

**Infographics Project**

Project is for:

* two infographics – per below
* I’d want the completed infographics but to also have each of the single components I can use individually so I can use on slides/in proposals to identify the components using them
* I will provide RBG #s for the colors – my logo has 3 main colors and, for my new website, we’re adding in a couple of accent colors, one of which is a turquoise.

**Infographic #1 - Organizational Training & Resources**

Below is the mockup I created with the 6 core components of the Patient Adherence Training Program (the program for training healthcare and pharma organizations). I am not at all married to this in any way. I do like the idea of an icon in the center that shows it is for healthcare professionals – it visually differentiates it from the second program which is for patients.



**Single Components Making Up Icon #1 – Titles & Notes**

Live Training Intensives



Notes: Would prefer non-gender or female. Also, this component is core to the program so should appear prominently in the infographic.

Coaching Skills Development Webinars



Customized Coaching Guide



Notes: I have a mocked up Coaching Guide cover – see below – but most likely we want to keep icons in the same style?



Video Training Library

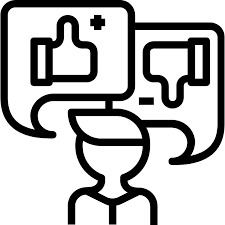


Notes: Would prefer something that indicates more than one video – there is a series of at least 5 videos included

Side Effect Management Plan



Confidential Patient Call Review



**Infographic #2 - Patient Support Resources**

Below is the mockup I created with the 6 core components of the Patient Support Resources – the menu of six kinds of support services I provide that can be delivered directly to the patient. I am not at all married to this in any way.

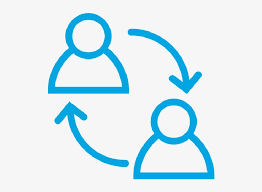


**Single Components Making Up Icon #2**

Texting & Email Support



Peer Mentor Support



Notes: I don’t think these are particularly strong

Online Group Coaching Program



Notes: Not particularly strong.

Side Effect Management Plan



Notes: I’d like to use the same icon for both organization and patient as it will be the same plan.

Caregiver Support



Notes: I don’t think this is particularly strong

Stress Reduction Strategies



Notes: if that title is too long, just go with Stress Reduction

Maybe something like this in a vector? Don’t really thing the one I used says stress reduction





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