

ABOUT US



The Nucleus Advantage

Nucleus's key differentiator is the expertise of its medical illustrators and animators. Their natural artistic talent and medical knowledge has been honed by a rigorous CAAHEP-accredited education. With 18 full-time medical illustrators on staff, Nucleus can do what most other animation companies cannot: produce visual media that is guaranteed to be medically accurate. Our thorough knowledge of medical science means our clients experience fewer revisions and subsequent production delays. You can trust Nucleus for a more timely delivery of the end product.

CAAHEP-Accreditation: Why it's Important

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) assesses the quality of institutions, programs, and services in health-related education. Nucleus's medical illustrators hold CAAHEP-accredited degrees in Medical Illustration and Animation. There are currently only four universities that offer this program: Johns Hopkins University School of Medicine, Georgia Regents University, University of Illinois at Chicago, and University of Toronto. Acceptance into these programs is incredibly competitive (only 7 to 10 candidates are accepted per year).

Students complete a rigorous curriculum alongside medical students that includes courses in human gross anatomy (complete with cadaver dissection and autopsy participation), physiology, pathology, histology, neuroanatomy, embryology, surgical observation, and more.

Company History

Nucleus Medical Media, Inc. was **co-founded in 1997** by Ronald L. Collins and Keith A. Pavlik. Eighteen years later, Nucleus now employs a team of 40 talented professionals, including medical illustrators, animators, programmers, designers, salespeople, administrative staff, and project managers. Nucleus has grown to become an **award-winning creator** and leading provider of medical illustrations, medical animations, and interactive multimedia for the broadcast, pharmaceutical, medical device, education, and healthcare markets. Nucleus's visual content is seen by millions of people every month on the Internet, in print, and in broadcast.

MEDIA LICENSE | Stand Out.



When patients are presented with a choice, you want them to choose you. Your hospital needs to stand out as a leader in healthcare, not blend in with the crowd. Creating original content isn't easy, but Nucleus can help.

How can our Media License help?

With this license, you can combine your original content with Nucleus illustrations and animations to create one-of-a-kind content. With custom content you'll build your brand and earn an audience.

Keep in mind that when you work with Nucleus, you gain a content marketing partner. Licensing with us grants you access to an expert team that can offer guidance and consultation. **Ask us about a free visual content evaluation.**

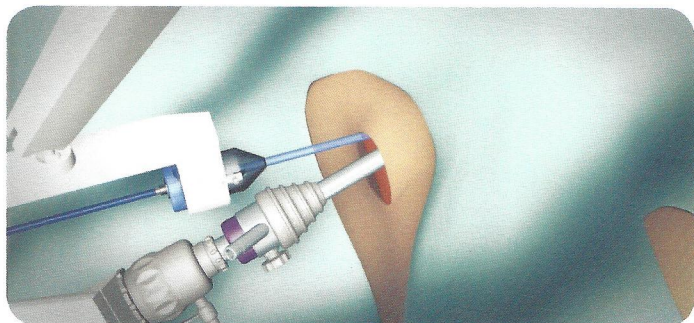
"Nucleus Medical Media's clean style ensures our [combined] visual content clearly communicates to our audience. Their product steps out of the way and **allows the user to directly understand the message presented.**"



Donald Kemper
Chairman and CEO
Healthwise, Inc.

Use the Media License for:

- Creating custom online, print, and television ads
- Enhancing doctor or patient videos
- Direct uploads to social media
- Creating customized digital signage

