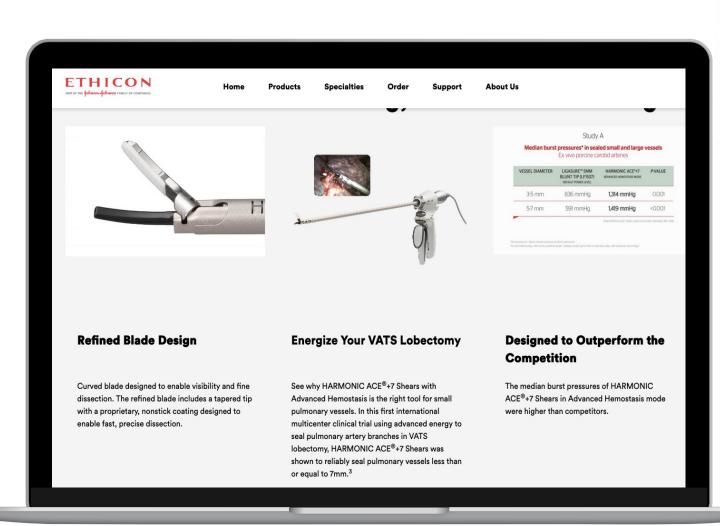
Find a doctor, serv





Health System
Web Content
Premier Health Ohio
Copy & Content Strategy
Brand Marketing
UX HCP
UX Consumer

Surgical Device Web /Print Content J&J /Ethicon/Harmonic: Content & Copy Strategy Brand Marketing/SEO UX Professional Didactic Communications



Optimized Device Performance Guide



Generator setup

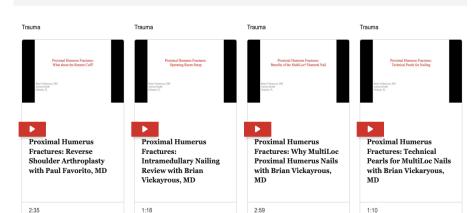
- The Energy button is indicated for vessels up to 5mm in diameter and can be adjusted (1-5). The system defaults to power level 5. For greater tissue cutting speed, use a higher generator power level, and for greater coagulation use a lower generator power level.
- For thicker tissue types, such as liver parenchyma, the recommended generator power setting is power level 3 when activating HARMONIC* 1100 Shears while gradually closing the laws.
- Designed for use exclusively with the Generator G11 (GEN11) software version 2018-1 or later.







The content that you access on this website is intended for Healthcare Professionals practicing in the U.S. and is consistent with U.S. labeling. If you are a Healthcare Professional who does not practice in the U.S., please select your geographical region here.



Healthcare Acquisitions Executive Dossier OTC Market Acquisitions

Business Acquisition Analysis Research/Stakeholder Interviews Original Report



10-K: Discussion FUSE MEDICAL, INC.

Published: Mar 25, 2016 4:34 p.m. ET

(EDGAR Online via COMTEX) -- ITEM 7, MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION

AND RESULTS OF OPERATIONS.

As a result of the Merger and the change in business and operations of the Company, a discussion of the past financial results of the Company, formally known as Golf Rounds.com, is not pertinent. Moreover, under generally accepted accounting principles in the United States, the historical financial results of Fuse, the acquirer for accounting purposes, prior to the Merger are considered in the United States, the historical financial results of Fuse, the acquirer for accounting purposes, prior to the Merger are considered in the Company of the historical financial results of the Company.

to be following discussion highlighs have a results of operations and the principal factors that have affected at econotidated transcription and the properties of the company's consolidated financial condition and results of operations present elevant for an assessment and understanding of the Company's consolidated financial condition and results of operations present elevant for the following discussion and analysis are based on Pacies was underful financial seatments contained in this Armal Report, where the properties of the

On May 30, 2014, the Company changed its fiscal year end from August 31 to December 31. Accordingly, for the year ended December 31, 2015, the comparable period reflected below is for the year ended December 31, 2014

The Company's business is to market, distribute and sell internal fixation, durable bone materials, biologics, tissues, surgical and other The Company's obtaines is to market, distribute and set internal institution, durate other materians, onlogics, insules, surgical products for use in a variety of surgical procedures in various types of facilities (ambulatory surgical centers, hospitals and physician offices and other medical facilities) where surgeons and doctors treat patients and operate. The Company markets distributes and sells a variety of existing FDA-approved and/or state licensed products and services manufactured or produced by other organizations where the Company is considered a distributor and/or a stocking distributor.

