

Fox NewMedia – Moving Medicine

A|gen|cy di|lem|ma [gr] : expensive \rightsquigarrow *multimedia productions* with a limited life span which are difficult to maintain and have little information value for the target group. What can be a \rightsquigarrow *vicious circle* for a client is unfortunately the business foundation for many agencies.

Fox NewMedia focus on Rich Media Assets - this is our concept for the maintenance of value in multimedia production. We do not only realise medical knowledge in the form of graphic animated interactive explorative worlds and teaching, but ensure that you can effectively utilise the contents in different scenarios.

You profit from: always attractive and clear possibilities to assist your product communication with visual media. Your target group of medical professionals is informed effectively and to the point, products requiring explanation are presented in a descriptive way. The patients' interest can be aroused more easily if they are offered more than long texts about their illness and the respective treatment.

Fox NewMedia also sets standards in the area of eLearning: We realise complete online teaching sessions, for example for your pharmaceutical sales force or health technology products as well as CME courses (Continuing Medical Education) which you can use on your webpage as a service feature for doctors.

And: Fox NewMedia shows you ways and means for a more effective production and publication of your medical information with regard to efficient production, easy updating and above all: maintenance of value. Cross media and in the end with as much as necessary and as little as possible of "agency".

Apropos agency prices: The production of high quality medical media can be realised cost efficiently making the professional publication worth its money, because:

- due to the various preparatory activities in almost all medical fields we have an excellent library of medically reviewed 3D basic material allowing us to offer you licences or convenient adaptations instead of elaborate new developments.
- For more than 10 years Fox NewMedia has been active in the areas of eLearning and pharmaceutical communication making us an experienced and competent partner.
- In the field of Medical Publishing and eLearning we endorse the efficient and economic product ZOPE/ZMS as Content Management System and eLearning platform. The system has undergone broad evaluation for the use in Medicine and is continually advanced by the partners of the medvalue.net.

Did you find a point of contact?

We would be more than happy to show you concrete examples during an individual discussion.

Short profile

Products and Services

- Production and publication of high quality medical contents (CD ROM, Internet, Cross Media)
- Full-Service media development: Complete solutions ranging from product communication to corporate eLearning and CME
- Consulting for demanding and innovative media projects in eHealth

Main focus

- Medicine, Pharmaceuticals, Health technology, Biotechnology and Life Sciences

Specialities

- Highly interactive Rich Media Assets, medical illustration and 3D visualisation in anatomy, physiology, pathophysiology, pharmacology and medical devices.
- Multimedia/eLearning content management systems (CMS, LMS, LCMS)

References

- Janssen-Cilag, Ortho Biotech, German Sports University, Cologne/German Ministry of Education and Research (Deutsche Sporthochschule Köln/BMBF), William Cook Europe, pfm, Urban & Fischer publishers, multimedica, Gekko/DLR

Previous indications/medical fields

- Cardiovascular system, Nephrology, Haematology/Oncology, Neurology, Echocardiography, Sonography, Stenting, Orthopaedics, Immunology

Cooperations

- Partner in the medvalue.net, the 'Network of Excellence' for integrated eHealth solutions, consisting of consultants, agencies and service providers with extensive experience and first class references in Medicine and Pharmaceuticals

About the founder

For more than 10 years Dr. Thorsten Fox has conceived and realised information systems and CBT/WBT applications with interactive media and 3D visualisation, specifically in medicine. As a co-founder and managing director he built up the company ENTEC GmbH in the Fraunhofer (GMD) TechnoPark.

His main expertise combines established technological knowledge with media didactic competence in Medicine and Pharmaceuticals.