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Axiom Focuses on Innovation to Enhance Service Offerings

FOR IMMEDIATE RELEASE – Yardley, PA – June 20, 2011 – Axiom, a Huntsworth Health Company, continues to draw upon the exceptional creativity and technical expertise of its team to bring innovative resources and tools to its clients.

The agency, which specializes in developing training and medical education programs for pharmaceutical, biotech, and medical device companies, recently established an *Animation and Illustration Studio*. Axiom's Studio team can deliver a full range of innovative design solutions including 2D/3D product design and mechanism of action, custom illustrations, immersive and interactive training simulations, anatomy & physiology models and diagrams and medical device/diagnostic processes and procedures.

An online demonstration of many of these designs can be seen on the Axiom website at:
www.axiomhh.com/animation.html.

“At Axiom, we’ve always prided ourselves on our ability to develop highly engaging, medically sound, instructional illustrations and animations that reinforce and support the content we’re teaching learners” explains Chris Scherer, Senior Medical Illustrator at Axiom. “The assets we develop for a project are not only used for training, but for use by the Brand teams for a variety of communications internally and externally.”

About Axiom

Axiom combines the sciences of medicine, instructional design (and/or adult learning), and digital technologies to create innovative training curriculums and educational materials. Axiom develops training and medical education programs for pharmaceutical, biotech, and medical device companies using the principles of Evidence-Based Training™. Axiom's expertise includes the creation of blended learning experiences—e-learning modules, simulations and games, workshops, print materials, and mobile performance support tools. Axiom is a Huntsworth Health company. Huntsworth Health employs more than 440 people in offices in Hong Kong, London, New York, Philadelphia, San Francisco and Singapore and has access to 70 offices in 31 countries through the Huntsworth PLC global network. For more information about Axiom, visit our website: www.axiomhh.com.

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