Our revenues are typically lowest during the first quarter of the year and are highest during the fourth quarter of the year. This seasonality is attributed to the fact that at the beginning of each year calendar year annual insurance doctoribles are reset. Many health insurance plans require an insurance plans require an insurance plans requires insurance plans required in the plans of the plans o

In the beginning of 2016, the Company began experiencing increased competition for biologies sold in larger order quantities and, accordingly, the Company was forced to decrease its princing for these products. Also, our revenues from biologies sold at the retail level also declined. Accordingly, the Company began to bigroundy attempt to increase its revenues from biologies by contiguing a limited quantity of biologies into its cost of several new facilities allowing them to utilitie the products and only required the facilities of the products of the products and only required the facilities of the products of the products and only required the facilities of the products of the products and only required the facilities will likely affect the Company's revenues and grows margins in the near term while this strategy is in place. While we expect that the product of and seasonality, there can be no assurance revenues shall increase an adequate amount to cover the cost of operations

Results of Operations Year Ended December 31, 2015 Compared to Year Ended December 31, 2014

For the year ended December 31, 2015, net revenues were \$1,676,609, compared to \$941,086 for the year ended December 31, 2014, an increase of \$735,523, or 78.2%. Commencing November 2013, we began selling larger order quantities of the same biologic product (subject to minimums) at discounted selling price. Commencing in the second quarter of 2015, we began to refuse so or efforts to increase revenues derived from the sale of biologics, especially those products sold at the retail level in order to increase the

For the year ended December 31, 2015, our cost of revenues was \$664,266, compared to \$485,384 for the year ended December 31, 2014, representing an increase of \$178,882, or 36.9%. During the year ended December 31, 2015, we increased our allowance for inventory obsolescence by \$35,985 compared to \$133,319 for the year ended December 31, 2014, Excluding the allowance for once recognized during 2015 and 2014, our cost of revenues increased by \$276,216, or 78.5%, which is commensurate with

Situation

Target: Fuse Medical is an immediate acquisition target in the healthcare vertical. They are a publ traded company that provides a strategic vehicle with a potential ROI of well over \$1B if the GED Medical strategic vision is executed within 4-5 years. There are a few ways to approach the acquis should we decide to move forward. We have identified the strategic vision for a project of this siz and are bringing the first opportunity to move forward. You are already familiar with our approac healthcare from working together on the EVI brand. The synergies within the landscape of this de

Focus: Fuse Medical is a publicly traded corporation that provides a vehicle to more easily gain acces networks, accounts and product lines. The corporation has made some crucial errors that have been identified by GED Medical during its due diligence. Fuse is in need of a new direction rooted in stron networks and alliances promoting a broader base of services and products. Instant changes are already the works and will generate profitability within 90 days. Despite a profitable biologics based business, FUSE has reached the highest value play for investment opportunity. A majority ownership in this publicly traded company comes with a CHAIRMAN and CEO positions and complete control and direction of the corporate identity and strategy as well as Executive Positions, Board of Directors and Medical Directors. GED Medical is ready to lead the strategy and partner this deal with razor sharp

General Executive Update:

The meetings to date have yielded to straightforward talk about the realistic expectations and implicat of a takeover. The feeling of confidence in this play is rising with strength. Fuse as a company is in no Inventories position to negotiate. However, the relationships of Dr. Pratt and Rick Mayabb are important and meaningful to us. Accordingly, the CFO has been an SEC facing executive for the company for a nun of years and it may be prudent not to make a change in that direction. All other board members are expendable. GED has a clear strategic vision for Fuse and its vehicle for growth with high value biolo amnion, and hardware momentum

For Review:

Corporate 10k Commentary with markups

Corporate 10K Release (FZMD)

Document Set from writer/researcher

Tuesday Dinner to discuss Fuse Medical

Capital Resources", that was repaid in full on October 16, 2014.

