

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

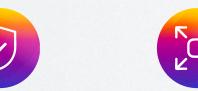
We Are Amnet partnered with Ashfield Medcomms, ApotheCom, and Nucleus to provide a strategic and flexible Smartshoring® solution. This included:



Dedicated teams trained in Inizio's brand guidelines



ensuring quality and consistency across regions



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

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.

