

Work Samples

Simple Campaign

simple

Samples developed for US, France and Germany



Advertisements



Point of Sale Brochure design based on "voice of the customer"

THE ANSWER IS SIMPLE.

VITROS 5,1 FS

What does **simple** mean to you?

ADVANCED SECURITY
Ensure worry-free result reporting.

- **Intelluscan™** Technology, featuring SMART Missing™ and Scan-the-Sample Cap Management™, is designed to minimize unnecessary repeats, re-draws, and corrected reports going into the highest level of result integrity.
- **MultiScan™** Technology provides sample quality indices to your eye and effectively decrease the amount of time, labor and subjectivity associated with interpretation.

ENHANCED SERVICE LEVELS
Provide true workflow and testing consolidation.

- **MultiScan™** Technology enables expanded menu offerings of Transmittance, Drug Screen Profiles, Drug of Abuse, User-defined applications and custom testing **without the cost, maintenance, lampwear and contamination** more associated with traditional open beam systems.
- A **Wide Accessible Menu** means the entire test menu is on board at all times. And with **Intelligent Parallel Processing**, lower industry standards don't compromise high-volume STAT and routine testing.

COST CONTAINMENT
Deliver the bottom-line results you expect

- **Enhanced** VITROS Technology designed to deliver **predictable** throughput and eliminate many of the hidden costs, maintenance and productivity issues associated with alternative technologies.
- **When you look at the big picture**, VITROS Systems lower total cost by increasing reportable result efficiency, reducing errors and rework, and improving staff utilization.

**The first in the VITROS Fusion Series of Systems:
The VITROS 5,1 FS Chemistry System**

The VITROS 5,1 FS Chemistry System makes it **SIMPLE** to get the job done right. Thanks to revolutionary VITROS technology the system gives you the unique ability to manage difficult samples and ensure the highest result integrity by automatically verifying every process. And because we made the system and tool menu more readily accessible, you can easily address the constantly changing needs of your health care environment. All of which helps make your laboratory more efficient and helps you provide a better service to your clinicians and healthcare system.

Ortho Clinical Diagnostics
A Division of Johnson & Johnson

Press Kit

Red Gold the epic story of blood documentary shown on PBS was a joint educational program sponsored by Johnson & Johnson and Chiron



Newsletters

Variety of internal newsletters develop to communicate product and industry news



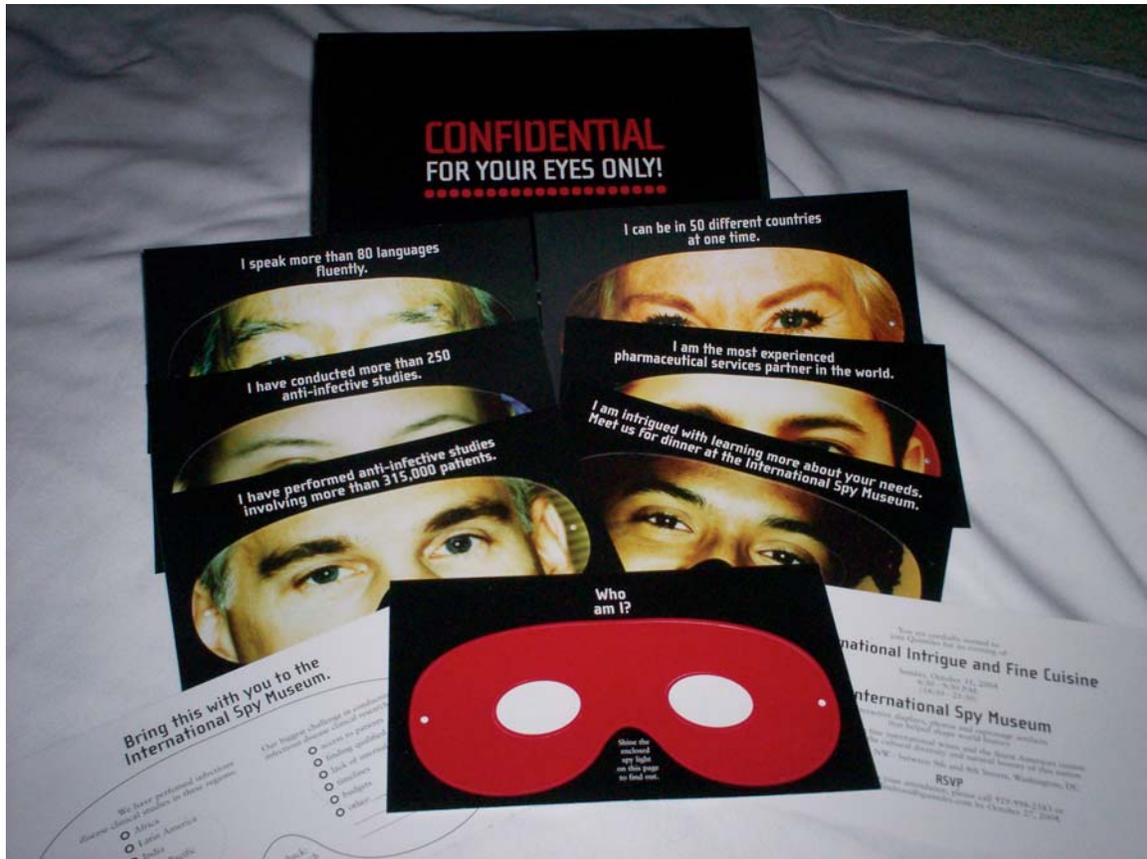
Product Branding

Clearview Brand Brochures introducing new positioning of Clearly different. Clearly better.



Event Invitations

Invitation for reception at the International Spy Museum asking a series of questions with the answer revealed by shining a black light on the red mask.



Invitation to a retro disco party



Direct Mail

Campaign to revitalize interest in a “me too” product by offering 101 tips on screening for HIV-1

