

METIS LLC delivers multimedia technologies to meet the strategic communications and information needs of healthcare organizations, business

Technology-Based Communications include educational, promotional, database and presentation programs utilizing technologies, features and venues such as:

Internet & Intranet, ODBC, CD-ROM, Trade Shows, Hybrid Programs, PCINet: The Medical Intranet

METIS ...

⇒ **METIS** is leading the way in developing Internet, multimedia and communications applications for the healthcare industry. With offices in San Francisco, New York, Atlanta, Dallas and Boston, **METIS** comprises professionals with experience and expertise in a number of field: healthcare, business, programming, and interactive design. Together, we devise and implement solutions specific to our healthcare clients' needs.

⇒ With a diversity of projects and clients, **METIS** offers tested solutions with measurable results. We stay on top of the healthcare and Internet industries in order to implement the latest technologies to meet the needs of our clients. At the same time, we develop only the most efficient and workable solutions, understanding the importance of keeping our clients and their audience in mind.

⇒ **METIS** is able to produce every program using only in-house resources and people. The benefit of these resources is that **METIS** always meets our program deadlines, and can consistently produce sophisticated communications programs at a lower cost.

Metis provides:

- Concept developing and marketing strategies for healthcare companies & organizations
- Interactive program design and production (kiosk, CBT, CD-ROM)
- Design, production and maintenance of medical and association web sites
- 3D animation, graphics, audio, analog and digital video, programming
- Database programming (interface, ODBC, back-end, Intranet, nc)
- Medical writing, research, content development, medical art
- Project management, client services, implementation
- On-site technical support, telephone support, manuals, web support
- Broadcast video and animation (betacam), editing, video shoot
- Technology implementations, media duplications, training, distribution

The METIS Approach: Site Production Module

Step 1: Planning

- Developing web site plan
- Approving development steps
- Sample pages and graphics
- Client approval

Step 2: Development

- Creative design
- Editorial and art development
- Multimedia design & production
- Navigational design & Searches
- Back-end programming

Step 3: Generation of Deliverables

- Creation of directory structure
- HTML coding and embedded tags
- Java code or CGI
- Graphic elements linked to pages
- Form pages and data files
- Site analysis program

Why Partner with Metis?

Metis has experience in a wide range of marketing and communications arenas in the healthcare industry, producing programs that range in content from the educational to the promotional, and in venues from trade shows and general public settings to workstations and learning centers to Internet sites.

Internet & Intranet

- ⇒ **METIS** provides Internet and Intranet site development for healthcare organizations, from strategic planning and design to site architecture and technical execution. The **METIS** team has created websites for medical centers, healthcare manufacturers, physician member organizations, etc.
- ⇒ **METIS** creates Web sites, intranets, and online services using a structural methodology which enables us to work closely with clients to gain a thorough understanding of their needs and expectations. Prior to every project kickoff, **METIS** sales and account services representatives work closely with the client to set goals, determine the audience, design the architecture of the site, and coordinate content gathering.
- ⇒ The **METIS** methodology ensures the creation of effective Internet and Intranet sites which build online communities, extended public outreach, and promote efficient communications both internally and with the public. With an Understanding of the healthcare and Internet industries, the interactive production group at **METIS** has a proven record of meeting the needs of the healthcare community with the best and most appropriate Internet technologies.

PCINet, "The Medical Intranet"

- ⇒ **PCINet** is a Java application based on CORBA standards designed to provide geographically dispersed physicians and their practice administration access to clinical, financial, and administrative information. The product delivers data to remote users through an intuitive graphical user interface.
- ⇒ **PCINet** provides healthcare professionals within an organization unprecedented access to information, regardless of the type of databases used or the locations of those accessing the information.
- ⇒ With **PCINet**, hospitals and medical groups provide timely, reliable and efficient communications and information services for participating physicians. Physician practice management organizations (PPMs) benefit from the creation of operational efficiencies within their highly dispersed, contracted physician networks through the automation of business processes. **METIS** clients realize increased market advantages through the use of Internet-based communications solutions by protecting existing revenue streams and enhancing competitive positions in managed care markets.

Medical & Pharmaceutical Clients and Partnerships

- Adesso Physician Management
- Albert Einstein College of Medicine
- Arthur Andersen Consulting
- American College of Cardiology
www.acc.org
- American College of Surgeons
- Bayer Corporation
- Boston Scientific Corporation
www.bsci.com
- Brown-Toland
- Cleveland Clinic
- Creative Multimedia
- Ethicon
- Harrison Star Weiner & Beitler
- Health Science Communications, Inc.
- Hoechst-Marion-Roussel
- Glaxo Wellcome
- Janssen Pharmaceutica
- Johnson & Johnson
- Long Beach Medical Center
- Mallinckrodt
- Merck Pharmaceuticals
- National Institutes of Health
- NCI Public Relations
- Okidata
- Ortho Biotech
- Ortho Diagnostics
- Ortho Pharmaceuticals
- Parke-Davis
- Pfizer International
- Pfizer Labs
- Physicians World Communications Group
www.ndei.org & www.ppscmc.org
- San Jose Medical Group
- SCIENS Worldwide
- SmithKline Beecham
- UniHealth
- Wyeth Ayerst