

HCP Educational Tools

General Medical Resource Books

ICD-9 Custom Coding Products

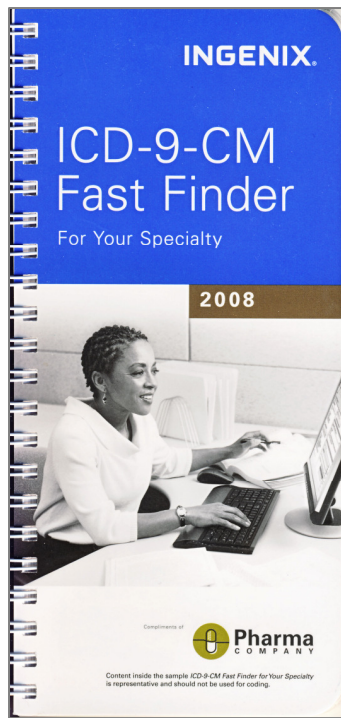
ICD-9 codes are used daily by physicians. Our medical specialty specific pocket coding products offer fast, reliable information.

Customization includes full-color cover artwork, ads inside and more

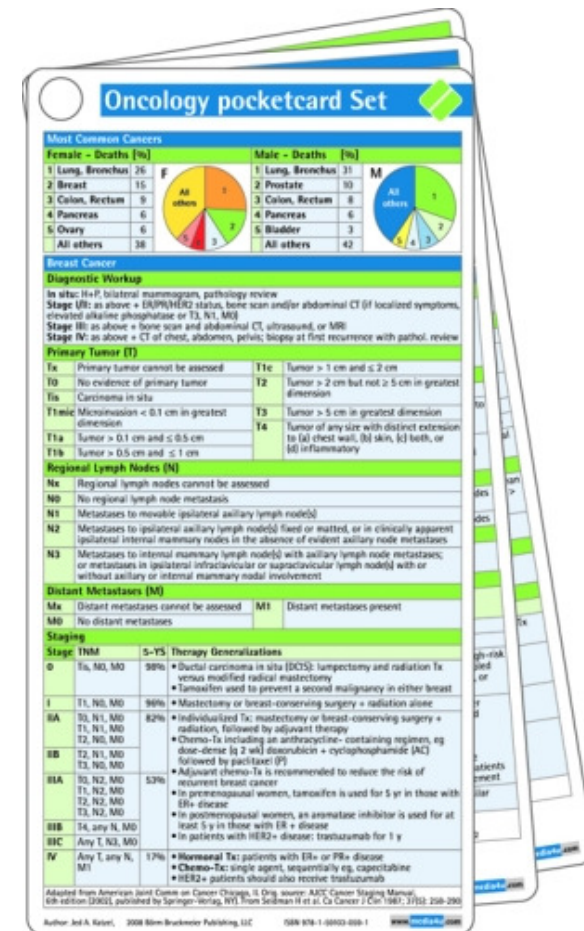
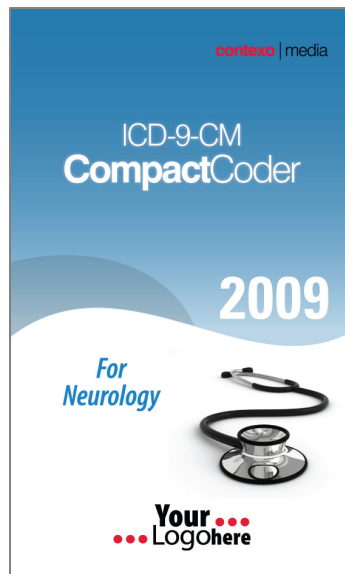
Pocketcards / PocketTools

Physicians love the quick and accurate reference information contained in these handy, pocket-sized, laminated tools.

