

# IDEA BOOK

# 2024



Multi-Sensory Audio & Video with Print Experts



## HEALTH

Medical Education through  
Audio, Video & Print

# ALL NEW PRODUCTS

# About IKYP Health

**IKYP Health** has been the leading pioneer, developer and manufacturer of “**Technology-in-Print Media & Direct Mail**” EDUCATIONAL marketing solutions for healthcare & pharma companies since 2007.

Our products uniquely engage patients and prescribers and facilitate educational marketing initiatives unlike conventional print media products.

**IKYP** was first to introduce the print-to-digital **IKYP Webkey** tactic, in 2008 for AstraZeneca's ZOMIG brand.

Since then, over 10 million IKYP Webkeys have successfully been delivered to top pharma brands across the globe.



**IKYP** was one of the first manufacturers to offer high quality **Video-with-Print** products in 2009 and today remains the leading quality source for these dynamic educational products.

In 2008, **IKYP** successfully produced **InfoBuds™ Personal Audio Booklet** for MERCK'S Gardasil brand and in 2020, introduced Infobuds™ with revised Expandable Multi-fold Content page.



**IKYP Health** has been under new ownership and leadership since 2013. In 2019, IKYP merged with GlobalTech Branding forming amerIKYP Marketing Group, LLC.

Today, **amerIKYP** continues to focus on healthcare and pharma, by creating innovative solutions that facilitate educational marketing initiatives, resulting in improved patient outcomes for BOTH traditional & cannabis medicines.

We work with commercial print distributors, Pharmaceutical Companies, Advanced Medical Device companies, Advertising Agencies, and emerging Medical Cannabis Companies.

Sincerely,

Rich Butler, Managing Director

Tel: 561-818-9105 email: richB@IKYP.com

Kelly Stone, Chief Sales Officer

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Russ Rossi, National Sales Director

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In 2008, the Pharmaceutical Research and Manufacturers of America (PhRMA), the primary trade organization of pharmaceutical companies, substantially revised its governing code. Among other changes, PhRMA banned the use of promotional products intended for healthcare professionals, with the exception of items purely educational in purpose. Soon thereafter, the Advanced Medical Technology Association (AdvaMed), adopted similar measures which also banned promotional items, and put special emphasis on educational marketing solutions.

As a result of these changes in how companies could reach out to health and medical professionals, new options that focused on educational material were needed.



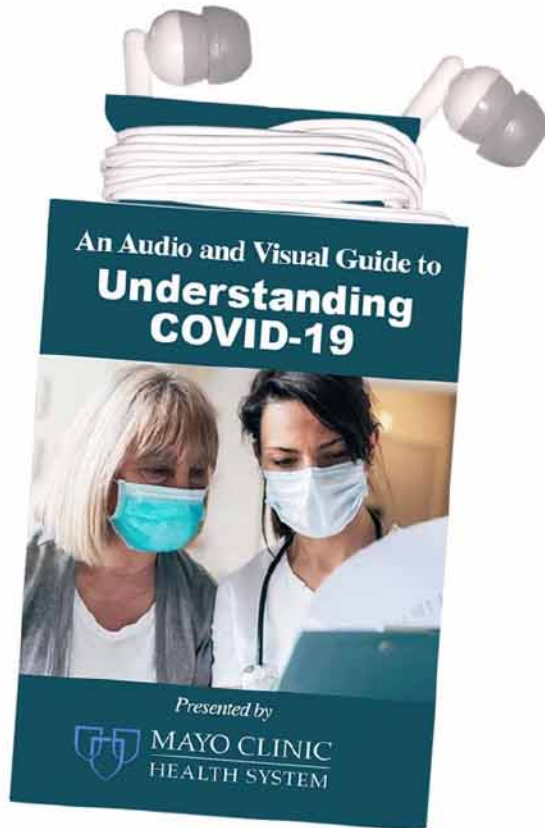
## Educational Content through **IKYP HEALTH** Technology-in-Print

Today, **IKYP HEALTH** offers the broadest range of innovative, affordable, technology infused print media and direct mail deliverables, from InfoBuds™ Audio in Print, to Video with Print and more, all designed for one sole purpose: To provide effective and distinctive health and medical information via easy to use, attention getting products.