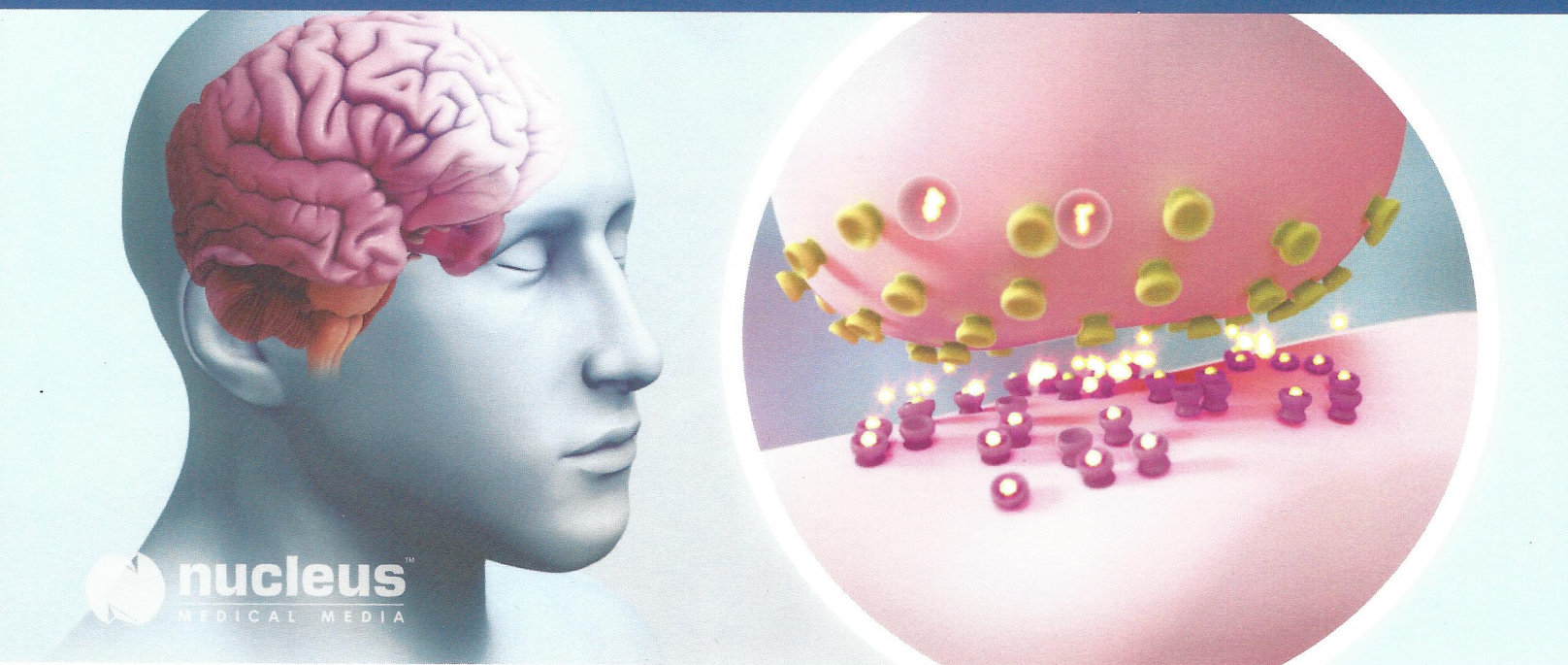


All of Nucleus's visual content is issued under a Rights Managed, non-commercial license.

CONTACT

www.NucleusHealth.com

EDUCATION LICENSE | Educate and Empower.



Be honest – how effective are the educational materials you send home with your patients? You're well aware that high readmission rates for certain conditions are being penalized. Improving your hospital's patient education procedures is a step towards lowering those rates. It can be overwhelming, but Nucleus is here to help.

How can our Education License help?

With this license, you can use Nucleus illustrations and animations to explain complex medical information to patients. Instead of a reading assignment, you'll be providing patients with effective visual learning tools.

Keep in mind that when you work with Nucleus, you gain a patient education partner. Licensing with us grants you access to an expert team that can offer guidance and consultation. **Ask us about a free visual content evaluation for your website or social media accounts.**

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"We like that patients can go back to our website and watch the animations again."



