



Cook Endovascular Therapy Products

Cook's advanced Zenith AAA Endovascular Graft product is announced to the medical community.

Client

Cook

Project

To develop an interactive multimedia presentation for Cook's AAA Endovascular Graft aimed at vascular surgeons.

Challenge

To introduce this advanced medical device to physicians and to give them the details needed to inform their patients and recommend this surgical implant.

Approach

To ensure usability, we created a simple yet enticing user interface that would invite busy physicians to fully explore all of the amazing features of this advanced surgical implant. Using a combination of 3-D animation and video testimonial from numerous physicians experienced with the trial procedures, the presentation gave the surgeons a clear understanding of how the Abdominal Aortic Aneurysm Endovascular Graft worked and answered many of their common questions. Also included on the disc was a presentation aimed directly at the patient, using simple and easy to understand language to explain the potential health benefits of Cook's latest product.

Result

Initially distributed at a medical conference, the presentation was so well received that Cook began to send out the multimedia disc as part of their direct marketing program.