**IKYP HEALTH** is a dynamic way to educate across multi-channels and a great way to differentiate your message from the thousands of compelling messages clinicians, prescribers and patients receive each day. IKYP Health products offers a unique approach with technologies and messaging all wrapped up into many print media product solutions.

To learn more about how you can educate healthcare stakeholders with products that stands out from all others, contact [richB@IKYP.com](mailto:richB@IKYP.com), [kelly@dermacarePKG.com](mailto:kelly@dermacarePKG.com), or [russ@amerIKYP.com](mailto:russ@amerIKYP.com)





## Features:

- Play Button
- Volume Wheel
- Attached earbuds
- Full-color Graphics
- Expandable Sheet Version
  - large format (approx.23" x 9.25")
  - medium format (approx 15" x 9.25")
  - small format (approx 7.75" x 9.25")

# INFOBUDS™

can be printed and recorded  
in any language



**IDEAL FOR COVID-19 VACCINATION EDUCATION!**

**The Affordable Way to Educate Worldwide Populations in All Languages!**



France



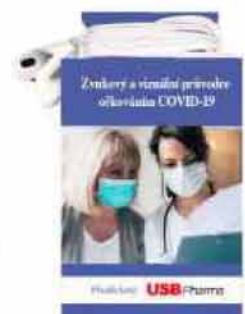
Germany



Saudi Arabia



Portugal



Czech Republic



For nearly 20 years, the **Z-CARD®** card has placed important, useful, and essential information into the hands of people & consumers all over the world. This clever and versatile print marketing tool has been used in every industry and has sold over **3 BILLION** units worldwide.



The **Z-Card®** card contains an abundant amount of printed information, yet folds to a convenient credit card size.



**LISTEN NOW**



The **Z-CARD®** has been redesigned for a digital age, and is now enhanced with **Custom Audio Messaging!**



**Z-CARD®**

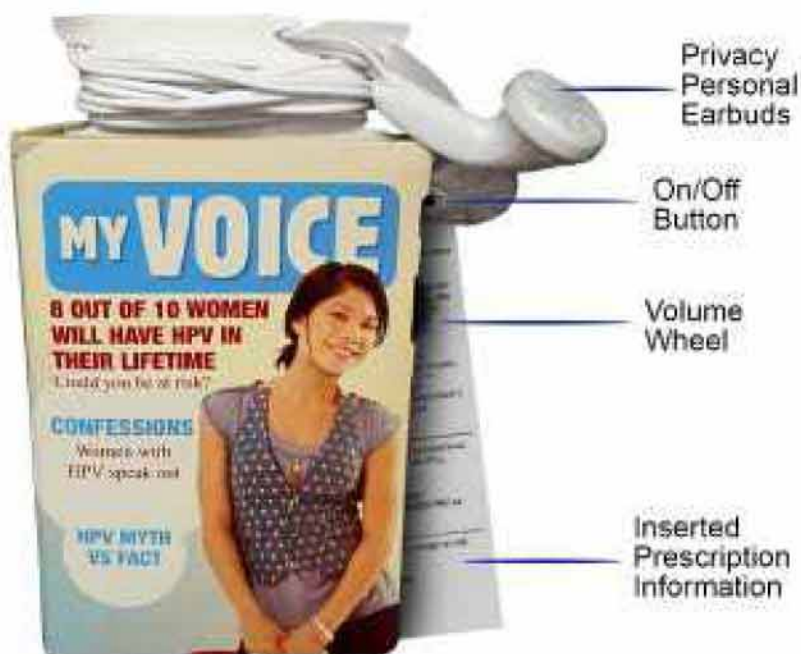
**INFOBUDS™**

Pocket-size Media ✓  
Expandable Print Format ✓  
Several Page Size Options ✓  
Full-color Printing ✓  
Suitable for All Industries ✓  
Audio Enhanced Messaging ✓  
Dynamic & Multi-sensory ✓  
Higher Consumer Retention ✓  
Audio Connects with Consumer ✓  
Optional Removable Logo'd Earbuds ✓

