The CDM Group

Building world-class health care brands with Mac.

The CDM Group has the cure for the common brand. They're transforming health care communications with digital technology, inspiring customers across the globe—and doing it with Mac.

Company Snapshot

- Largest global health care communications company in the world
- Represents nine U.S.-based health care specialty agencies and eight global offices serving clients in North America, South America, and Europe
- Provides multichannel marketing, media, and creative services
- Focuses on pharmaceutical, biotechnology, provider, and medical device industries
- Member of Omnicom Group
- www.thecdmgroup.com

> "The Mac is essential to our business because it provides a flexible and reliable operating system—plus professional built-in tools—to help drive creativity in all we do for our clients."
>
> *Joshua Prince*
> *President, The CDM Group*

When it comes to health care, inspiring people to make healthy decisions is the industry's ultimate goal. And it's that same goal that drives the CDM Group to deliver the best in communications for its global client list.

Made up of leading advertising and communications agencies, the CDM Group (part of Omnicom/DAS) is the world's largest fully integrated health care communications company. Clients span a wide range of industries, from pharmaceutical manufacturers to biotechnology companies. The CDM Group creates some of the best-known and most engaging brands in the world, thanks to its creative teams—and a Mac environment. In fact, the CDM Group leverages the full suite of Mac offerings to build innovative products that help close the divide between clients and their patients. From Keynote and Pages for Mac, to MacBook Pro and MacBook Air, Mac is the foundation for the secure, collaborative, and creative environment that spans the CDM Group's worldwide network of offices.

"Mac provides a powerful, flexible operating system that helps us to drive innovation no matter the project," says Joshua Prince, president of the CDM Group.

Bridging the Gap with Interactive Communications

The key to success for the CDM Group is being able to communicate brands that inspire health care clients and patients. To accomplish this, CDM leverages both traditional and online advertising strategies to reach targeted audiences. Yet their interactive solutions, including developing iPad and iPhone apps on the Mac that are distributed to clients via the App Store, are what make a lasting impression. For example, the Pain Scale app developed for one client— and now used in over 600 hospitals across Europe as part of postsurgical protocol—helps remove obstacles that impede communication between doctors and patients. Physicians use this app to gather important information after surgery, when patients are often unable to verbalize their thoughts clearly. Patients simply point to a virtual body in the app to describe the degree and location of their pain. As a result, doctors can provide more accurate and timely relief.

"The Mac encourages a creatively liberating environment that helps us move beyond the challenges of our industry—so we can create better brand experiences," says Matt Goff, associate partner at the CDM Group. "As a result, these experiences help people understand better and get better treatment, so *they* get better."

Why Mac at the CDM Group?

- Provides a flexible operating system that helps drive innovation
- Beautiful, cutting-edge design helps represent the company's brand worldwide
- Drives productivity out of the box with applications like Pages and Keynote
- Inspires innovative solutions and app designs for clients
- Enhances creativity with pro apps like Final Cut Pro X

And when it comes to inspiring healthy decisions, CDM has tapped into the power of supportive online communities. The CDM Group created a web community for rheumatoid arthritis patients and their caregivers. The site offers arthritis tips through daily videos that are created by health care providers on an iPhone, then edited by CDM on a Mac using Final Cut Pro X. "We knew patients were struggling to find clear information about their condition," explains John Deely, SVP at the CDM Group. "The Mac allows us to capture, edit, and share content so easily; it has helped us relay important information from the experts to the patients."

Gaming solutions are also an interactive hit with clients. CDM's in-house development team has designed innovative games to educate and engage clients. Recently, the CDM Group built an augmented reality experience to educate health care professionals on a new product's mechanism. The interactive experience lets participants see a virtual 3D sequence of the mechanism inside the human body.

"The Mac experience is innovative and optimistic," says Rick Guzman, VP of the CDM Group. "Because of that, the Mac is an essential part of our business."

Transforming Health Care Communications with Mac

Some of CDM's most important work is to help clients tell compelling stories about their disease-fighting products and medicines. The company's creative teams rely on Keynote and Pages, included with every Mac, to craft enticing presentations for showcasing brand concepts for clients. But it doesn't stop there. CDM is also enhancing its internal communications. Every employee is equipped with remote access technologies and built-in Mac applications like AirDrop, Contacts, and Calendar to manage important client relationships. AirPlay affords CDM a sophisticated and wireless way to present capabilities to clients. And CDM employees are encouraged to leverage the elegance, efficiency, and seamlessness of the Mac user experience into their daily routines and client work.

As Prince explains, "Mac helps us be more productive, more creative, more collaborative—and models how a powerful solution can also be simple and elegant to use."

Inspiring Business Growth into the Future

For the CDM Group, the Mac is more than a tool—it's an inspiration. Mac not only helps CDM teams solve daily communications challenges, it also inspires innovative business growth through beautiful, cutting-edge designs that represent the company's brand worldwide.

"It's no surprise that we continue to choose Apple technology to deliver extraordinary digital experiences to our clients," says Jo Ann Saitta, Chief Information Officer at the CDM Group. "When our people are inspired, they do incredible things. And we have found that inspiration in the Mac."