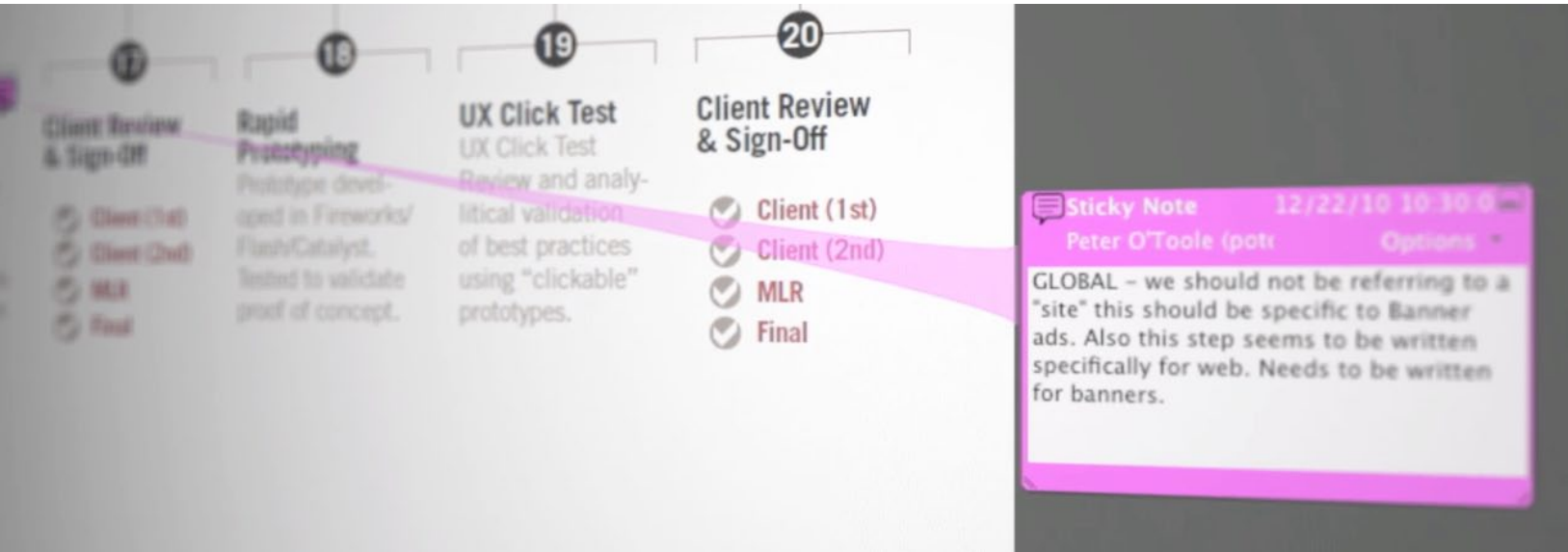


Palio, an inVentiv Health company

Interactive content authoring



Palio
Saratoga Springs, New York
www.palio.com

Advertising and communications agency Palio moves seamlessly into interactive design with Adobe® software

The pharmaceutical industry hinges on its ability to clearly demonstrate and communicate complex medical and scientific concepts. Pharmaceutical sales representatives are on the road daily educating physicians, pharmacists, and others about their company's products. Physicians and other caregivers constantly need to show what action a particular pharmaceutical product may have on a patient, as well as teaching the patient how to properly administer drug treatments.

View the video

Translating complex technical information to support pharmaceutical education and marketing objectives traditionally has involved paper-based brochures and visual aids such as static medical illustrations. But today Palio, a global communications division of inVentiv Health, is reinventing education and marketing for pharmaceutical products.

The company brings complex medical and scientific concepts to life not only through printed materials, but also through animated demonstrations, educational videos, interactive website content, and more. Palio delivers these materials across a range of channels and devices leveraging Adobe Acrobat® X Pro and Adobe Creative Suite® 5 Design Premium, and testing Adobe Digital Publishing Suite software.

Watch the video



“With electronic reviews using Acrobat X Pro and PDF, we can significantly increase accuracy because we are not deciphering handwritten comments—that’s vital in this highly regulated industry.”

Taegan Grice
Interactive designer, Palio

“With Adobe tools, we have been able to flow all our digital media, even if it was originally intended for print, across a range of devices and all channels—from relationship marketing to search engine ads and optimization,” says Marty Hardin, SVP, director of emerging media and technology at Palio. “Adobe software applications integrate with each other beautifully, enabling us to leverage and share assets across different mediums in meaningful ways that give our clients a competitive edge.”

More compelling

The digital media lab, also known as the Incubator at Palio, consists of 30 designers providing print, video, and digital interactive support to big-name clients in the pharmaceutical industry. The Incubator supports product development, launch, and commercialization for pharmaceutical clients.

Many of Palio’s designers originated from New York City, where they previously specialized in print design. They relocated to Saratoga Springs, New York, with the goal of forming a world-class ad agency. These same designers have extended their skills into the interactive realm to keep pace with increased consumer and industry demand for video and interactive content.

A secure, engaging way to present information

One mainstay tool for the firm in creating interactive materials is the PDF Portfolio functionality in Acrobat X Pro. PDF Portfolios enable the team to easily unify a wide range of content—PDF files, Microsoft Office files, videos, and Adobe Flash® Player compatible content. In one instance, the firm created a patient education piece, complete with videos showing the action a pharmaceutical product takes in the body at the molecular level, written instructions on how to mix doses, and more—all within a self-contained PDF Portfolio presented to patients on a tablet device. For another client, Palio created global marketing guidelines as a clickable PDF Portfolio that saved the client thousands of dollars in printing costs.