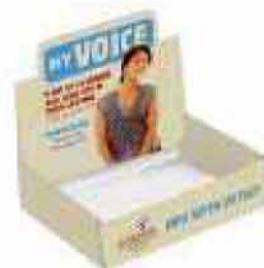


**READ. LISTEN. LEARN.**



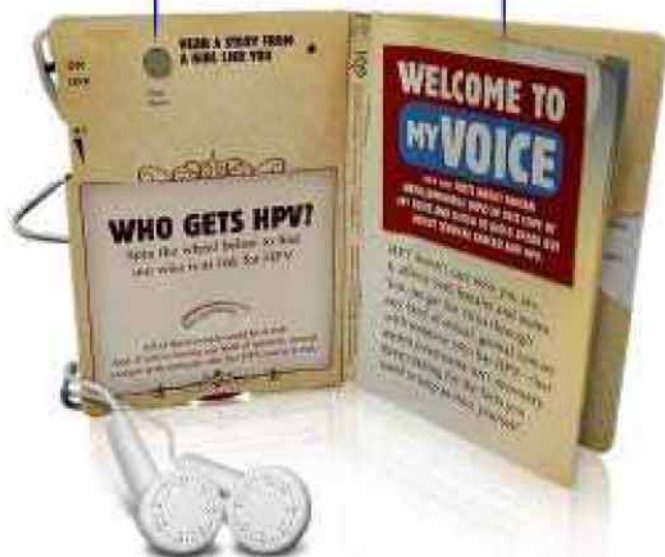


## CASE STUDY



Prerecorded Audio Content

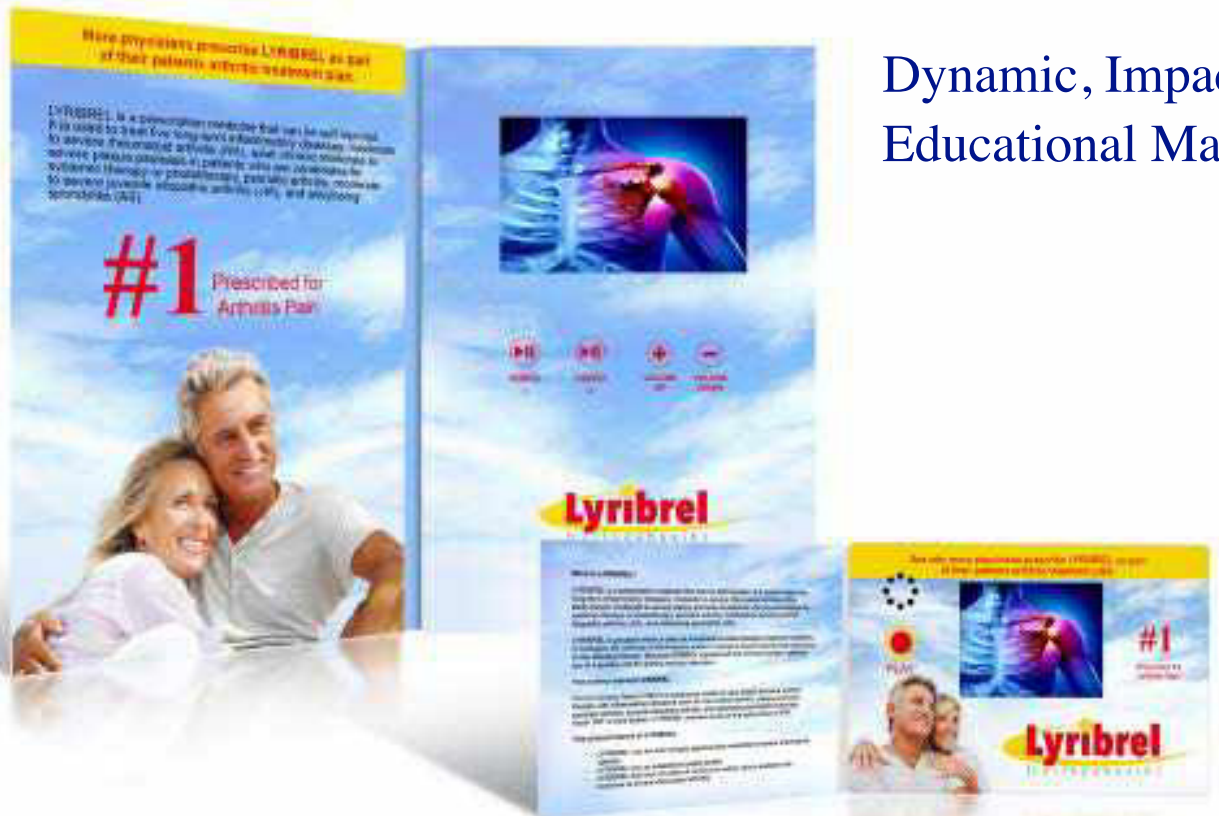
10-12 Page Educational Content



## BOOKLET VERSION







Dynamic, Impactful,  
Educational Marketing!

## Features:

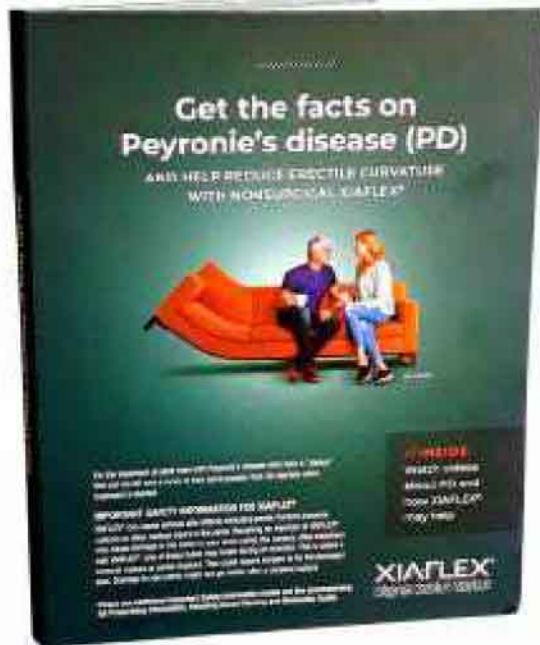
- \* 3, 4, 5, 7 or 10 inch High Definition LCD and IPS Screens
- \* Crystal clear audio
- \* Beautiful full color graphics
- \* Custom or standard templates
- \* Multiple button options
- \* Rechargeable with USB cord included
- \* Various memory capabilities
- \* Insert page with content
- \* Optional printed mailer box