Key Players: REDACTED, REDACTED, REDACTED, REDACTED, REDACTED

the increase in net revenues. Commencing in July 2015, our largest supplier of amnioties increased our pricing for amnioties by approximately 10%. This increase in the cost of revenues sharing the second half of 2015 was office by a prestar amount of revenues are revenued to the cost of the first half of 2015, to summary, excluding the changes in our allowance for inventory obsolescence, the percentage increase in costs of revenues represented approximately the same percentage increase in the mather of units sold. Cost of revenues includes costs to purchase good and fright and happing costs for firms sold to contour.

For the year ended December 31, 2015, we generated a gross profit of \$1,012,343, compared to \$455,702 for the year ended December 31, 2014, an increase of \$555,641, or 122%. The increase in gross profit was primarily due to an increase in revenues derived from the sale of biologics, especially those at the retail sales level and a smaller increase in the allowance for inventory

neral, Administrative and Other the vear ended December 31, 2015, general, administrative and other operating expenses increased to \$1,894,371 from \$1,469,864 the tyeer ended December 31, 2014, representing an increase of \$334,507, or 22,29%. This increase is primarily attributable to the sassociated with being a public company whereas there were no such costs until the second quarter of the rire vear period during

For the year ended December 31, 2015, interest expense decreased to \$7,112 from \$71,612 for the year ended December 31, 2014. For the right part and December 33, 1032, mittered septems described to \$7,112 mm 37,10.2 to the year mouse ascenant \$2,10.2 mm 18, 10.2 to the year mouse ascenant \$2,10.2 mm 18, 10.2 to the year mouse ascenant part as principal balance of \$3,152,014 and accrued intered expense described, part and part as principal balance of \$3,152,014 and accrued intered to \$5,7893 into (1,59,7892 to min shares of the Company on December 23, 10.2 to Company so December 23, 10.2 to Company so December 24, 10.2 to December 24, 10.2 to

Liquidity and Capital Resources
Assumancy of our cash flows is a follow:
Assumancy of our cash flows is a follow:
1, 2015 2014 Net cash used in operating activities 8 (375,140
) 5 (1.165,748) left cash used in inverting activities (7,008 (70,313) Net cash provided by financing activities 322,750 1,294,313 Net increase (decrease) in cash and cash equivalents 5 (59,398) 5 55,216

Next auant toyler in Operating Activities

Next almost in operating activities during the year ended December 31, 2015 resulted primarily from a net loss of \$801,547 and next operating activities during the year ended December 31, 2015 resulted primarily from a next of \$801,547 and next of \$801,870 and a decrease in inventories of \$801,870 resulting minutely from an internal in the reserve for obsolute concer of \$53,580.

Next calls used operating activities aftering they are ended December 31, 310 for testude from greatly from an else of \$513,680,850 and an increase in account receivable \$85,580, partially offset by a decrease in inventors or \$511,733 (centable from endelshing a microase in account receivable \$152,500, partially offset by a decrease in inventors or \$511,733 (centable from endelshing a microase in account psychological \$152,000, and in increase in account psychological \$152,000, and in increase in account psychological states of \$152,000, and in increase in account psychological states are to self-front-december and the self-front-de

Tuesday Lunch to discuss Fuse Medical (due diligence)

Kev Players: REDACTED, REDACTED, REDACTED

Wednesday REDACTED Lunchtime Discussion at REDACTED.

