



**Prism Post LLC** is an NYC based **media production company** that creates specialized content for the **Medical Communications** and **Continuing Medical Education** industries. In today's digital world, efficient and high quality media solutions can be an invaluable asset to communications firms. By leveraging a spectrum of creative and technical services, we offer a variety of products including **video modules and podcasts of clinical research, videography of subject matter experts, and graphics animation of biochemical and anatomical activity.** We work closely with internal scientific consultants and also partner with several other medical and media professionals with whom we have built close relationships.

**Our Services Include:**

**Audio** - Prism offers audio production services including **voiceover recording, sound design, stereo and 5.1 mixing and encoding** for the full range of digital formats. Our studio is comprised of soundproofed recording rooms and control rooms. We use industry standard digital audio tools that can be used to enhance poorly recorded audio taken from conferences or other locations, or to master audio for final delivery. We believe that clear audio is instrumental to effective communication.

**Video** - Our facility features video production suites where we produce **recorded interviews, product videos, and green screen videography.** We additionally provide **off-site video production, video editing, encoding, color correction, transfers, dubbing, DVD and blu-ray authoring.**

**Motion Graphics** – Prism develops **2D and 3D motion graphics** to enhance promotional content, illustrate **Mechanisms of Action** and convey **clinical concepts.** For projects requiring enhanced attention to this component of production, our in-house team partners with 3DNA Medical ([www.3dnamedical.com](http://www.3dnamedical.com)) another visual FX company that focuses on the needs of the healthcare industry. View our demo at <http://prismpostny.com/medicom.html>

## SCOPE OF PRODUCTION

<b>Pre-Production</b>
Budgeting/Needs Assessment
Casting/Subject Matter
Location Scouting
Script/Narrative Development
Storyboarding
Timeline

<b>Production</b>
3D Modeling
Video Production
Audio/Voiceover Recording
2D and 3D Modeling
2D and 3D animation
Motion Capture

<b>Post-Production</b>
Video Editing
Audio Editing
Encoding
Format Authoring
Music
Color Correction

## OUR VALUE

Once medical writers and creative directors have identified the scope of their needs, Prism's team can leverage our production capabilities in order to bring the writers' vision to life. We understand that developing specialized content for healthcare requires advanced knowledge, and as such, we retain a network of medical and scientific professionals who serve as consultants for our creative team. These experts are MDs and PhDs, including a former Principal Scientist/Global Scientific Liaison for Pfizer. They help us merge our production capabilities with years of experience ranging from hospice care to pharmacological research. Their insight helps us deliver scientifically sound information that adheres to fair balance and other regulatory parameters.

### **Our media assets are useful in communicating:**

- Mechanism of drug action
- Medical device function
- Medical education
- Branding messages

### **Our productions can be used to:**

- Promote a new product
- Develop CME content
- Train professionals and employees
- Educate patients
- Enhance brand awareness

## OUR CONSULTANTS

Our skilled production management staff works closely with medical professionals possessing years of experience that includes drug manufacturing, medical writing, hospice care and healthcare consulting.

Dr. Ashok Naraiian (PhD):

Over a period of two decades, Dr. Naraiian has coordinated the preparation and negotiation of multimillion dollar External Contracts including Global Confidentiality and Technology Agreements for specialized pre-clinical efficacy testing in-vivo, as well as the acquisition of intermediates for the preparation of APIs strategic technology acquisition of small molecules, proteins, cell lines, viruses and assay methods as well as the submission of FDA documents with therapeutic area scientists. He has additionally managed the Grant Programs directed at basic research in cancer. In inflammatory disease research and development, he was also engaged in the early discovery, development, synthetic process validation support, Technology Transfer, and Analytical Development for cGMP manufacture including NDA and CMC documentation. Several Patents were granted in the area and additional patents are pending. He holds a PhD in Chemistry from the University of Victoria, British Columbia.

Dr. Roshni Ghosh (MD, MPH):

Dr. Ghosh is a physician, freelance medical writer, and healthcare consultant with over ten years of professional experience. As a medical writer she has created content across all therapeutic areas including needs assessments, powerpoint presentations for video productions, symposiums, brochures, surveys, pre and post test questions, and behavior analysis questions. Other work has included being the medical director coordinating videography and presentations at symposia and conferences. She holds an MD from the University of Medicine and Dentistry of New Jersey, and an MPH from Columbia University. Specific areas of work with associated pharmaceuticals include:

Cardiovascular disease - Numerous drugs	Diabetes - linagliptin, januvia	Obesity - vivus
Multiple myeloma: lenalidomide	Short acting anesthetics : landiolol	Prostate Cancer: Bisphosphonate
Breast cancer – Bisphosphonate, third-generation aromatase inhibitors	Ovarian cancer : Her 2 neu and other epidermal growth factor receptors	Glioblastoma : Bevacizumab
Non small cell lung carcinoma – Many different pharma – multimodal	Bone Metastasis: Bisphosphonate	Post Operative Ileus: Alvimopan, Entereg
Colon Cancer: third-generation aromatase inhibitors	MRSA: Post surgical setting	Hernia Repair – no drugs
Bipolar Disease: olanzapine, risperidone, quetiapine, ziprasidone and aripiprazole	Osteoporosis : Alendronate	Hypertension : Management for FP
HIV and other infectious diseases: viread	Vaccinations – preventative - meningococcal	Ocular conditions (macular degeneration): Lucentis (ranibizumab);