# DELUXE VIDEO PRESENTATION BOOK

NEW

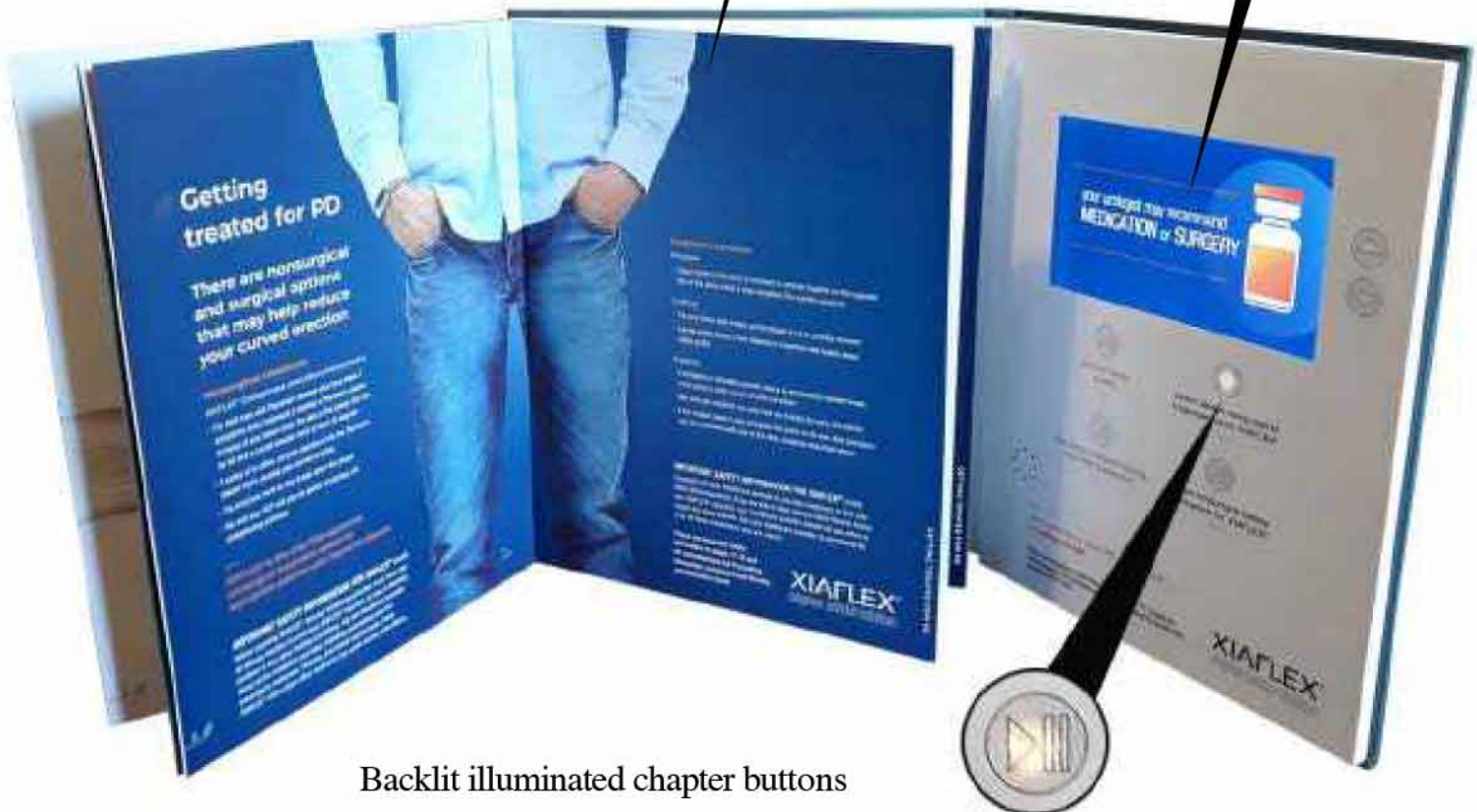


## Features:

- \* Hard cover featuring stunning full-color graphics
- \* 2 - 12 page fold-out booklet
- \* 7" High Definition IPS LCD Screen
- \* High quality audio
- \* **Backlit illuminated chapter button**

Beautiful, full-color saddle-stitch  
printed booklet

Stunning 7" High-definition IPS  
LCD Screen



Backlit illuminated chapter buttons



## IDEAL FOR DIRECT MAIL!

### Features:

- \* 3 or 4 inch High Definition LCD Screens
- \* Leatherette Soft or Hard Cover
- \* Gold foil accents
- \* Auto-play or Pause/Play button
- \* Crystal clear audio
- \* Beautiful full color graphics
- \* Rechargeable with USB cord included
- \* Optional content page
- \* Optional earphones
- \* Optional printed mailer box





## FOR HEALTHCARE

Larger **4 inch**  
LCD IPS Screen!

- \* Doctor to Patient Engagement
- \* Prescription Information
- \* Method of Action
- \* Prescription Use and Instruction
- \* Medical Devices
- \* HIPPA Compliance



**FOR HEALTHCARE**

**Large 4 inch LCD IPS Screen!**



**Receive in the mail - Zip open - Fold down -  
VIDEO PLAYS INSTANTLY!**

**Features:**

- **Self-Contained Construction.**
- **Zip Open - Fold Down - Video Plays Instantly.**
- Size: approx. 3.75" x 5.5"
- 4" High Definition IPS LCD Screen
- All-Over Print Color Graphics
- Two Versions:
  - Standard Version and
  - Pharmaceutical Version (Contains P.I. Pocket)
- Replay Button
- Perforated Tear-off Panel
- 8 ohm speaker
- Lithium ion battery