Key Players: REDACTED, REDACTED REDACTED

Thursday Roundtable Discussion at Fuse Medical, Fort Worth.

policies that affect the more significant judgments and estimates used in the preparation of the financial statements are described

The Company recognizes revenue when: (i) persuasive evidence of an arrangement exists; (ii) the fees are fixed or determinable; (iii) no significant Company obligations remain; and (iv) collection of the related receivable is reasonably assured. The Company reports revenues for transactions in which it is the primary obligor on a gross basis and revenues in which it acts as an agent (earning a fixed percentage of the sale) on a net basis, (net of related costs).

Revenues are comprised of sales of medical biologics, internal fixation products, bone substitute materials and other medical supplies.

For customers that order products as needed (i.e. for specific cases), the Company provides these products on a consignment basis and invoices the customer on the date the product is utilized. For other customers, the Company invoices the customers when the products are shipped. Payment terms are net 30 days after the invoice date.

Products that have been sold are not subject to returns unless the product is deemed defective. Credits or refunds are recognized when they are determinable and estimable. Net revenues have been reduced to account for sales returns, rebates and other incentives. Accounts Receivable and Allowance for Doubtful Accounts Receivable

Accounts receivables are non-interest bearing and are stated at gross invoice amounts less an allowance for doubtful accounts receivable. Credit is extended to customers based on an evaluation of their financial condition and other factors. The Company generally does not require collateral or other security to support accounts receivable. The Company performs ongoing credit valuations of its customers and maintains an allowance for potential bad debts.

The Company estimates its allowance for doubtful accounts by evaluating specific accounts where information indicates the customers may have an inability to meet financial obligations, such as bankruptcy proceedings and receivable amounts outstanding for an extended period beyond contractual terms. In these cases, the Company uses assumptions and judgment, based on the best available facts and circumstances, to record a specific allowance for those customers against amounts due to reduce the receivable to the amount expected to be collected. These specific allowances are reevaluated and adjusted as additional information is received. The amounts calculated are analyzed to determine the total amount of the allowance. The Company may also record a general allowance as

Accounts deemed uncollectible are written off in the period when the Company has exhausted its efforts to collect overdue and unpaid receivables or otherwise has evaluated other circumstances that indicate that the Company should abandon such efforts. Previously written-off accounts receivable subsequently collected are recognized as a reduction of bad debt expense when funds are received.

Inventories are stated at the lower of cost (first-in, first-out) or market. Inventories consist entirely of finished goods and include biologics and internal fixation products. The Company reviews the market value of inventories whenever events and circumstance indicate that the carrying value of inventories may not be recoverable from the estimated future sales price less cost of disposal and normal gross profit. In cases where the market values are less than the carrying value, a write down is recognized equal to an amount by which the carrying value exceeds the market value of inventories.

Cautionary Note Regarding Forward Looking Statements

This report contains forward-looking statements including the statements regarding capital expenditures and liquidity.

The words "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "could," "target," "potential," "is likely," "will," "expect" and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. The results anticipated by any or all off these forward-looking statements might not occur. Important factors, uncertainties and risks

that may cause actual results to differ materially from these forward-looking statements are contained in the Risk Factors above. We undertake no obligation to publicly update or revise any forward-looking statements, whether as the result of new information, future events or otherwise. For more information regarding some of the ongoing risks and uncertainties of our business, see the Risk Factors and our other filings with the SEC.

(c) 1995-2016 Cybernet Data Systems, Inc. All Rights Reserved

Copyright ©2016 MarketWatch, Inc. All rights reserved.

Copyrigm A2010 states want, inc. An inguis reserved.

By using this site you agree to the Tigmo of Service, Privace Policy, and Cookie Policy.

Intraday Data provided by SIX Financial Information and subject to terms of use. Historical and current end-of-day data provided by SIX Financial Information. Intraday data delayed per exchange requirements. S&P/Dow Jones Indices (SM) from Dow Jones & Company, Inc. All quotes are in local exchange time. Real time last sale data provided by NASDAQ. More information on NASDAQ traded symbols and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges.