Fast Finder Mini Book



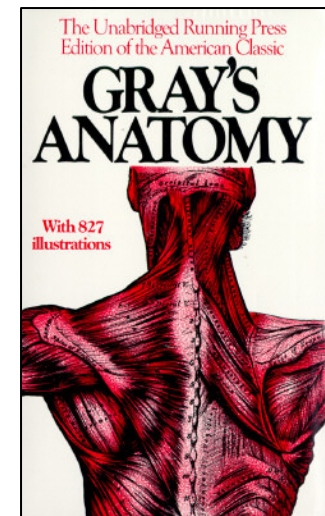
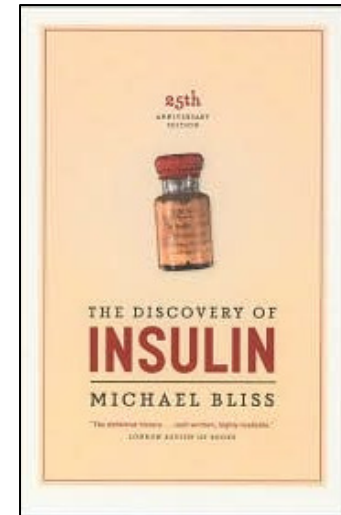
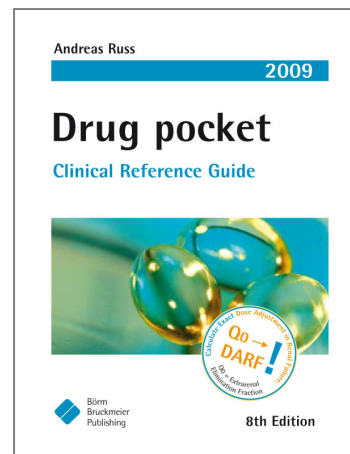
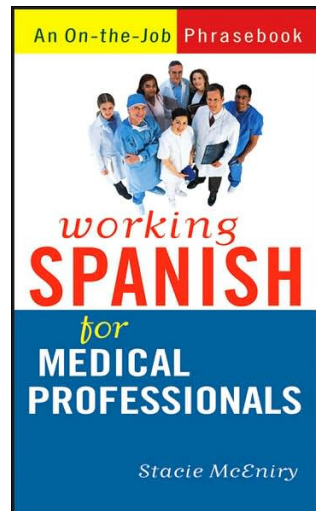
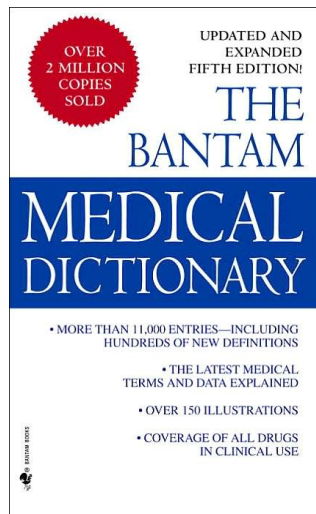
Compact Coder



HCP Educational Tools

General Medical Education & Reference Books

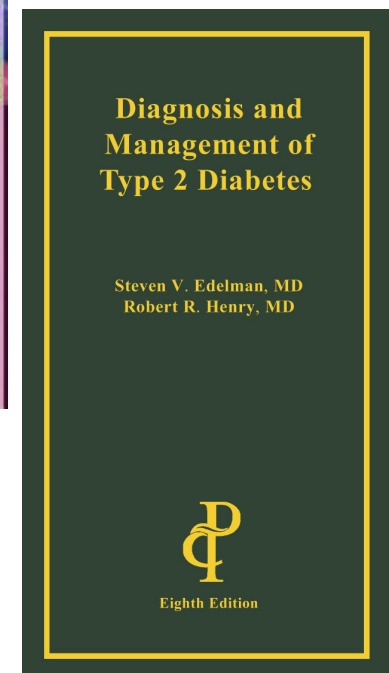
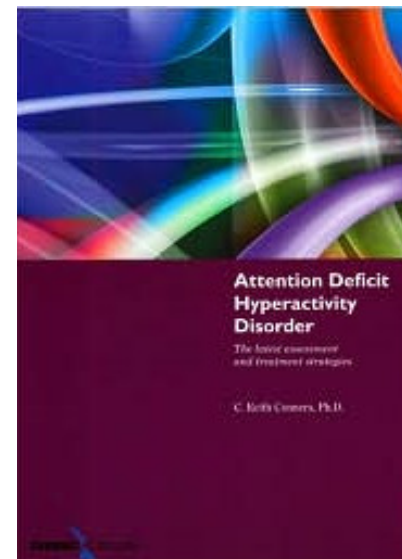
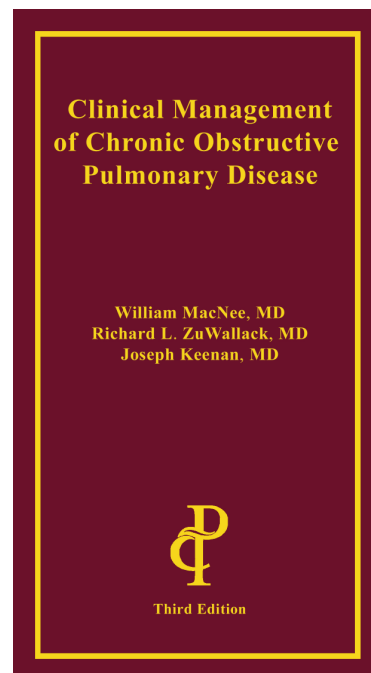
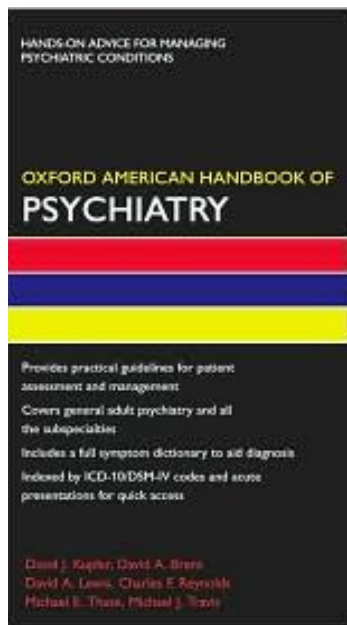
General reference books provide quick and necessary information.
Many full-color customization options are available.