**PHARMA  
VERSION**

Contains  
Prescription Information  
Pocket

**PhARMA CODE  
COMPLIANT**





# Custom Video EDUCATIONAL PRESENTATION DISPLAYS

NEW



## Features:

- \* High-definition 7" or 10" LCD IPS Screen
- \* Crystal clear audio sound
- \* Optional earbuds
- \* Ringed flip-chart or saddle-stitch book
- \* Full color graphics
- \* Multiple video chapter buttons (corresponds to chart pages)
- \* Volume buttons
- \* Volume buttons
- \* Battery (rechargeable) or AC operation



Siz approx: 15.5" 10.5"

# DELUXE VIDEO TABLET



## Promotes Doctor to Patient Engagement

### Features:

- \* High Definition 5, 7 or 10" IPS LCD Screens
- \* Crystal Clear Sound
- \* Full-color Graphics
- \* Function Buttons: Chapter Buttons, Volume Up/Down, Play/Pause
- \* Continuous Play Through AC Powered MOLded Stand

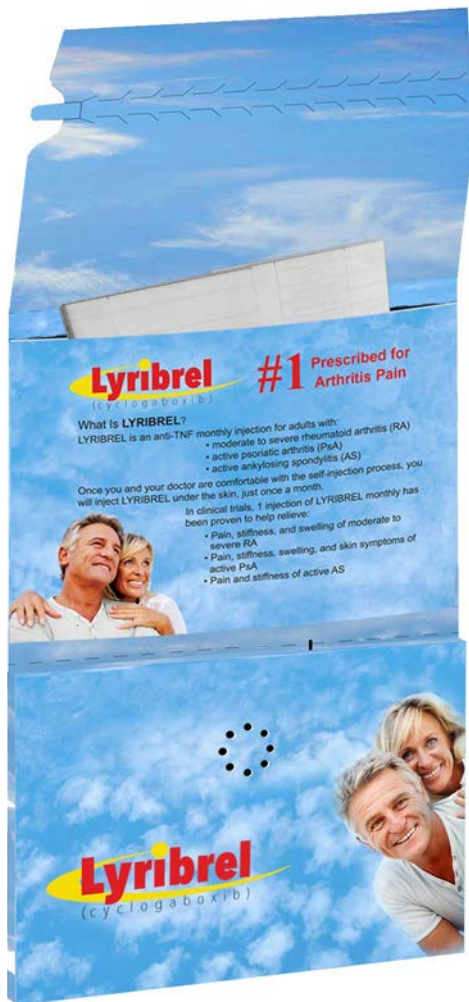




# AUDIO POSTCARD MAILER™

Patent Pending

An affordable, dynamic alternative to video.



It  
Talks!



Effective direct mail marketing!



### Features:

- \* Instantly routes user to website, microsite or landing page.
- \* Contains no memory
- \* MacAfee secure, virus free
- \* Paper or molded plastic
- \* Full-color quality printing
- \* High response rates
- \* PC & Mac compatible
- \* Ideal for direct mail