Net Cash Used in Investing Activities
Net only used in investing activities for the year ended December 31, 2015 related to \$8,308 of purchases of property and equipment of \$1,300.
Set only used in investing activities for the year ended December 31, 2016 related to \$80,954 of purchases of property and equipment, and the set in investing activities for the year ended December 31, 2016 related to \$80,954 of purchases of property and equipment, advances to 60ff Southon, com., for \$41,000,000 fielty years adequated in investment great of \$5441.

rt Cash Provided By Financing Activities et cush provided by financing activities during the year ended December 31, 2015 resulted primarily from proceeds of \$190,000 from the issuance of a premisery memory and proceeds of \$100,000 from the issuance of a premisery note to an early that is controlle individual that was a former director and Chief Texecuity Officer of the Company,

On January 15, 2015, the Company issued a two-year promissory note in exchange for each proceeds of \$100,000 from an is controlled by an individual that was a former director and Chief Executive Officer of the Company. The note is unsecure interest at 70% and conjuncts 18 monthly asymmetric officers commonicing in August 2015. The note includes a provision if event of default the interest at 80% and increase to the default interest rate of 18%. The first is months of interest is deformed methyly for famous; J. 2017. The controllange principal balance large with all accrede and qualitativest is do set mutual transfer.

lated party transactions had a material impact on our operating results. See Item 13 below and Note 13 - "Related Party

Critical Accounting Policies
The representation of financians and related disclosures in conformity with accounting principles appearedly accepted in the Theory representation of financial asternational assemble and assemble on that office the proceed amounts of a season and including a consequent as the conformation of the Post proced amounts of a season and related disclosures of contingent assets and inhabities in the financial statements and accompanying notes. The SEC base and related disclosures of contingent assets and inhabities in the financial statements and accompanying of the company's financial consulting policies as the costs that are most important to the perincipal of the company's financial consulting including and results of operations, and which require the company to make in rose of difficult and subjective judgments, often as a surface of the contraction of the contraction

S&P/Dow Jones Indices (SM) from Dow Jones & Company, Inc. SEHK intraday data is provided by SIX Financial Information and is at least 60-minutes delayed. All quotes are in local exchange time

Question Guide for Stakeholders:

Fuse Meeting Stakeholder Discussion

Scott Ettinger: General Draft

ID these moves:

Presumed constraints-ask why they are constraints? Jumping to solutions-ask what problem the solution would solve?

All involved stakeholders What is your role?

What did you do before this?

What is this product/service/corporation going to be? Who is this product/service/corporation for?

When is the version of the business we're (re)designing going to be released? What worries you about this project?

What's the worst thing that could happen?

What should this project accomplish for the business? How will you, personally, define success for this project?

Is there anyone you think we need to speak with who isn't on our list? Who?

How would you like to be involved in the rest of the project, contact detail?

Marketing/Sales/PR stakeholders

Who are your customers and users today, and how do you want that to be different in one, three, five years?

How does this product/service fit into the overall strategy? Who are the biggest competitors and what worries you about them?

How do you expect to differentiate this product/service/corporation?

Using a few key words, how do you want people to see your brand (both the company brand and the product brand)?

What is the current state of the corporate identity, culture and can we see a style guide (if there is one) and examples of

Medical Director stakeholders

What product/service line decisions have already been made, and how firm are they How large is the medical director's team assigned to this specialty, and what are their skills?

Would you draw a diagram and tell me in lay terms how the system works? (existing products/services only)

Field Sales stakeholders

Who is typically involved in the purchase decision?

Why do end users buy a product like this one, and why this one over competitor's?

When you lose sales, what are the most common reasons?

What things do customers complain about or ask for most often, and why?

Questions similar to those for marketing stake-holders, plus:

What do I need to know that you don't think other members of your team have said?

If you had to choose between going to market on schedule with a flawed product, or going to market late with a solid product, which would you choose?