Gwinnett
Medical Center
Lawrenceville • Duluth

Lynne Sycamore, RN, BSN, BA
Patient & Family Edu. Coordinator
Gwinnett Medical Center

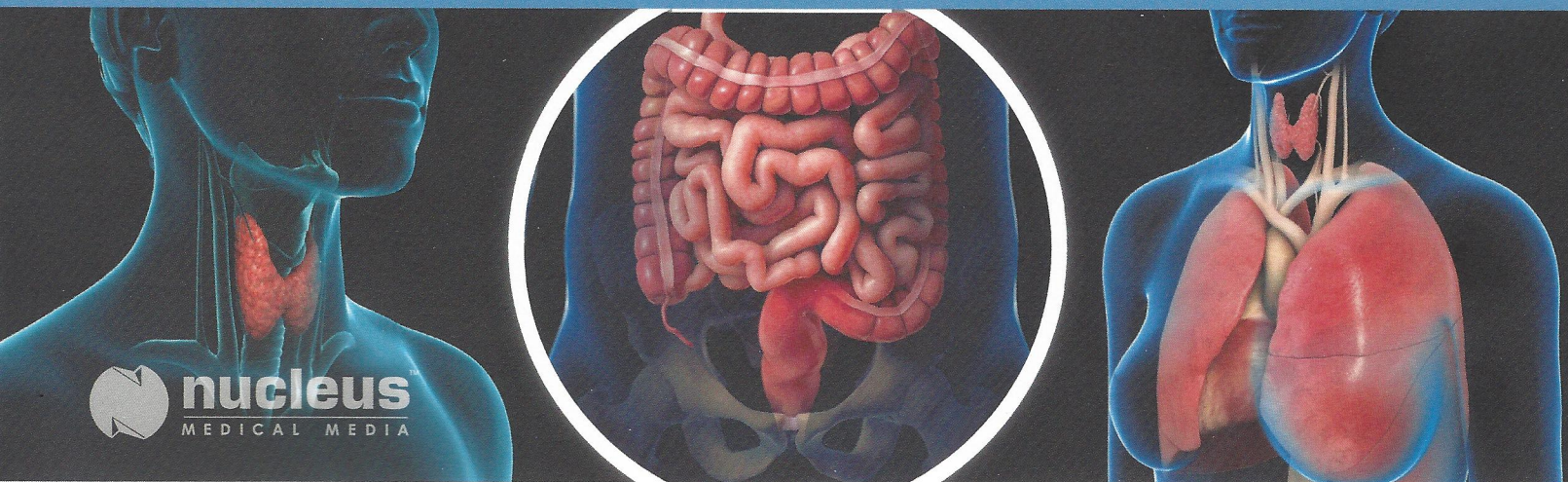
Use the Education License for:

- Patient education (before, during, and after care)
- Patient portals within EMR/EHRs
- Professional physician presentations
- Internal training programs

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WEBSITE LICENSE | Content is King.



If you're reading this, you've probably realized the stale silo content on your website isn't cutting it. That's because it's likely the exact same content that every other hospital uses on *their* website. Hospital marketing is about differentiation, and you're going to need compelling content to make your website stand out. It can be a daunting task, but Nucleus is here to help.

How can our Website License help?

With this license, you can embed Nucleus illustrations and animations directly onto your website. You won't be forced to isolate our content in a prearranged library. We encourage you to embed it where it makes sense and where users can find it—at the point of need.

Keep in mind that when you work with Nucleus, you gain a content marketing partner. Licensing with us grants you access to an expert team that can offer guidance and consultation. **Ask us about a free visual content evaluation.**

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"We want our website and social media outreach to be a helpful, trustworthy resource for our patients. Building our brand this way will encourage more people to choose us when they need us."



Alyssa Young
Sr Web Producer
Lehigh Valley Health Network

Use the Website License for:

- Display on your website
- Promoting key service lines
- Sharing on social media
(does not include direct uploads)

CONTACT

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TESTIMONIALS/AWARDS

“Nucleus Medical Media is the Pixar of medicine!”



