

Portfolio Case Study: Value Analysis Committee Packets for Medical Devices

Problem/Opportunity Statement

Healthcare professionals and facilities need comprehensive and visually engaging information to make informed purchasing decisions about medical devices. The goal of the project was to design Value Analysis Committee (VAC) packets that effectively showcase the features, benefits, and value of each medical device, ultimately driving purchase decisions.

My Role as the Senior Graphic Designer

As the senior graphic designer, I led the design and development of the VAC packets with the following responsibilities:

- **Understanding the Audience and Goals:** I collaborated with the marketing and product teams to understand the target audience, which included healthcare professionals and procurement officers. The goal was to present complex medical information in a clear, concise, and visually appealing manner.
- **Conceptualizing and Designing the Packets:** I conceptualized and designed the layout, ensuring each packet was visually cohesive and aligned with the company's branding guidelines. The design needed to highlight the key features and benefits of the medical devices, making the information easily digestible and engaging.
- **Creating Custom Graphics and Visuals:** I developed custom graphics, charts, and infographics to visually represent the data and key points. This included detailed diagrams of the medical devices, highlighting unique features and usage instructions.
- **Collaborating with Stakeholders:** I worked closely with product managers, marketers, and sales teams to gather content and feedback. This iterative process ensured that the final design met the needs and expectations of all stakeholders.
- **Ensuring Compliance and Accuracy:** Given the regulatory environment of the healthcare industry, I ensured that all information was accurate, compliant with industry standards, and clearly communicated.

Tools Used

To create the VAC packets, I utilized the following tools:

- **Adobe Creative Suite (Illustrator, Photoshop, InDesign):** For designing graphics, layouts, and visual elements.
- **Microsoft Office Suite:** For integrating content and data, ensuring accuracy and consistency.
- **SharePoint and Microsoft Teams:** For collaboration and feedback collection from various stakeholders.
- **Workfront:** For project management and tracking progress to ensure timely delivery.

Achievements

The VAC packets for the medical devices achieved several key outcomes:

- **Effective Communication:** The packets effectively communicated complex medical information in a clear and visually engaging manner, making it easier for healthcare professionals to understand the value and benefits of each device.
- **Increased Purchase Decisions:** The compelling design and clear presentation of information contributed to an increase in purchase decisions by healthcare facilities.
- **Brand Consistency:** The design aligned with the company's branding guidelines, reinforcing brand identity and trustworthiness.
- **Positive Feedback:** The packets received positive feedback from both internal stakeholders and healthcare professionals, who appreciated the clarity, visual appeal, and ease of use.
- **Regulatory Compliance:** All information was presented accurately and in compliance with industry standards, ensuring trust and reliability.

This project demonstrated my ability to create visually cohesive and functional designs that effectively communicate complex information and drive business outcomes. My role as the senior graphic designer was crucial in delivering VAC packets that not only met the immediate needs of healthcare professionals but also supported the company's broader sales and marketing objectives.