Subject matter experts

What are the typical demographics and skills of potential users, and how much variation in these is typical?

What distinctions in user roles and tasks would you expect us to see?

What sorts of workflows or practices do you think we'll be seeing in the field?

Other product team members

What problems do you currently see in development?

Support or customer service:

What problems do you see most often?

Training or technical documentation

Where do users most often get confused to

Current state

- 1) What is the current state of Fuse
- 2) What is the optimal occurrence and what effect v
- a) Do Differently
- b) Do The Same
- 3) What is the minimal occurrence for sustainabilit
- a) Do Differently
- b) Do The Same
- 4) Is the current strategy ideal for Fuse's vision?

Legal Issues

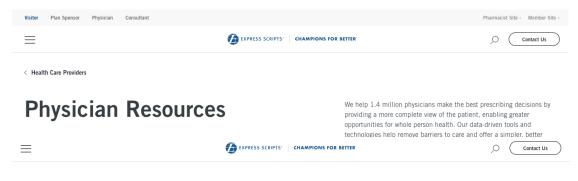
- a) Professional, Consulting, and Sales Agreements
- b) Insurance Policies/Surety Bonds c) Licenses and Permits d) Intellectual Properties - Patents or Trademarks
- e) Lawsuits Past, Present, or Pending
- Are the agreements enforceable
 Does the company have the rights to its intellectual properties
- Is the business adequately insured
- Are the company's licenses and permits current 6) Is the company involved in any litigation, and if so, what are the potential risks, costs, and damages

- 1) Copies of: a) Organizational Chart
- b) Employee Handbooks
- d) Wage and Salary Information e) Benefits Plans
- f) Non-compete Agreements
- g) Confidentiality Agreements
 2) Do any Employee or Director policies put the business at risk of lawsuits

- a) Customer List
 b) Vendor/Supplier List
- c) Operational Policy
- 2) Is an inventory system in place

Pharmacy Benefit Manager Web Content

Express Scripts:
Content & Copy Strategy
Brand Marketing/SEO
UX Professional /Consumer



Streamlining care with ScriptVision

Physicians want to focus on patients, not paperwork. That's why we've worked with them to develop ScriptVisionSM, a suite of data-driven capabilities that integrates with electronic health record (EHR) systems and enables prescribers to make better clinical and cost-effective decisions for patients - in real time. You can start today with many vendors! Or, if you need access, contact your EHR or IT administrator for a system



Real-time data

Get important patient benefit data prior to e-Prescribing. View patient out-of-pocket costs, coverage alerts and therapeutic options - and avoid having to change a prescription later.



New perspectives

View our latest data and research, plus expert insights that can help make health care work better for everyone.



Pharmacy Practice

FDA Approved Drugs: January



Direct messaging

With immediate access to patient-specific information within your electronic health record, you can make better decisions for your patients, right in the exam room.



Integrated capability

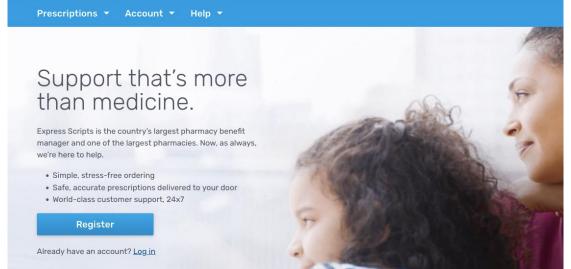
Integrate the information you need into your electronic health record, making it easier than ever for you and your staff to submit electronic prior authorizations (ePAs).

Patient Outcomes & Safety

Flu Vaccination Spike May Help



Log In





Log In

Prescriptions ▼ Account ▼ Help ▼

Frequently Asked Questions . About us

About us

What is Express Scripts?

Express Scripts is an online pharmacy and a pharmacy benefit manager. We make prescription medications safer and more affordable for our members. We handle millions of prescriptions each year through home delivery from Express Scripts Pharmacy®.