John Jain, MD
Santa Monica Fertility

“By using Nucleus content, we’re reinforcing our new patient-friendly approach. We want our website and social media outreach to be a helpful, trustworthy resource for our patients.”

Alyssa Young
Sr Web Producer
Marketing & Public Affairs
Lehigh Valley Health Network



“Nucleus Medical Media delivered animation customized to our specifications - and they delivered it quickly! Their staff is very knowledgeable and easy to work with, answering any question I had promptly and completely.”

Beth A. Dombroski
Marketing Associate
Guthrie Healthcare Systems



“The animations from Nucleus are a great benefit because often when patients leave our facility, they are still under a little bit of the effects of anesthesia or they may be on pain meds. If your understanding and field of vision is narrowed, you may not remember everything you’re being told. We like that patients can go back to our website and watch the animation again.”

Lynne Sycamore, RN, BSN, BA
Patient & Family Education Coordinator
Gwinnett Medical Center



“Nucleus is a partner, not just a vendor that gives us a product off the shelf and disappears until it’s time to renew the contract.”

Nicole Petroski
Director of Web Content Strategy
Mercy Medical Center in Maryland



Recent Awards

- 2021 Platinum Award**
“Immunization: How Vaccines Work”
Viddy Awards
- 2021 Award of Excellence**
“Immunization: How Vaccines Work”
Annual Communicator Award
- 2020 Award of Excellence**
“How COVID-19 Effects the Body”
Videographer Awards
- 2020 Award of Excellence**
“Decoding Cancer Immunology: Hunting Hidden Tumors”
Annual Communicator Award
- 2020 Silver Award**
“Tackling Chronic Liver Disease- CRV431 Mechanism of Action”
Telly Awards
- 2020 Gold Award**
“Decoding Cancer Immunology: Hunting Hidden Tumors”
Davey Awards
- 2020 Award of Merit**
“How COVID-19 Affects the Body”
Association of Medical Illustrators
- 2019 Bronze Award**
“Controlled IL-12 Expression Monotherapy”
Digital Health Awards
- 2019 Award of Excellence**
“Anabasum: Mechanism of Action”
Videographer Awards
- 2018 Gold Award**
Reaching 1,000,000 subscribers on YouTube
YouTube Gold Creator Award
- 2018 Gold Award**
“CRISPR/Cas9 Gene Editing for Cystic Fibrosis”
Aurora Awards
- 2018 Award of Excellence**
“Anabasum: Mechanism of Action”
Association of Medical Illustrators
- 2018 Award of Excellence**
“ARTAS Patient Education”
Videographer Awards



OUR PROCESS

The process of creating a customized animation with Nucleus Medical Media is streamlined and convenient. You'll be included in **each step** of the animation process, ensuring that the final animation is exactly what you envision. We won't move to the next step in the process until what we've produced meets your specifications.

Step 1: Brief

Our team of medical writers and animators take the project description you submit and produce a creative brief. The brief includes a thorough outline of the project's educational objectives, intended audience, style, and final deliverable.

Step 2: Script and Storyboard

Next, the medical writers create a script for your animation. The script is a verbal account of the events (including narration) that will serve as the blueprint for the animation. Our medical animators then create

still images to illustrate the key action-points in the script. Then the script and images are combined into a storyboard that will provide a clear framework for the final deliverable.

Step 3: Animatic

Once you approve your storyboard, a rough draft of the animation (called an animatic) is created. The animatic is a "rough sketch" that is used to show the proposed movement, timing, and transitions of objects as well as the general flow and sequence of the animation. It is important to note that final textures, colors, and lighting will **not** be included at this

stage but will be during the next step of development.

Step 4: Final Animation

The animators add lighting, texture, color, and special effects to produce your final animation. You will be able to review it one last time to ensure that it is everything you wanted, and more.

Step 5: Delivery

Once your animation is complete, we will deliver it to you in the format you need, including HD DVD or Blu-Ray, USB flash drive, PowerPoint slide, or digital download.