“With PDF Portfolios, we can create a web-like experience with a combination of video and print assets—all without the need for an Internet connection,” says Hardin. “The PDF Portfolios feature 256-bit encryption, so clients can control who sees the information and how. This is crucial because the FDA requires a complete lock down on messaging, claims, and information such as dosing instructions.”



Challenge

- Communicate clearly about pharmaceutical products
- Engage customers more effectively
- Blend print and interactive design with ease
- Cross multiple media using the same set of assets to save time and money
- Increase efficiency during review cycles
- Help ensure security of proprietary information

Solution

- Content authoring solution that mobilizes a full suite of integrated Adobe solutions including Acrobat X Pro, Adobe Creative Suite 5 Design Premium, and Adobe Digital Publishing Suite software

Benefits

- Provided engaging interactive presentations, delivered on tablets and other devices
- Broke new ground, such as delivering PDF Portfolios for patient education briefings
- Enabled print designers to create interactive materials without substantial training
- Easily repurposed assets for use across devices and channels
- Took advantage of 256-bit security of PDF documents to aid in complying with FDA regulations

New horizons in interactive design

According to Taegan Grice, interactive designer at Palio, the agency has accomplished projects that they never could before by using the latest versions of Adobe Creative Suite 5 Design Premium. "We can now export InDesign® CS5 documents to Adobe Flash Professional CS5 to add sophisticated interactivity, animation, and navigation to complex layouts," says Grice. "Sales representatives can then present the interactive presentations, charts, and graphs on a tablet device—it's much more compelling than showing a printed brochure or static visual aid."

The same assets created using InDesign CS5 can be leveraged for other purposes to save time and money that would otherwise be spent recreating materials from scratch. Along the way, Adobe Photoshop® CS5 Extended helps with photo retouching and Adobe Bridge CS5 enables the team to efficiently manage assets. "With Adobe tools and digital media, we can implement required campaign changes and deliver seamless solutions," Hardin says.

The firm also uses Acrobat X Pro and PDF to route materials for review among agency staff and clients using a Microsoft SharePoint repository. The reviews are fast, accurate, and easily tracked through the use of digital signatures and the ability to see which individuals made particular comments. "With electronic reviews using Acrobat X Pro and PDF, we can significantly increase accuracy because we are not deciphering handwritten comments—that's vital in this highly regulated industry," adds Grice.

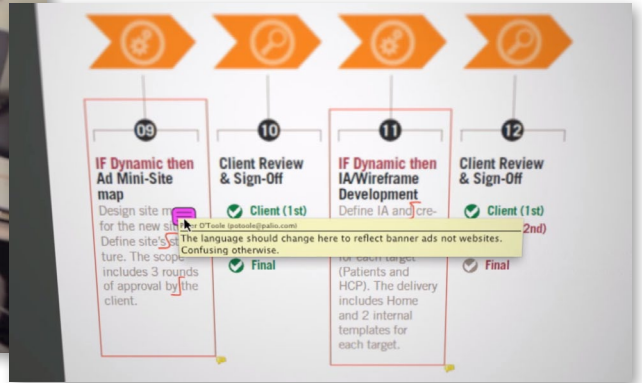
Design agility where it's needed most

Adobe tools are igniting ingenuity and increasing productivity in other ways as well. Grice has introduced rapid prototyping to the agency's interactive projects. She is currently testing Adobe Flash Catalyst® CS5 for interaction design of applications built on the Adobe Flex® framework, as well exploring the integration between InDesign CS5 and Adobe Flash Professional CS5 to rapidly create interactive content without writing code.

"Previously, we would create a design concept, give it movement, and discover that the navigation wasn't as user-friendly as we first thought," says Grice. "Then we would have to tear it down and start over to recreate the project twice before the client saw it. Now we can experiment on the fly—without coding. Adobe is allowing us to build and test interactivity without technological silos between art directors, designers, and developers."

The agency is also testing Adobe Digital Publishing Suite software, a turnkey set of hosted services and viewer technology that integrates with Adobe Creative Suite 5 products. With Digital Publishing Suite, Palio can more easily design and deploy engaging experiences across mobile devices. "We've been testing Adobe Digital Publishing Suite software and it has allowed us to make interactive publishing design breakthroughs due to its ease of use and integration," says Grice.

Palio uses an integrated suite of Adobe software to bring clarity to complex scientific concepts for a broad community through engaging experiences, as well as streamline its own development workflows.



“Adobe software helps our clients communicate more clearly and effectively about their products. It has expanded our lives as creative professionals.”

Marty Hardin

SVP, director of emerging media and technology, Palio

Toolkit

Adobe Creative Suite 5 Design Premium. Components used include:

- Adobe Flash Professional CS5
- Adobe InDesign CS5
- Adobe Photoshop CS5 Extended
- Adobe Bridge CS5

Adobe Acrobat X Pro

Adobe Digital Publishing Suite (testing)

A new world of design

At Palio, print and interactive design fields are merging. The ability to use Adobe software to author assets once and deliver them on a wide variety of screens is transforming the way Palio creates projects—and is also genuinely benefiting Palio’s clients. “The products allow us to breakthrough and flow across digital channels. We’re able to use each others’ assets in exciting ways,” said Hardin. “These tools are at the core of being able to leverage content to multiple channels.”

“Every aspect of Adobe software is changing how we create and manage assets, and reach larger audiences with more engaging content,” says Hardin. “Adobe software helps our clients communicate more clearly and effectively about their products. It has expanded our lives as creative professionals.”

For more information

www.adobe.com/products/acrobat



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