Is there an Express Scripts mobile app and how do I get it?

The Express Scripts mobile app lets you manage your prescriptions anytime, anywhere. You can order refills, make payments, and even set up reminders to take your medication.

You can download the Express Scripts mobile app for free from your device's app store.

Pharmaceutical Lilly (Neuroscience Brands) Brand Marketing DTP DTC Content Strategy DTP DTC UX Professional/Consumer Copywriting

2007 Webby Awards

People's Voice Winner - Pharmaceuticals: Cymbalta Real Stories

2007 PhAME Awards

Best Consumer Interactive Campaign: Cymbalta Real Stories









(M) Cymbalta





Consumer Homepage Redesign







Healthcare Professional Homepage Redesign





the brain and spinal cord. nedical condition with a variety of ymptoms. Emotional symptoms ca iclude sadness, loss of interest in

media including interactive, print and television.

DepressionHurts.com



Pharmaceutical Lilly (Neuroscience Brands)

Brand Marketing DTP DTC Content Strategy DTP DTC UX Professional/Consumer Copywriting







This lightly branded mini-site, www.toolsforthefight.com, provides physicians and other healthcare practitioners with useful information to compliment their treatment options. Additionally, many valuable resources are available for patients via printable pdf files.







Zyprexa Consumer Homepage Redesign



Healthcare Professional information on ZYPREXA

October 2007 Product Information for Patients

View ZYPREXA Tablets and Dispensing Information | Safety Information | Prescribing Information

Print This Page | Contact Us | Email a Friend | Site Map

Privacy Statement | Terms of Use

Copyright @ 2008 Eli Lilly and Company. All rights reserved. ZYPREXA is a registered trademark of Eli Lilly and Company. This site is intended for U.S. residents age 18 and over

> This strategic mini-site engagement addresses HCP concerns about Eli Lilly settlement information as it pertains to the ongoing prescription of Zyprexa. A robust banner ad, media buy ran concurrently.











The images chosen were striking. They conveyed the message of the issue at hand. Dark and dispirited but "light" coming into the frame.



Why Lilly settled





This unbranded mini-site, www.treatmentteam.com, provides physicians and other healthcare practitioners with useful information to compliment their treatment options. This design was a well executed change in format, yet stayed within brand platform. A call to action encourages physicians to register for email correspondence. A link to the "Tools for the Fight" mini-site ultimately leads users to the branded campaign.

TreatmentTeam.com



Register to receive additional information by email



Print this page

Links Page



Lilly

Still waiting for your depression to get better? You may be one of the 2 million Americans with bipolar depression, a different kind of depression Learn about bipolar depression and how it differs

SYMBYAX ... because not all depression is the same.

SYMBYAX is the first medication approved by the U.S. Food and Drug Administration for the treatment of bipolar depression.

»Prescribing Information »Safety Information »October 2007 Product Information Update for Patients

Take the

Want to learn more about SYMBYAX?

Getting Help

» Find out more

Important Information Mood Disorder for Health Care Professionals. Differentiating Depressions and management of Bipolar Depression Questionnaire. » More

Medication Guide | Contact Us | Email a Friend | For Healthcare Professionals

treatment of bipolar depres

Site Map | Privacy Statement | Terms of Use | Copyright

Lilly



Google's new "About This Result" brings search results ranks into focus

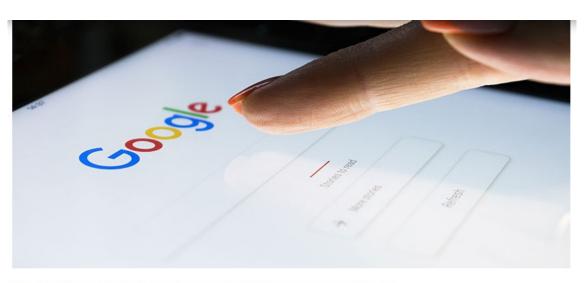
By Enilon on November 9, 2021

While still being in beta, this feature allows searchers to learn why Google ranked a specific website for a desired search query

Google is constantly discovering and developing new ways to optimize their search algorithm to deliver the best results for any given query. They have also made it transparent that having a reputable website, including covering core web vitals and site security, is of crucial importance. This new feature not only helps searchers identify why a particular website showed up for their search query, but it also gives SEOs insight into what keywords can be used to better optimize websites for organic search.