HCP Educational Tools

Specialty Specific Medical Education & Reference Books

Hundreds of the most recent, relevant medical texts
are available for promotional use.
Customization is typically understated.

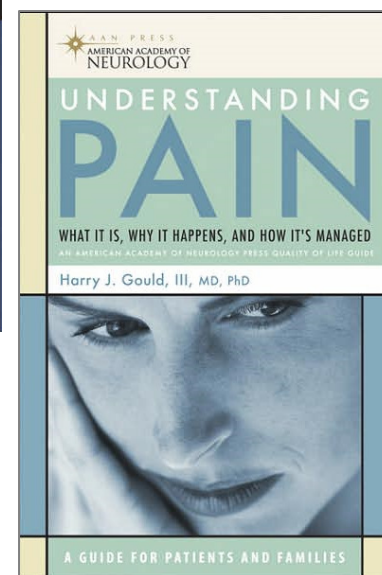
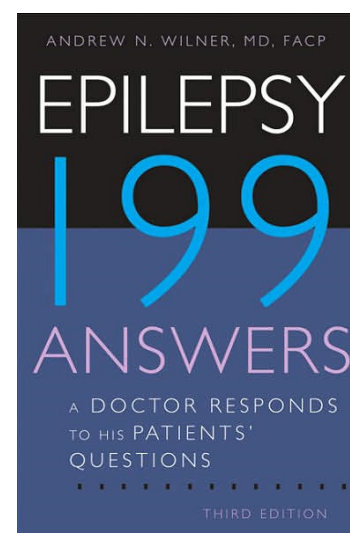
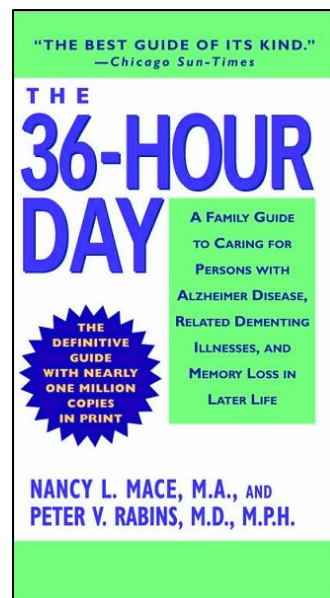
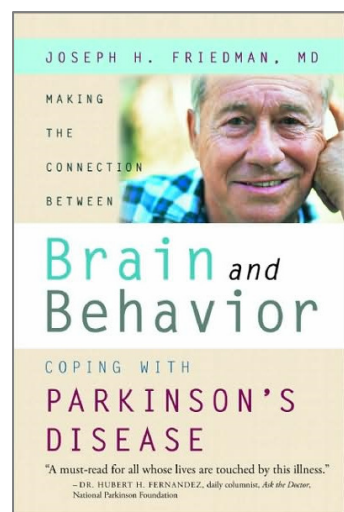
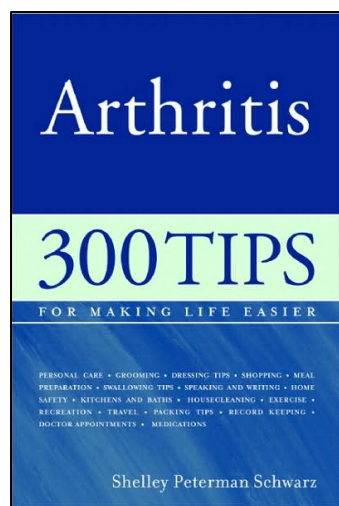


Patient Educational Tools

Disease Awareness and Education Books

Enhance treatment with important educational information.