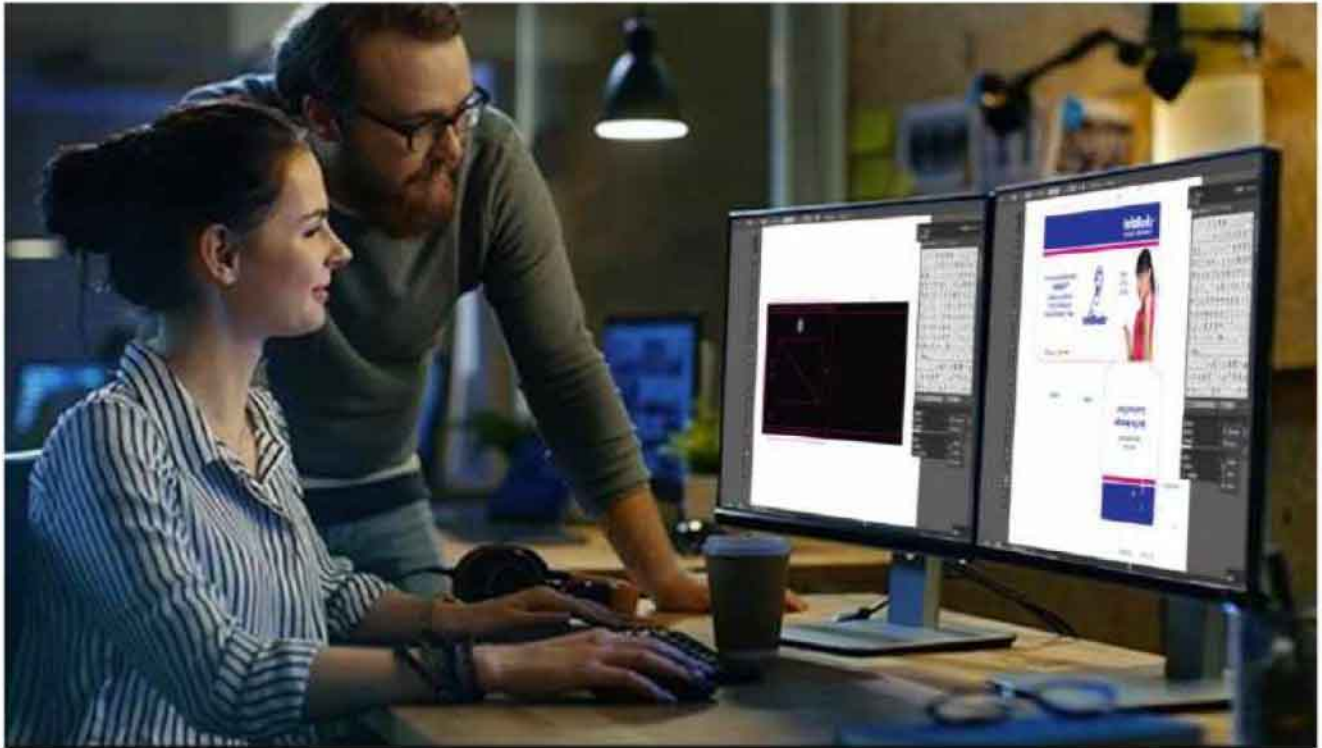
Webkey chips also available  
for Commercial Printers

USB chips with memory are  
also available in 1GB-128GB



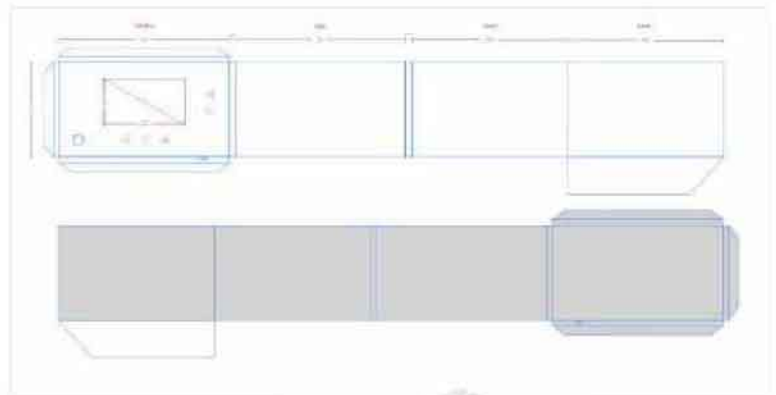
# DESIGN & PRODUCTION

All projects start in our state-of-the-art graphic art studio & design lab in South Florida.



From initial concept to the projects' completion, we are here to guide and assist our clients.

- \* Consultation
- \* Conceptual renderings
- \* Graphic assistance or complete design
- \* Stock or custom templates
- \* Video production assistance
- \* Script writing
- \* Voice-overs
- \* Website





South Florida ~ Las Vegas ~ Hong Kong ~ Shenzhen

**AmeriKYP** Marketing Group DBA **IKYP HEALTH** is a leading pioneer & forward thinking manufacturer, innovator and supplier of educational marketing products for companies and brands across all industry verticals, with a particular focus on traditional pharmaceutical, medical device and rapidly growing legal medical cannabis brands.

We have the capability to cater towards any company, big or small, offering nothing but the most innovative multi-sensory audio & video with print marketing solutions.

Call today to learn more about:  
AmeriKYP Marketing  
IKYP Health

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