Digital Marketing Blog (Digital Agency) Copywriting

SEO
B2B Marketing



Google's November 2021 Core Update

By Enilon on November 22, 2021

To no surprise, Google is at it again with yet another algorithm update. Last week Google announced they released a broad core update known as their "November 2021 Core Update." While we have all become accustomed to routine algorithm releases from Google, 2021 alone has been a historic year of changes. Google reported they made 4,500 "improvements" to search in 2020 – compared to 3,200 changes in 2019. There is no doubt the final numbers in 2021 Google algorithm updates will be the highest yet.



Entertainment/Leisure Business Development Noctua Entertainment

Copywriting
Content Strategy
Creative
Business Development

The Concept

Noctua proposes developing an upscale, multisegment entertainment venue designed around a Poker focused Card Room. Adjacent bar and lounge will provide a true experience in the way only a brand like Playboy can execute!

The Card Room will target two demographics, regular poker players and occasional players who are patrons of the Restaurant and Bar. This will quickly become a destination hotspot.

The Bar /Lounge/SportsPlex will target patrons with a high-end themed and exclusive experience while providing table side food and beverage service to players who don't want to leave their table in the Card Room

The special events, appearances, and HIGH DOLLAR Tournaments will draw visitors again and again for an experience and destination like no other IN THE POKER WORLD. DALLAS, TEXAS!



Intimate spaces to host a poker game or a private event the Playboy way.

Conceptual examples of "break out" areas to play cards or socialize. All organically flowing around the perimeter of the main card room. Host an event in one of our private gathering spaces.





Overview



Texas history is baked into poker. Scenes from the old west depict dusty saloon card rooms. High-stakes poker tournaments featuring Texas-bred champions are common. The game is called "Texas Hold 'Em" for a reason.

Noctua Entertainment develops mixed-category concepts in the hospitality and entertainment vertical. Noctua's management team has decades of business strategy experience across a variety of industries. Noctua is developing an upscale Bar/Lounge and Poker Room Concept for the Texas markets. This presentation showcases our current Houston and Dallas projects.

Based on our knowledge of Texas markets and municipal. landscapes, Houston and Dallas were identified for the first development locations and major destinations for poker players. Houston features strong target age and income demographics paired with a freewheeling, capitalist mentality at the municipal and individual level. Dallas is filled with fast, flashy, fame seekers with new generational wealth to feed a robust social scene that blankets all of Dallas. The opportunity to develop this project has been well vetted.

50 Card Rooms are now open in Texas, including 19 in Houston. Dallas is primed to explode.

Experiential entertainment married with the sophisticated comfort, familiarity, and evolution of Playboy's brand will be passionately welcomed to Texas.























Tm C²















Biochemistry
Pharmaceutical
Surgical Device
DTP/DTC/HCP
Regulatory ISI PI
Didactic Modules
Content Strategy
Digital
Technical
Brand Collateral
Product Life Cycle

I am grateful to be well-connected to a massive network of brilliant healthcare thinkers. Long ago I heard, "If you're the smartest person in the room, you're in the wrong room."

I have been fortunate enough to get to know the right people behind the right process in the RIGHT rooms.

I've experienced rural clinics, modern surgical facilities, and gargantuan health systems. I have learned a tremendous amount from successes in manufacturing, medical device ideation, patent process, launch, and product life-cycle projects. My relationships are firmly anchored to a private network of subject matter experts spanning my career in medical strategy and content development. I've been fortunate to have shared countless experiences with some of the most extraordinary minds in healthcare and business strategy.

-S. M. Ettinger