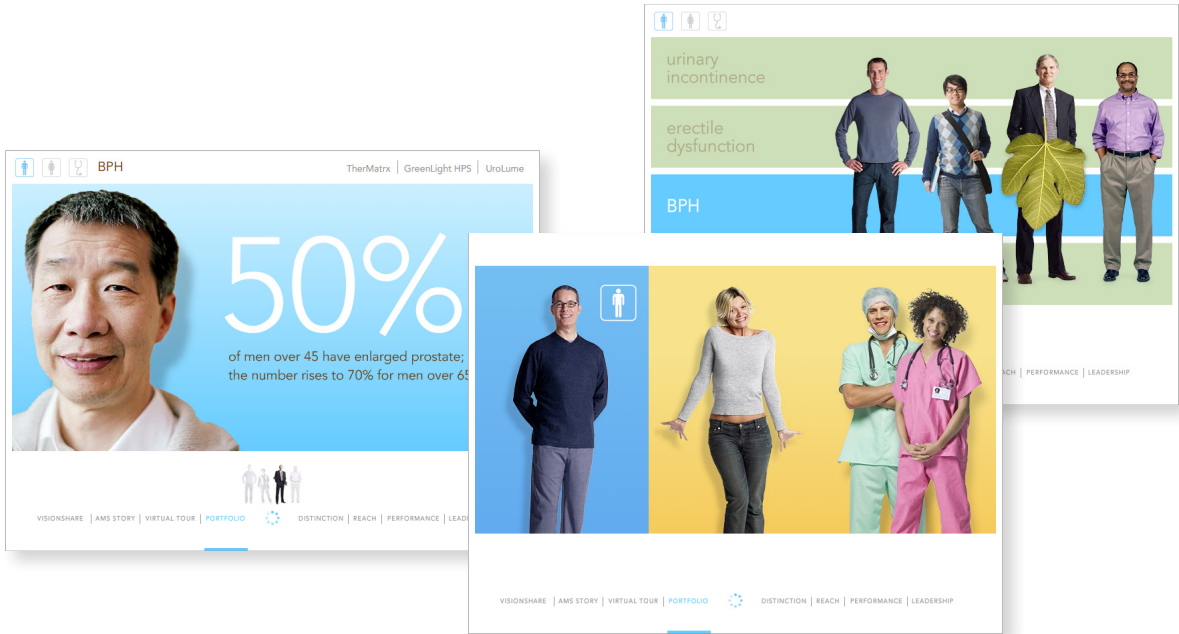


American Medical Systems executive presentation



How a market leader in medical devices and therapies for pelvic health created a flexible, comprehensive presentation to enhance brand awareness and communicate key competitive strengths

situation

American Medical Systems (AMS) is a leader in providing medical solutions that restore the pelvic health of men and women worldwide.

AMS products and therapies offer life-changing solutions for patients worldwide.

AMS needed a detailed, polished corporate presentation for the executive team and the highly skilled direct sales force.

challenges

Sensitive topic. Much of the content in the presentation dealt with highly sensitive issues, such as male incontinence and erectile dysfunction.

Variable needs. The navigation and content had to support a wide variety of presentations — from a quick 20-minute overview to a two-hour in-depth discussion with potential investors.

Technical complexity. AMS wanted the presentation built in Flash, but also wanted it to function like PowerPoint.

results

Simple, informative slides with succinct messaging presented a polished brand image and ensured that the focus was on the presenter, not the screen.

A forthright presentation of the facts and warm human imagery helped presenters and viewers discuss otherwise uncomfortable issues.

Sections of the presentation were designed to quickly and efficiently support a wide variety of presentation topics: The AMS Story, Global Expansion, Manufacturing, and Physician Training.