

Background

Inizio Medical is a global leader in healthcare and medical communications, supporting pharmaceutical, biotech, and medical device companies. They specialize in **medical affairs, scientific communications, and peer-to-peer promotional education** across North America, Europe, Africa, and Asia.

Primary goal

Inizio Medical needed a **scalable, high-quality** solution for their growing volume of medical communications. Their internal teams faced challenges managing **INDD (Adobe InDesign), Redraw, and PowerPoint** projects while ensuring consistency and efficiency across global teams.

How Smartshoring® broke the mold

We Are Amnet partnered with **Ashfield Medcomms, ApotheCom, and Nucleus** to provide a **strategic and flexible** Smartshoring® solution. This included:



Dedicated teams
trained in Inizio's
brand guidelines



Brand guardians
ensuring quality
and consistency
across regions



Scalability
to support a growing
workload with faster
turnaround times

Process & expansion

We started by supporting **Ashfield Medcomms**, successfully onboarding a **10-member team** and expanding globally within six months. This success led to an extended partnership with **ApotheCom (2023)** and **Nucleus (2024)**. Today, we support all three verticals, optimizing workflows, reducing costs, and maintaining quality.

Delivery

Assets produced include:



Scientific posters,
journal layouts,
and brochures



Complex scientific
diagrams and charts



Medical presentations
and training decks

With our proven expertise,
We Are Amnet continues to be a
trusted partner for Inizio Medical,
driving efficiency and innovation.

Smartshoring® transforms Inizio Medical output and performance while providing significant cost savings.