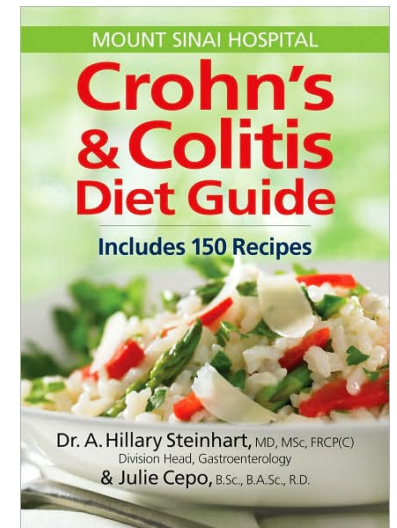
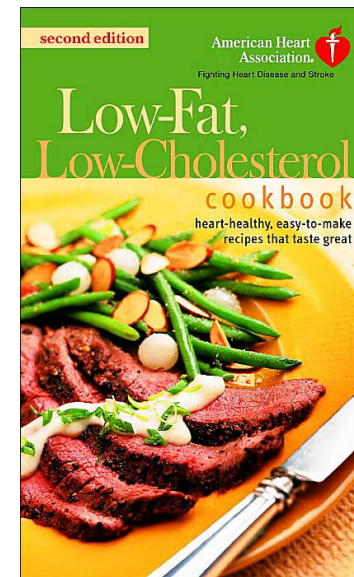
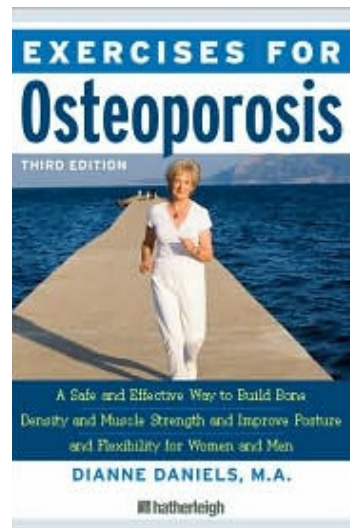
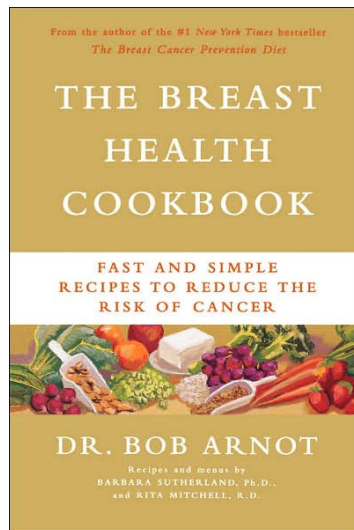
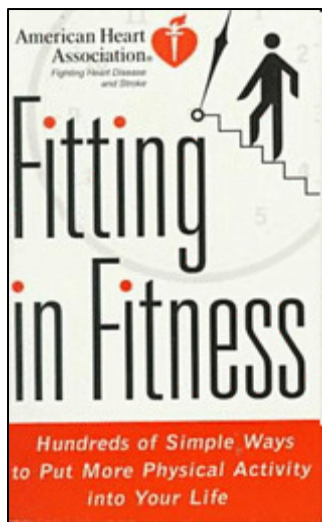
We offer both full-sized books and custom excerpts.



Patient Educational Tools

Healthy Lifestyle Books

Lifestyle changes are many times necessary for effective treatment and recovery.
We offer both full-sized books and custom excerpts.
Excerpts are perfect for direct-mail programs as well!



Important Information

- LinJen Promotions provides books and other products from more than 45 medical publishers worldwide.
- All of our books and other products are quoted on a product/drug-by-drug basis. Certain products are not available for certain drugs. For this reason, we cannot provide any items or costs unless we know the company and product/drug they will be used to promote.
- With thousands of PhRMA code compliant books and products available, our topical research and accurate quotes take time and require detailed information. We have included some important questions below.
- Many books can be updated to include new drug data or new drug indications prior to re-printing for your specific promotion. Our book publishers/editors are available to consult with us through the legal and med. reg. review process.

A few important questions to consider:

1. How is this product/drug being marketed? (direct-to-consumer, physician education, physician-to-patient education).
2. What medical specialty or specialties will this product/drug promotion target? (renal, oncology, diabetes, etc.)
3. Who is this product/drug promotion targeting? (physician offices, hospitals, pharmacists, doctors, nurses, etc.)
4. Monograph information booklets for the drug helps us tremendously, please fax (708-478-6222) the pages, if possible. Please provide a list of KOL's (Key Opinion Leaders) for this drug? (many KOL's are book authors).
5. Is the size of the book/product important for this promotion? (For instance, a Patient Kit may require a book smaller than 4" x 6" to fit into a bag or package).
6. Please don't forget the basics: quantities to quote, budget per item, customization requests, delivery dates
7. For a personal consultation, please call Linda Heyse-Highland, President, LinJen Promotions. 708-478-8222 x225. or email her at: linda@linjen.com